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Adobe and Microsoft Partner in the Azure Cloud to Help Businesses Transform Customer Engagement

Adobe to Deliver Its Cloud Services on Microsoft Azure; Microsoft to Make Adobe Its Preferred Marketing Service for Dynamics 365 Enterprise

SINGAPORE, 30 September 2016 - Today at Microsoft Ignite, Adobe Systems Incorporated (Nasdaq:ADBE) and Microsoft Corp. announced plans for a strategic partnership to help enterprise companies embrace digital transformation and deliver compelling, personalized experiences through every phase of their customer relationships. Together, the two companies will enable businesses to dramatically strengthen their brands through solutions with Microsoft Azure, Adobe Marketing Cloud and Microsoft Dynamics 365.

"Business leaders in every industry are focused on how to better engage their digital customers, wherever they are," said Satya Nadella, CEO of Microsoft. "Together, Adobe and Microsoft are bringing the most advanced marketing capabilities on the most powerful and intelligent cloud to help companies digitally transform and engage customers in new ways."

"Customers today expect a well-designed, personalized and consistent experience every time they engage with a brand," said Shantanu Narayen, Adobe president and chief executive officer. "Adobe and Microsoft will bring together the cloud horsepower and end-to-end capabilities brands need to design and deliver great digital experiences."

With this partnership, Adobe will make Microsoft Azure its preferred cloud platform for the Adobe Marketing Cloud, Adobe Creative Cloud and Adobe Document Cloud. Azure provides Adobe with a trusted, global cloud and a powerful data platform for intelligent services, including comprehensive machine learning and cognitive capabilities in Microsoft Cortana Intelligence Suite and SQL Server.

Microsoft will make Adobe Marketing Cloud its preferred marketing service for Dynamics 365 Enterprise edition, giving customers a powerful, comprehensive marketing service for Microsoft's next generation of intelligent business applications.

The two companies are collaborating on data integrations to ensure customers can easily work across Adobe Marketing Cloud and Dynamics 365 business applications, leveraging artificial intelligence, machine learning and advance analytics. Customers will be able to use



these integrations across Adobe and Microsoft solutions to create new data-driven sales and marketing capabilities. The underlying data models will be extensible to enterprise customers, as well as third party developers and partners, which will foster innovation and development across a shared ecosystem.

Adobe and Microsoft will jointly work with leading companies to help them envision and implement the integrated solutions. As a result, the companies' mutual customers will be able to harness their data for critical insights and predictions, connect customer touchpoints across their business, bolster relationships, and drive brand loyalty and growth.

About Adobe Systems Incorporated

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

The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at www.facebook.com/AdobeSEA.

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