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#### MEDIA ALERT

## Adobe Announces Top Performing Digital Marketing Partners

**Hong Kong — July 31, 2015** — Adobe today announced the top performing digital marketing partners for Southeast Asia and Hong Kong. Award recipients for 2015 were [Mirum](#) for Digital Marketing Partner of the Year and [NCS](#) for Digital Marketing Government Partner of the Year.

The announcement was made at the Adobe Digital Marketing Symposium in Singapore, where more than 1000 marketers have gathered to hear the latest innovations in digital transformation and learn best practices and benchmarks from some of Asia's leading brands, including Great Eastern Life, Malaysia Airlines and DBS Bank.

Adobe is the leader in digital marketing, with Adobe Marketing Cloud the only solution which offers a complete set of analytics, Web and app experience management, testing and targeting, advertising, audience management, video, social engagement and campaign orchestration to deliver business transformation in the enterprise.

"The support of our Adobe Digital Marketing customers is a top priority, and these awards are a great opportunity for us to celebrate our partners who share this priority," said Damon Scarr, Adobe's Director of Partner Engagement for Asia Pacific. "It's equally as important for Adobe to recognize and showcase our partner's achievements in business growth and technical innovation. Mirum's emphasis on driving business transformation, and NCS' focus on helping government and enterprise customer realize business value are examples of companies that are doing both."

"Congratulations to Adobe's Partner of the Year, Mirum, and our Government Partner of the Year, NCS, on all the great success accomplished this year. We look forward to our continued mutual success in the future."

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