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Adobe Appoints Philip Duffield as New Managing Director for Advertising Cloud in EMEA

London, UK — September 11, 2017 — Adobe today announced the appointment of Philip Duffield as managing director of Adobe Advertising Cloud for EMEA. In his new role, Duffield will focus on driving growth across the region and further strengthening Adobe's strategic relationships with brands and agencies, while also reinforcing Adobe's commitment to customer experience across its Advertising Cloud platform.

With over 14 years' experience within the media and advertising technology industries, Duffield brings a wealth of knowledge to the business and has significant experience of working across regions including EMEA, US and Asia Pac. Commenting on Duffield's appointment, Adobe President of EMEA Garrett Ilg said: "Adobe Ad Cloud already manages roughly \$3.5 billion in annual ad spend on behalf of more than 1,000 clients globally. Following our recent acquisition of TubeMogul, and specifically in EMEA, Philip will now play a pivotal role in setting the strategic direction for Adobe to help some of Europe's largest brands create and run more efficient ad campaigns."

Duffield commented: "Each European market is unique and Adobe's strategic perspective, as well as a depth of experience and expansive product portfolio will truly support the ongoing development of the customer experience. Every business is challenged with different needs, but with cross-channel transparency and wider marketing technology coming together at Adobe, the opportunity to lead the European business is really exciting for me."

Duffield joins Adobe from consulting with Samba TV, a San Francisco-based data and analytics company that provides insights on TV audiences. Prior to that he held several roles at AOL and was Chief Operating Officer for Uncommon, an artificial intelligence recruitment platform.

About Adobe Ad Cloud

Adobe Ad Cloud is the industry's first end-to-end platform for managing advertising across traditional TV and digital formats. It makes it simple to deliver video, display, and search advertising across any screen in any format. With this independent cross-channel platform, you can identify and engage the best audiences with a consistent and relevant ad experience. Now, all your media planning and buying are integrated into one programmatic solution.

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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