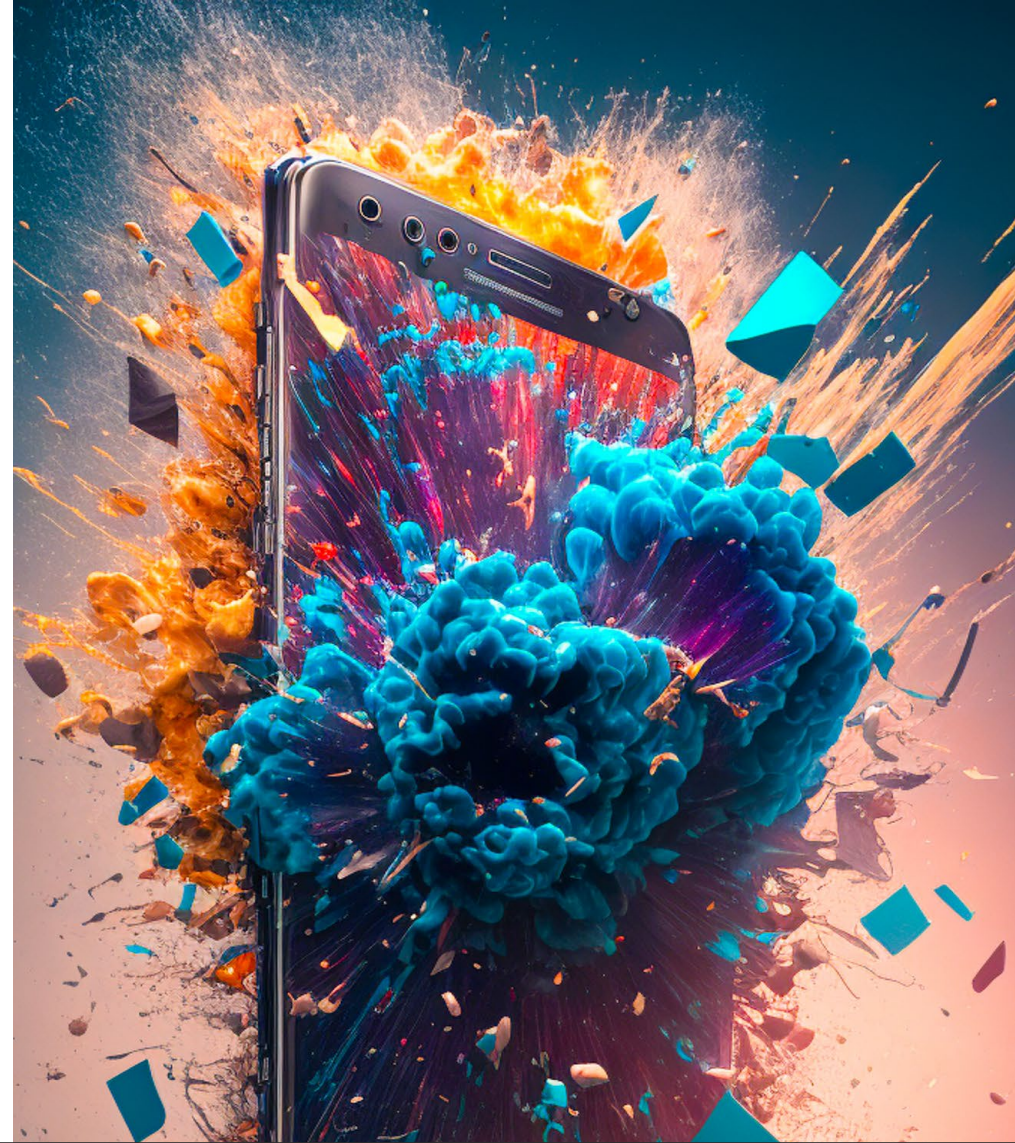


# What's changing?

- ☑ New generative AI value
- ☑ New naming
- ☑ New pricing
- ☑ Reducing the gen Ai credit entitlements for new Teams Single App subscriptions

“Adobe is focused on providing the world with the tools, resources, and solutions that empower and enable creative endeavors.”



# Current Creative Cloud for business plans

|                                                                 | Creative Cloud All Apps for teams | Creative Cloud Pro Edition for teams | Creative Cloud for enterprise Edition 4                    |
|-----------------------------------------------------------------|-----------------------------------|--------------------------------------|------------------------------------------------------------|
| Price                                                           | \$1,079.88 per year (MSRP)        | \$1,205.88 per year (MSRP)           | \$1,512 per year (list price USD)                          |
| 20+ Creative apps and services, core Firefly capabilities       | ✓                                 | ✓                                    | ✓                                                          |
| Monthly Firefly generative credit allocation per user           | 1,000                             | 3,000                                | 3,000                                                      |
| Monthly Standard generative AI feature generations              | 1,000<br>(Based on # of credits)  | Unlimited                            | Unlimited + Object Composites, Style Kits                  |
| Access to Premium generative AI features                        | ✗                                 | ✓                                    | ✓ + Lip Sync                                               |
| Unlimited access to Adobe Stock standard assets                 | ✗                                 | ✓                                    | ✓                                                          |
| Unlimited access to Adobe Stock Audio, Video and Premium assets | ✗                                 | ✗                                    | ✗                                                          |
| IP indemnification (Adobe Stock and Firefly*)                   | ✗                                 | Up to \$10k per asset                | Up to \$10k per asset (VIP)<br>Up to \$3M per asset (ETLA) |
| Admin features and controls                                     | Baseline                          | Baseline                             | Advanced, SSO                                              |

