

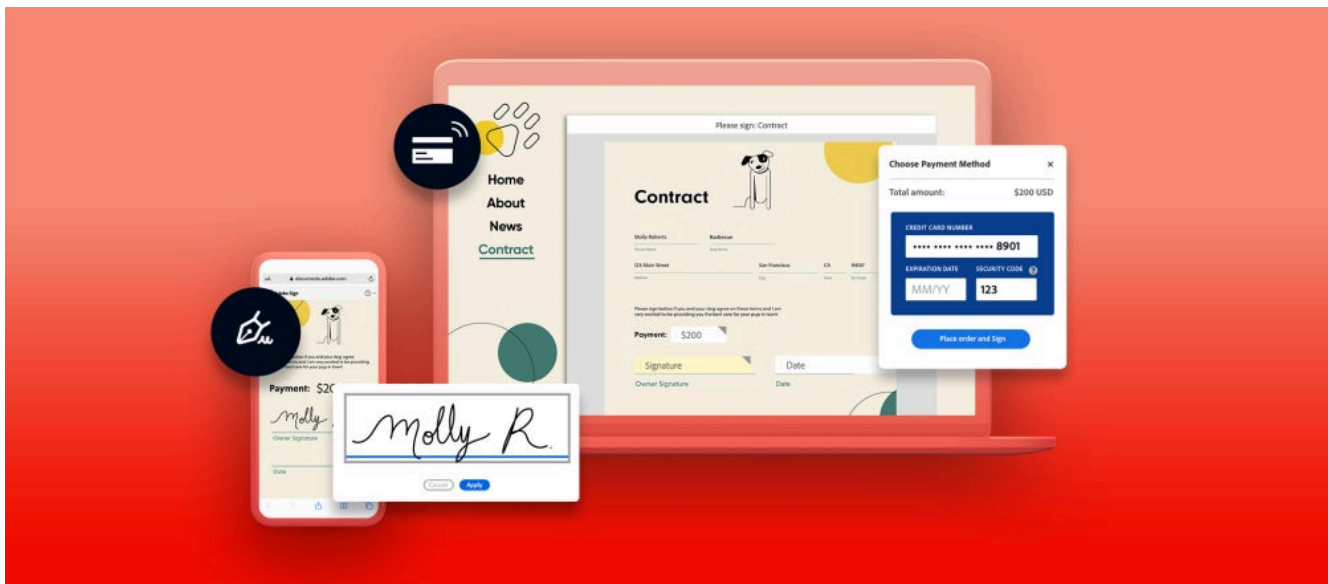


Public relations contacts
Summer Shi
Adobe
(86) 10 58657703
sshi@adobe.com

Ann Wai / Rosa Yip
Newell Public Relations
(852) 2117 5017 / 2117 5011
annw@newell.com / rosay@newell.com

FOR IMMEDIATE RELEASE

Adobe Helps Small Businesses Digitize with New Advanced e-Sign Features in Acrobat



Hong Kong — March 19, 2021 — Adobe (Nasdaq: ADBE) has unveiled a new offering - Acrobat Pro with advanced e-sign capability to make the transition from paper to digital easier.

This new all-in-one Acrobat solution gives small business owners powerful Adobe Sign functionality alongside the world's best PDF tools. Now, they can take advantage of [digital documents](#) in more ways than ever to improve their digital footprint, reach customers online, and interact more professionally. These new [Adobe Sign features](#) make it possible to easily embed customer forms into a website with webforms, collect digital payments with PayPal, add custom branding to electronic contracts and [invoices](#) and utilize advanced form fields for complex customer workflows. It lets small businesses do what they need to create and edit PDFs, collaborate with others, and manage e-signatures in one simple, digital solution, without the need to jump from app to app, or cobble together disparate PDF and e-signature point solutions to get the job done.

COVID-19 accelerated the need for businesses in Hong Kong and across the globe operating in a paper-based world to suddenly go digital. Moreover, small businesses have had to pivot their operations and embracing digital technologies like never before, often being strapped for resources, particularly time and money.

Adobe recently surveyed 500 small business owners and senior leaders in the U.S and unearthed that technology was the lifeblood for many SMBs during the pandemic: Small businesses cited digital payments (57%), virtual meeting tools (54%) and e-signatures (52%) as critical to survival last year. Yet, productivity gaps remain with paper: 86 percent said they handle physical paperwork at least once a week, and 51 percent handle physical paperwork daily. The average small business owner signs and processes 16 documents per week, with an average turnaround time of 6 days to fully process a [contract](#). And, only 40 percent of small business owners have digitized contract management with vendors and suppliers, including collecting e-signatures.

With a new appreciation for technology, small businesses are planning to invest: Small businesses expect to spend nearly USD 10,000 on software (digital tools, solutions, or apps) in 2021 – an increase from last year according to nearly half of the respondents. The top 5 priorities for SMBs are digital payments, e-signatures, digital documents, CRM tools and remote work tools.

In response to the findings, Adobe designed the latest Acrobat offering with a fresh and easy-to-use web-based interface for the spared need to hire IT personnel to get up and running. Without a steep learning curve or a major investment, administrative work is quickly digitized, and it can connect to existing software like Microsoft Office 365, Google Workspace, and more.

Moreover, since e-signature tools in Acrobat are powered by [Adobe Sign](#), which is trusted by small businesses, global brands, and the majority of Fortune 100, every transaction is secure and legally binding, at a fraction of the cost of other e-sign-only point solutions.

In the previous 12 tumultuous months, so many businesses accelerated their digital transformation that Adobe has seen triple digit growth across Acrobat and Sign, proving that companies of all sizes benefit from paper-free processes. And on the SMB front, 40 percent reported that they conducted more paperwork digitally in 2020 rallying around the belief that digital documents are easier, faster, and more convenient than physical paper.

Please visit [here](#) to learn how Acrobat Pro with advanced e-sign can help small businesses succeed in 2021 and beyond.

Please visit [here](#) to see the full survey results.

About Adobe

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

###