

FY26 Q1 APC Incentives ANZ

Acrobat Standard and Acrobat Pro New Licenses Only (Net New, Add-On, Expansion)

- Acrobat Standard, Acrobat Pro products available on the VIP Marketplace price list are eligible.
- Commercial, Government and Education segments are eligible.
- TLP, CLP, FLP, VIP-C and ETLA opportunities are ineligible.
- New licenses minimum order:
 - 30 license minimum deal size is required. Any combination of Acrobat Standard/Acrobat Pro subscription SKUs may be used to meet the minimum unit threshold.
- Available to Certified, Gold and Platinum partners in ANZ, HKT, IND, KOR and SEA with the below exceptions:
 - Acrobat Standard and Acrobat Pro New Licenses Only (Net New, Add-On, Expansion) Deal Registration is available to Certified Resellers only via an Authorised Adobe Distributor.
 - For CHN, KOR, and IND (excl BSNMB) - Acrobat Standard and Acrobat Pro New Licenses Only (Net New, Add-On, Expansion) Deal Registration for the Education segment is available to Education Elite partners only.
 - For IND (excl BSNMB) and KOR - Acrobat Standard and Acrobat Pro New Licenses Only (Net New, Add-On, Expansion) Deal Registration for the Government segment is available to Government Elite partners only.
- Qualifying opportunities must have an order submit date between 29th November 2025 - 27th February 2026.
- Closed opportunities must be claimed within 30 days.

- Acrobat Standard and Acrobat Pro New Licenses Only (Net New, Add-On, Expansion) Deal Registration incentive cannot be stacked/combined with any other Deal Registration program, max payout is 20%.
- Opportunities must be approved by Adobe and comply with all published Deal Registration guidelines.
- Deal Registration Rebate is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- A customer that does not renew their Adobe subscription (across any Adobe subscription buying program) is only eligible for new VIP deal registration 180+ days from the anniversary date of their unrenewed Adobe subscriptions.
- Qualifying Deal Registration revenue is capped at US\$300,000.
- All other terms and conditions of the Deal Registration Incentive apply (see APC Reseller Program Guide).
- Adobe reserves the right to change the terms, conditions, and criteria, or discontinue this incentive at any time, and notice may be given by email notification with at least 14 days' notice.

AI Assistant and Acrobat Studio New Licenses Only (Net New, Add-On, Expansion)

- AI Assistant and Acrobat Studio products available on the VIP Marketplace price list are eligible.
- Commercial, Government and Education segments are eligible.
- TLP, CLP, FLP, VIP-C and ETLA opportunities are ineligible.
- New licenses minimum order:
 - 10 license minimum deal size is required. Any combination of AI Assistant/Acrobat Studio subscription SKUs may be used to meet the minimum unit threshold.
- Available to Certified, Gold and Platinum partners in ANZ, HKT, IND, KOR and SEA with the below exceptions:
 - AI Assistant and Acrobat Studio New Licenses Only (Net New, Add-On, Expansion) Deal Registration is available to Certified Resellers only via an

Authorised Adobe Distributor.

- For KOR, and IND (excl BSNMB) - AI Assistant and Acrobat Studio New Licenses Only (Net New, Add-On, Expansion) Deal Registration for the Education segment is available to Education Elite partners only.
- For IND (excl BSNMB) and KOR - AI Assistant and Acrobat Studio New Licenses Only (Net New, Add-On, Expansion) Deal Registration for the Government segment is available to Government Elite partners only.
- Qualifying opportunities must have an order submit date between 29th November 2025 - 27th February 2026.
- Closed opportunities must be claimed within 30 days.
- AI Assistant and Acrobat Studio New Licenses Only (Net New, Add-On, Expansion) Deal Registration incentive cannot be stacked/combined with any other Deal Registration program, max payout is 20%.
- Opportunities must be approved by Adobe and comply with all published Deal Registration guidelines.
- Deal Registration Rebate is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- A customer that does not renew their Adobe subscription (across any Adobe subscription buying program) is only eligible for new VIP Marketplace deal registration 180+ days from the anniversary date of their unrenewed Adobe subscriptions.
- Qualifying Deal Registration revenue is capped at US\$300,000.
- All other terms and conditions of the Deal Registration Incentive apply (see APC Reseller Program Guide).
- Adobe reserves the right to change the terms, conditions, and criteria, or discontinue this incentive at any time, and notice may be given by email notification with at least 14 days' notice.

Upsell to Acrobat Studio at Renewal

- Acrobat Studio Teams and Enterprise products on the VIP Marketplace price list are eligible.
- Commercial, Government and Education segments are eligible.