# Creative Cloud All Apps for teams updates

| Price                                                           | Creative Cloud All Apps for teams | <b>NEW!</b> Creative Cloud Pro for teams |
|-----------------------------------------------------------------|-----------------------------------|------------------------------------------|
|                                                                 | \$1,079.88 per year (MSRP)        | \$1,199.88 per year (MSRP)               |
| 20+ Creative apps and services, core Firefly capabilities       | ✓                                 | ✓                                        |
| Monthly Firefly generative credit allocation per user           | 1,000                             | 4,000                                    |
| Monthly standard generative AI feature generations              | 1,000                             | Unlimited                                |
| Access to premium generative AI features                        | ✗                                 | ✓                                        |
| Unlimited access to Adobe Stock standard assets                 | ✗                                 | ✗                                        |
| Unlimited access to Adobe Stock Audio, Video and Premium assets | ✗                                 | ✗                                        |
| IP indemnification (Adobe Stock and Firefly*)                   | ✗                                 | ✗                                        |
| Admin features and controls                                     | Baseline                          | Baseline                                 |

## NORTH AMERICA

### Naming:

Creative Cloud for Teams All Apps becomes “Creative Cloud Pro for teams”

### Pricing:

Increase per seat estimated street price from \$1,079.88/year to \$1,199.88/year

### Entitlements:

- 4,000 generative AI monthly credits
- Access to premium Gen AI features
- Unlimited access to image and vector Generative AI features

# Creative Cloud for teams Pro Edition updates

| Price                                                           | Creative Cloud for teams Pro Edition | <b>NEW!</b> Creative Cloud Pro Plus for teams |
|-----------------------------------------------------------------|--------------------------------------|-----------------------------------------------|
|                                                                 | \$1,205.88 per year (MSRP)           | \$1,325.88 per year (MSRP)                    |
| 20+ Creative apps and services, core Firefly capabilities       | ✓                                    | ✓                                             |
| Monthly Firefly generative credit allocation per user           | 3,000                                | 4,000                                         |
| Monthly standard generative AI feature generations              | Unlimited                            | Unlimited                                     |
| Access to premium generative AI features                        | ✓                                    | ✓                                             |
| Unlimited access to Adobe Stock standard assets                 | ✓                                    | ✓                                             |
| Unlimited access to Adobe Stock Audio, Video and Premium assets | ✗                                    | ✗                                             |
| IP indemnification (Adobe Stock and Firefly*)                   | Up to \$10K per asset                | Up to \$10K per asset                         |
| Admin features and controls                                     | Baseline                             | Baseline                                      |

## NORTH AMERICA

**Naming:**  
Creative Cloud for Teams All Apps will become “Creative Cloud Pro Plus for teams”

**Pricing:**  
Increase the per seat estimated street price from \$1,205.88/year to \$1,325.88/year

**Entitlements:**  
4,000 Generative Ai monthly credits

# Creative Cloud for enterprise pricing update

|                           | Enterprise All Apps<br>Edition 3 (VIP & ETLA)                                                  | Enterprise All Apps<br>Edition 4 (VIP & ETLA)                                                                                                             |
|---------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Current price             | \$1,325/yr<br>(PUF)                                                                            | \$1,512/yr<br>(PUF)                                                                                                                                       |
| New price<br>as of July 1 | <br>No change | <br>\$1,631 (PUF)<br>\$120 - \$210 /yr increase<br>depending on country |

## Pricing:

Increase the per seat list price by  
\$120 - \$210 /year depending on  
country

# ROW Creative Cloud for business plans July 8 – September 1

**Note:** Price increments that were shared on live enablement sessions were indicative of the North America pricing changes. Prices will vary by country worldwide.

