![Adobe logo]

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FOR IMMEDIATE RELEASE

Adobe Unleashes New Era of Creativity for All with the Commercial Release of Firefly for Generative AI

- Adobe Firefly models and web application are now commercially available after an unprecedented beta
- Users can now choose to access Firefly through a standalone web application, Adobe Express and Adobe Creative Cloud applications like Photoshop and Illustrator
- Creative Cloud, Firefly and Express Premium plans now include Generative credits

Hong Kong – September 14, 2023 – Adobe (Nasdap: ADBE) has announced the commercial availability of its generative AI capabilities natively integrated throughout Adobe Creative Cloud, Adobe Express and Adobe Experience Cloud, unleashing a new era of AI-enhanced creativity for millions of customers across the globe.

The latest announcement comes with the launch of the new Firefly web application, Firefly-powered capabilities commercially available in new Photoshop, Illustrator and Adobe Express workflows.

Adobe Firefly
Firefly, Adobe's family of creative Generative AI models, supports text prompts in over 100 languages and enables users around the world to create stunning content that is designed to be safe for commercial use.

"With over 2 billion images generated during the beta, Adobe Firefly is ushering in a new era of creative expression for customers across every segment," said David Wadhwani, president, Digital Media Business, Adobe. "Firefly's breathtaking capabilities combined with the rich tooling of our Creative Cloud apps, Express, the Firefly web app and Adobe Experience Cloud, give creators unparalleled opportunities to work with generative AI in new, rich and productive ways."

Introducing Generative Credits
Adobe is introducing a new credit-based model for generative AI across Creative Cloud offerings with the goal of enabling adoption of new generative image workflows powered by the Firefly Image model. Starting today, the Firefly web application, Express Premium and Creative Cloud paid plans now include an allocation of "fast" Generative Credits. Generative Credits are tokens that enable customers to turn a text-based prompt into image and vector creations in Photoshop, Illustrator, Express and the Firefly web application.

After the plan-specific number of "fast" Generative Credits is reached, subscribers can continue to create generative AI images and text effects, however, the experience will be slower. Customers can buy additional Generative Credit subscription packs.

With new Generative Credits included in their subscriptions, Creative Cloud, Express, and Firefly subscribers will benefit from expanded value of Firefly powered capabilities as a core part of their workflows. In addition, Adobe Firefly for Enterprise is now generally available for businesses to confidently deploy AI-generated content. Customers will be able to access Firefly for Enterprise through Creative Cloud Express, and Adobe Experience Cloud. Adobe's firefly model was trained on Adobe Stock images, openly licensed content and public domain content where copyright has expired. The company is working with Enterprise customers to enable them to customize models using their own assets to generate custom content.

Customers will also get access to Firefly APIs, embedding the power of Firefly into their own ecosystems and automation workflows. Firefly for Enterprise offers businesses the opportunity to obtain an intellectual property (IP) indemnification for content generated by most Firefly-powered workflows.

Top global brands including Accenture, IHG Hotels & Resorts, Mattel, NASCAR, Nvidia, ServiceNow and Omnicom are already working with Adobe to explore how Firefly can help drive efficiencies, reduce costs and accelerate their content supply chains.

Creative Cloud
The next generation of Creative Cloud starts today with Firefly-powered features now generally available in Photoshop and Illustrator, as well as AI-powered innovation in Premiere Pro and After Effects. Plus, to enable broad access to Generative AI workflows, Creative Cloud paid plans now include the new Firefly web application, a playground for exploring AI-assisted creative expression and Express Premium, the all-in-one creativity app with new generative AI Text to Image and Text Effects features that make it fast, easy and fun to design and share standout social media posts, videos, images, PDFs, flyers, logos and more.

Adobe Express
Express is the AI-first, all-in-one creativity app that makes it fast, easy and fun for any user to design and share standout content. Firefly features in Express, including Text to Image and Text Effects, are now commercially available to creators globally, revolutionizing how people and brands around the world turn ideas into standout content and stunning social media campaigns.

A Customer Centric Approach to AI
As a trusted partner to individuals and businesses of all sizes, Adobe develops and deploys AI capabilities with a customer-centric approach, guided by its AI Ethics principles to ensure content and data transparency.

Adobe designed Firefly's generative AI output to be safe for commercial use. Firefly for Enterprise offers businesses the opportunity to obtain Adobe intellectual property (IP) indemnification for content generated by most Firefly-powered workflows. By default, Firefly includes Content Credentials on every asset created using Firefly to indicate that generative AI was used, bringing more trust and transparency to digital content.

Content Credentials are verifiable details that serve as a digital "nutrition label," They can show information including an asset's name, creation date, tools used for creation and any edits made. Powered by a free, open- source tool from the Content Authenticity Initiative (CAI), this data remains associated with content wherever it is used, published or stored, enabling proper attribution and helping consumers make informed decisions about digital content.

Future Adobe Firefly models will leverage a variety of assets, technology and training data from Adobe and others. As other models are implemented, Adobe will continue to prioritize countering potential harmful bias.

About Adobe
Adobe is changing the world through digital experiences. For more information, visit https://www.adobe.com/hk_en/.

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