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FOR IMMEDIATE RELEASE

Adobe Appoints Tony Ng as Managing Director of Greater China

Hong Kong — May 6, 2021 — Adobe (Nasdaq: ADBE) today announced the appointment of Tony Ng as managing director of Adobe Greater China. From today, Tony will lead Adobe's business in Greater China across Adobe Creative Cloud, Adobe Experience Cloud and Adobe Document Cloud, reporting to Simon Tate, President of Adobe Asia Pacific. Yew Hwee Ng, former senior managing director of Adobe Greater China, will take on a new role, leading Digital Media for Enterprise across Asia; he has relocated back to Singapore.

2021 has seen the world move to digital-first and for businesses across Greater China and around the globe, this is top of mind. Adobe is uniquely positioned to enable brands such as OPPO, Lenovo and Asia Miles to transform and deliver exceptional experiences for their customers. Partnerships with Tencent, Alibaba, Baidu and Bytedance will also ensure Adobe is bringing leading and insightful innovation to the Greater China market.

Commenting on Tony's appointment, Simon Tate, President of Adobe Asia Pacific said, "Tony is an incredible leader, with a deep understanding of the Greater China region, and a relentless focus on customer success to drive business growth. This is an important market for Adobe and Tony's experience and knowledge of the local ecosystem, as well as the digital landscape, will be a valuable asset to our customers and partners. I look forward to seeing Tony bring his local knowledge to build our business and take our strategic partnerships to the next level."

Tony joins Adobe from Salesforce, where, during this tenure, he was the Vice President responsible for customer growth and retention across both the ASEAN and Greater China regions.

He has also held leadership roles at Microsoft, delivering new solution wins for clients in banking, telecommunications, media and other high-tech industries. Earlier, Tony held leadership roles at brands including Boeing, Asia Netcom, Cisco, AT&T and Texas Instruments.

"I would like to thank Yew Hwee Ng for his 15 years of service in Greater China," added Tate. "Under Yew Hwee's leadership, Adobe's business has grown exponentially in this important market, and I look forward to the impact he will make in his new role."

"Every business must now be a digital business, and I'm excited to join Adobe to work with our customers and help them drive digital transformation," said Tony Ng. "There is incredible opportunity to grow our business across Greater China and I look forward to working with this well-respected Adobe team."

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