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FOR IMMEDIATE RELEASE

Adobe and Major League Baseball Partner to Create Next Generation Fan Experiences

Major League Baseball Adopts Adobe Experience Cloud, Adobe Creative Cloud and Adobe Sign to deliver More Personalised Experiences for Fans



Hong Kong — December 21, 2021 — Adobe (Nasdaq:ADBE) and Major League Baseball (MLB), North America's most historic professional sports league, today announced a major expansion of their partnership to reimagine fan engagement and continue to bring America's favourite pastime to the next generation of fans – powered across Adobe Experience Cloud, Adobe Creative Cloud, and Adobe Sign.

The partnership will empower MLB to bring new personalised, seamless experiences to its millions of fans. Fans will feel a part of the ballpark atmosphere from wherever they enjoy baseball – be it at home, on the go, or at the park itself. The league and its Clubs will be able to collaborate more seamlessly with advanced tools for signing contracts, sharing creative assets and engaging directly with their fans.



Image 1 : Major League Baseball adopts technology and data to improve fan engagement and build the enduring relationship.

New, fan-friendly features can include personalised promotions and notifications tailored to individual fans – at the ballpark potentially highlighting which entrances will offer the fastest journey to their seats, VIP parking promotions, or discounts on grab-and-go concessions. Fans who live outside their favourite team's locale will also be able to receive alerts when their favourite club or player is in town or get free trials for MLB.TV so they can watch games from the comfort of their couch or on the go.

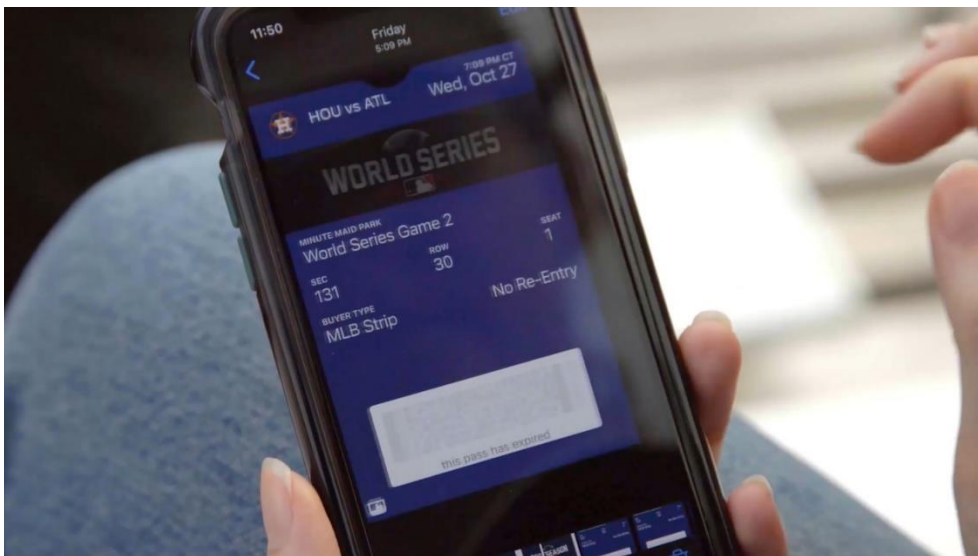


Image 2: A single place for individual fans to keep their tickets.

MLB will be able to drive greater efficiency and fully digitise workflows that require an individual's consent, approval or signature, such as player agreements and vendor contracts. As an added benefit, this is projected to save thousands of reams of paper every year - all powered by Adobe Document Cloud, including Adobe Sign. MLB and MLB Network, which already rely on Adobe Creative Cloud to create and deliver rich content on television and online, will be able to streamline content creation in the future and more seamlessly manage creative workflows with Adobe Workfront as their new marketing system of record.

"MLB has long been a global leader in digital experiences among sports leagues, with a fan-first orientation across the web, mobile apps, and social media," said Anil Chakravarthy, Adobe's executive vice president and general manager, Digital Experience Business and Worldwide Field Operations. "The expansion of the partnership will allow MLB to bring some truly personalised experiences to fans, made possible by millions of fan profiles built in real time."

"We've gone out of our way to create digital tools to improve the fan experience," said Chris Marinak, Chief Operations and Strategy Officer, Major League Baseball. "We're bringing personalised experiences and information to fans so that they feel like we know who they are, who their favourite team is and who their favourite players are. Adobe's breadth of enterprise applications allows us to deliver what fans want, where they want it – across dozens of channels."

About Adobe

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

About Major League Baseball

Major League Baseball (MLB) is the most historic professional sports league in the United States and consists of 30 member clubs in the U.S. and Canada, representing the highest level of professional baseball. Led by Commissioner Robert D. Manfred, Jr., MLB remains committed to making an impact in the communities of the U.S., Canada and throughout the world, perpetuating the sport's larger role in society and permeating every facet of baseball's business, marketing, community relations and social responsibility endeavors. MLB currently features record levels of competitive balance, continues to expand its global reach through programming and content to fans all over the world, and registered records in games and minutes watched this season on MLB.TV. With the continued success of MLB Network and MLB digital platforms, MLB continues to find innovative ways for its fans to enjoy America's National Pastime and a truly global game. For more information on Major League Baseball, visit www.MLB.com.

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