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FOR IMMEDIATE RELEASE

Adobe Stock Launches Worldwide

Integration into Creative Cloud Gives Adobe the Edge in \$3 Billion Global Stock Image Market

LONDON, UK — June 16, 2015 — Adobe today launched Adobe Stock, the industry's first stock content service to be integrated directly into the content creation process and the tools creatives use every day. Available through Adobe Creative Cloud, this new service radically simplifies buying and using stock content, including photos, illustrations and graphics.

"Adobe Stock extends Creative Cloud's value as a vibrant global marketplace," said David Wadhvani, senior vice president, Digital Media at Adobe. "Eighty-five percent of customers who purchase stock images use Adobe creative tools. The deep integration with our latest Creative Cloud desktop apps, including Photoshop and InDesign, makes buying and using stock photos incredibly easy. At the same time, our customers -- the best photographers and designers on the planet -- will have the opportunity to contribute millions of new photos and images to Adobe Stock. This is really going to raise the bar in the world of stock content."

Adobe Stock, a curated collection of 40 million-and-growing high-quality images, is deeply integrated into the latest releases of Photoshop CC, InDesign CC, Illustrator CC, Premiere Pro CC and After Effects CC. Designers can launch Adobe Stock directly within CC desktop software, add watermarked images to their Creative Cloud Libraries, and then access and work with images across multiple desktop tools. When creatives are ready to license the image for finished work, they can do it directly within the desktop software they are working in. Thanks to Creative Cloud's signature CreativeSync technology, all edits made on a watermarked image are automatically applied to the newly licensed image, saving hours of potential rework.

Adobe Stock is also available as a standalone stock service <https://stock.adobe.com/uk/>, where designers and marketers who are not yet Creative Cloud members, can download, purchase and sell stock images.

The launch of Adobe Stock shakes up the \$3 billion dollar global stock image market, as Adobe customers are active contributors to stock image services and regular purchasers of stock content. An estimated 85 per cent of creatives who buy stock content use Adobe tools; and more than 90 percent of stock content sellers use Adobe software in the preparation of their photos and images. Adobe Stock is based on the acquisition of stock content provider Fotolia, earlier this year.

In addition to utilising the Adobe Stock service, creatives can contribute work to Adobe Stock, accessing a worldwide community of motivated stock content buyers. Adobe also announced it will offer industry-leading rates, to photographers and designers contributing content to Adobe Stock.

Key features of Adobe Stock include:

- **Easily manage, work with and purchase stock content.** Designers can launch Adobe Stock directly within CC desktop software, add watermarked images to Creative Cloud Libraries and then access and work with images across multiple desktop and mobile tools. When creatives are ready to license the image for finished work, they can do it directly within the CC desktop software application. Designers can also edit a watermarked image in an application like Photoshop CC and, when licensed, these edits are automatically applied to the purchased full-resolution image.
- **High-impact creative content for print, web or mobile app projects.** Adobe Stock is an extensive marketplace of over 40 million photos, illustrations and graphics, covering virtually every subject. Whether it's finding a standout image of a

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Scottish castle for a tourist brochure; a beach volleyball game for a sports website; or an illustration of a restaurant menu for a mobile app, Adobe Stock has a huge selection of possibilities. Adobe also plans to add new stock content categories in the coming months, leveraging Adobe customers' unrivalled reach and experience across creative fields.

- **Simple and flexible pricing plans.** Flexible purchase options enable creatives and marketers to buy single images, as they need them, or purchase a monthly plan. Saving up to 40 percent, Creative Cloud members get the best value when they add an Adobe Stock annual plan option to their Creative Cloud membership. A first for the stock image industry, creatives who sign up for a 10-images-per-month plan can "rollover" unused images for up to a year (most month-to-month stock subscription plans require creatives to use all images each month or lose them). For customers who are not Creative Cloud members, a standalone Adobe Stock service offers single-image pricing, as well as month-to-month and annual membership plans.

Pricing and Availability

Adobe Stock (<https://stock.adobe.com/uk/>) is available today in 36 countries and 13 languages. Pricing for Creative Cloud individual and team customers is £7.19 incl VAT for a single image; £23.99 per month for 10 images monthly (with rollover of unused images); and £143.99 incl VAT per month for 750 images monthly. Separate pricing is available for Adobe Stock customers who are not Creative Cloud members.

About Adobe Systems Incorporated

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