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FOR IMMEDIATE RELEASE

Top Global Business Leaders Join Forces as Adobe Appoints International Advisory Board to Help Companies Thrive in the Digital Economy

Hong Kong — March 24, 2021 — As industries shift to adapt to the new rules of the digital economy, Adobe (Nasdaq : ABDE) has appointed its first International Advisory Board to further help customers navigate disruption and set digital transformation strategies to excel in the new era in customer experience. Adobe's International Advisory Board brings together six internationally focused leaders with track records of leading industries through disruption and transformation across B2B, B2C and government.

International Advisory Board members have been selected based on their exceptional leadership experience across industries including finance, retail, automotive, hospitality, consumer goods, media and entertainment, energy and healthcare and have led some of the world's largest organisations through significant periods of change. The Advisory Board will be chaired by Paul Robson, President of Adobe's International business.

The International Advisory Board members are:

Barbara Kux is a multiple Board Director with longstanding international board and executive experience in consumer goods and industrial companies, who started her career as a Management Consultant for McKinsey. She is a Member of the Supervisory Board at Henkel and Grosvenor Group as well as Vice-chair of the Board at Firmenich, a leading fragrance and flavor company. From 2008 until 2013 Ms. Kux was a Member of the Managing Board of Siemens, as the first woman in the 160-year history of the company. She has a strong history of leading Sustainability and Corporate Governance and was a Member of the Managing Board at Siemens where it was named 'world's most sustainable industrial company' in 2012.

Baudouin Prot has more than 40 years' experience in global banking and was the former CEO and Chairman of the Board at BNP Paribas. He is a Board member of French luxury group Kering, leading Fintech software provider Finastra and Alstom, a multinational rail mobility company. He is also currently Senior Advisor to Boston Consulting Group.

Dr. Dieter Zetsche is Chairman of TUI AG and he has been a member of the Board of Management of Daimler AG since December 1998 and was Chairman of the Board of Management of Daimler AG from 2006 to 2019. During this time, he was also Head of Mercedes-Benz Cars. He has held leadership positions at Daimler in Brazil and Argentina and was President of Freightliner Corporation, Head of Commercial Vehicles and CEO of the Chrysler Group.

Professor Heizo Takenaka is a world-renowned economist. He joined Prime Minister Koizumi's Government in 2001, serving through to 2006. During this time, Dr Takenaka became Minister of Economic and Fiscal Policy, followed by Minister of Financial Services. He also served as Minister of the Postal Services' Privatisation and Minister of Internal Affairs and Communication. Dr Takenaka was named a member of the Economic Strategy Council in 1998 and the IT Strategy Council in 2000. He is currently a professor at Keio University. Dr Takenaka also holds several advisory board and committee roles, including Director of the Global Security Research Institute and Chairman of Pasona Group, Inc.

Nigel Hinshelwood is the former Head of HSBC UK and Deputy CEO of HSBC Bank plc. He held a number of executive appointments within the HSBC Group including Head of HSBC Insurance Holdings, COO of EMEA and Global Head of Operations. He is currently Senior Independent Director of Lloyds Bank Plc and Bank of Scotland Plc, Non-Executive Director of Nordea Bank and Chairman of its Risk Committee. He is also a member of Lloyd's of London Technology and Transformation Committee.

Patrick Allaway is Chairman of the Bank of Queensland and a Non-Executive Director of Dexus Funds Management Ltd and Allianz Australia. He has extensive experience in corporate advisory roles and has also held Executive and Non-Executive roles for Citibank, Swiss Bank Corporation (now UBS) and Nine Entertainment. He is the former Executive Chairman of Saltbush Capital Markets.

Paul Robson, chair of the International Advisory Board and President, International at Adobe commented: "The digital economy runs on customer connections and businesses across all geographies and industries are currently rethinking how they interact with their customers digitally. Adobe and our International Advisory Board will help brands reimagine customer journeys at a time when customer experience and engagement has never been more relevant."

Adobe's International business comprises the regions of Europe, the Middle East and Africa (EMEA), Asia Pacific (APAC) and Japan, across 160 countries and nearly 10,000 employees. As the market leader in the categories of creativity, digital documents and customer experience management, the company is well-positioned for further growth.

About Adobe

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