|          |                                                                 | (Updated CCT Pro Edition) |                                   |                                                            |         |
|----------|-----------------------------------------------------------------|---------------------------|-----------------------------------|------------------------------------------------------------|---------|
|          |                                                                 | Creative Cloud for teams  | Creative Cloud Pro Plus for teams | Creative Cloud for enterprise Edition 4                    |         |
| FEATURES | Suggested Retail Price (Per user, Level 1*)                     | Current price levels      | Current price levels              | \$1,631 per year (USD MSRP)                                | PRICE   |
|          | 20+ Creative apps and services, core Firefly capabilities       | ✓                         | ✓                                 | ✓                                                          |         |
|          | Monthly Firefly generative credit allocation per user           | 4000                      | 4,000                             | 4,000                                                      | CREDITS |
|          | Monthly Standard generative AI feature generations              | Unlimited                 | Unlimited                         | Unlimited + Object Composites, Style Kits                  |         |
|          | Access to Premium Gen Ai Features                               | ✓                         | ✓                                 | ✓ + Lip Sync                                               |         |
|          | Unlimited access to Adobe Stock standard assets                 | ✗                         | ✓                                 | ✓                                                          |         |
|          | Unlimited access to Adobe Stock Audio, Video and Premium assets | ✗                         | ✗                                 | ✗                                                          |         |
|          | IP indemnification (Adobe Stock and Firefly)                    | ✗                         | Up to \$10k per asset             | Up to \$10k per asset (VIP)<br>Up to \$3M per asset (ETLA) |         |
|          | Admin features and controls                                     | Baseline                  | Baseline                          | Advanced, SSO                                              |         |



\*Level 1 is for 1-9 seat bands as per price list

# ROW Creative Cloud for business plans as of Sept 1

|                                                                    |                                                                                   | (Updated CCT All Apps)                                                                | (Updated CCT Pro Edition)                                                             |                                                                                                |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|                                                                    |                                                                                   | Creative Cloud Pro<br>for teams                                                       | Creative Cloud Pro<br>Plus for teams                                                  | Creative Cloud for<br>enterprise Edition 4                                                     |
| <b>PRICE</b>                                                       |  | <b>\$1,199.88 per year<br/>(USD MSRP)</b>                                             | <b>\$1,325.88 per year<br/>(USD MSRP)</b>                                             | <b>\$1,631 per year<br/>(USD MSRP)</b>                                                         |
| Suggested Retail Price<br>(Per user, Level 1)                      |                                                                                   |                                                                                       |                                                                                       |                                                                                                |
| 20+ Creative apps and services, core<br>Firefly capabilities       |                                                                                   |    |    |             |
| Monthly Firefly generative credit<br>allocation per user           |                                                                                   | 4,000                                                                                 | 4,000                                                                                 | 4,000                                                                                          |
| Monthly standard generative AI<br>feature generations              |                                                                                   | Unlimited                                                                             | Unlimited                                                                             | Unlimited + Object<br>Composites,<br>Style Kits                                                |
| Access to Premium generative<br>AI features                        |                                                                                   |    |    |  + Lip Sync |
| Unlimited access to Adobe Stock<br>standard assets                 |                                                                                   |   |   |            |
| Unlimited access to Adobe Stock Audio,<br>Video and Premium assets |                                                                                   |  |  |           |
| IP indemnification<br>(Adobe Stock and Firefly*)                   |                                                                                   |  | Up to \$10k per asset                                                                 | Up to \$10k per asset (VIP)<br>Up to \$3M per asset (ETLA)                                     |
| Admin features and controls                                        |                                                                                   | Baseline                                                                              | Baseline                                                                              | Advanced, SSO                                                                                  |

# Update the Generative AI credit entitlements for Single App for new contracts starting June 17

**Note:** The previously shared version of this slide stated that the entitlement changes would take effect on July 1 – this has been corrected to **June 17**.

Worldwide we’re reducing the Gen Ai credit entitlements from **500 credits/month** to **25 credits/month** for select Creative Cloud for Teams Single App offerings

|                                                       | Current                                                                                                                                                            | Starting June 17                                                                                                                                                   |
|-------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Impacted Offers                                       | Photoshop SA, Illustrator SA, Premiere SA, InDesign SA, Lightroom SA, After Effects SA, Audition SA, Animate SA, Dreamweaver SA, InCopy SA, Dimension SA, Adobe XD | Photoshop SA, Illustrator SA, Premiere SA, InDesign SA, Lightroom SA, After Effects SA, Audition SA, Animate SA, Dreamweaver SA, InCopy SA, Dimension SA, Adobe XD |
| Price                                                 | \$37.99 per Month                                                                                                                                                  | \$37.99 per Month                                                                                                                                                  |
| Creative apps and services, core Firefly capabilities | ✓                                                                                                                                                                  | ✓                                                                                                                                                                  |
| Monthly Firefly generative credit allocation per user | 500                                                                                                                                                                | 25                                                                                                                                                                 |
| Monthly Standard Generative Ai Feature Generations    | 500<br>(based on number of credits)                                                                                                                                | 25<br>(based on number of credits)                                                                                                                                 |
| Access to Premium Gen Ai Features                     | ✗                                                                                                                                                                  | ✗                                                                                                                                                                  |
| Unlimited access to Adobe Stock                       | ✗                                                                                                                                                                  | ✗                                                                                                                                                                  |
| IP indemnification (Adobe Stock and Firefly*)         | ✗                                                                                                                                                                  | ✗                                                                                                                                                                  |

# Full timeline of CCLO changes

**Note:** The previously shared version of this slide stated that the new CCT AA entitlement would go into effect on July 7 - this has been corrected to **July 8**.

