

Media alert: Adobe and Grandtech announce new partnership in Hong Kong, Macau and Taiwan

Hong Kong — April 13, 2015 — Adobe has selected Grandtech as its non-exclusive single distribution partner in Hong Kong, Macau and Taiwan to help drive uptake of the company's Creative Cloud for teams and Acrobat DC software products. Founded in 1988 by a group of computer graphics software enthusiasts, Grandtech has expanded to become a leading distributor of multimedia based products with a strong channel reaching retailers, dealers, and systems integrators. The company specializes in the education sector, along with broad corporate and consumer markets.

Adobe's Country Manager for Hong Kong and Taiwan, Raymond Fung congratulated Grandtech on their success with Adobe to date.

"Grandtech has demonstrated its true commitment to partnership throughout Adobe's transition to Creative Cloud, and they remain committed to investing in our business," Mr. Fung said.

"Grandtech offered innovative solutions around the integration of automated systems, the opportunity to leverage existing partnerships and capability for reseller and end user training. I'm looking forward to working even more closely with the Grandtech team.

"The past 2 years have been significant for Adobe's channel business as we transitioned to Creative Cloud and continued to drive our Acrobat and Education businesses."

Jason Ngoi, GrandTech's Senior VP & GM of Hong Kong and Taiwan, said his team is proud and excited to have been chosen as Adobe's non-exclusive single distributor in the market place.

"Adobe is the leader in the creative segment and is a very important brand to have in our portfolio. There is real synergy with many of our other product sets and the rapid take-up of Creative Cloud for teams in the Hong Kong and Taiwan market is very exciting and has been embraced by our reseller channel. My team and I are looking forward to working with Adobe and our Reseller Partners to deliver ongoing value with focus on driving demand, servicing customers, and adding value through end-user events and enablement."

Adobe's move to a non-exclusive single distribution model with GrandTech will become effective on 13 April 2015.

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