- TLP, CLP, FLP, VIP-C and ETLA opportunities are ineligible.
- Minimum upsell licenses of 10 and a minimum 90%-unit retention required.
- Available to Gold and Platinum partners in ANZ, CHN, HKT, IND, KOR and SEA with the below exceptions:
 - For ANZ, upsell to Acrobat Studio at Renewal Deal Registration is available to Certified Resellers only via an Authorised Adobe Distributor.
 - For CHN, KOR, and IND (excl BSNMB) - upsell to Acrobat Studio at Renewal Deal Registration for the Education segment is available to Education Elite partners only.
 - For IND (excl BSNMB) and KOR - upsell to Acrobat Studio at Renewal Deal Registration for the Government segment is available to Government Elite partners only.
- Qualifying opportunities must have an order submit date between 29th November 2025 - 27th February 2026.
- Closed opportunities must be claimed within 30 days.
- This incentive will only be paid on the Acrobat Studio upsell value component and only up to the original up-for-renewal quantity of the Acrobat Standard and/or Acrobat Pro licenses.
- Growth on the Acrobat Studio component cannot be offset/subsidized with a reduction in Creative Cloud licenses.
- Some examples to provide clarity:
 - Customer has Acrobat Standard for teams subscription with an up-for-renewal quantity of 25. The partner successfully converts all up-for-renewal licenses to Acrobat Studio for teams resulting in growing the Acrobat component from \$6,500 to \$13,000. Partner qualifies for this incentive and is eligible for 40% payout applied to the upsell value of \$6,500.
 - Customer has Acrobat Pro for enterprise subscription with an up-for-renewal quantity of 25. The partner successfully converts all up-for-renewal licenses to Acrobat Studio for enterprise resulting in growing the Acrobat component from \$12,000 to \$15,000. Partner qualifies for this incentive and is eligible for 40% payout applied to the upsell value of \$3,000.

- Customer has Acrobat Standard for teams subscription with an up-for-renewal quantity of 50. The partner converts 46 of the up-for-renewal licenses to Acrobat Studio for teams (92% unit retention) resulting in growing the Acrobat component from \$13,000 to \$24,000. Partner qualifies for this incentive and is eligible for 40% payout applied to the upsell value of \$11,000.
- Customer has Acrobat Pro for teams subscription with an up-for-renewal quantity of 50. The partner converts 44 of the up-for-renewal licenses to Acrobat Studio for teams (88% unit retention). Partner does not qualify for this incentive as the unit retention rate is less than 90% minimum threshold.
- Opportunities must be approved by Adobe and comply with all published Deal Registration guidelines.
- Deal Registration Rebate is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- Qualifying Deal Registration revenue is capped at US\$300,000.
- All other terms and conditions of the Deal Registration Incentive apply (see APC Reseller Program Guide).
- Adobe reserves the right to change the terms, conditions, and criteria, or discontinue this incentive at any time, and notice may be given by email notification with at least 14 days' notice.

Competitive Displacement Incentive

- This is an exclusive rebate to convert competitive licenses to Adobe Acrobat, Acrobat Sign, Creative Cloud and Adobe Express VIP Marketplace products.
- Qualifying purchases will result in the Adobe Distributor being eligible for up to 50% back-end monthly rebate on all eligible sales opportunities with an order submit date between 29th November 2025 - 27th February 2026.
- Eligible competitive solutions include (but are not limited to):
 - Acrobat: Nitro PDF, Foxit, DocuSign, Nuance
 - Creative Cloud: CorelDRAW, Affinity Suite, Canva

- Acrobat Standard, Acrobat Pro, Acrobat Studio, Acrobat Sign, Adobe Express, Creative Cloud Pro for teams, Creative Cloud Pro Plus for teams, Creative Cloud for enterprise Edition 4 products available on the VIP Marketplace price list are eligible.
- TLP, CLP, EA/EEA, FLP, VIP-C and ETLA opportunities are ineligible.
- Minimum threshold of 10 named user licenses or 1,500 Acrobat Sign transactions.
- Customer must agree to a 3-year commit contract and accept the terms.
- New seats only. Renewal sales are ineligible for this incentive (even if you are not the incumbent reseller).
- All market segments (Commercial/Government/Education).
- Available to Certified, Gold and Platinum partners in ANZ, CHN, HKT, IND, KOR and SEA with the below exceptions:
 - Competitive Displacement Incentive is available to Certified Resellers only via an Authorised Adobe Distributor.
 - For CHN, KOR, and IND (excl BSNMB) – Competitive Displacement Incentive for the Education segment is available to Education Elite partners only.
 - For IND (excl BSNMB) and KOR - Competitive Displacement Incentive for the Government segment is available to Government Elite partners only.
- Rebate is applicable to Distributors in ANZ, CHN, HKT, IND, KOR and SEA. Resellers must contact their Adobe Distributor to confirm the actual prices they are able to offer their customer under this incentive.
- At the time of price request, Resellers must provide supporting evidence to their Distributor that the customer has purchased the competitor products. Adobe will validate Competitive Displacement opportunities to ensure that the customer has valid competitive seats. Examples of valid evidence include a customer invoice or the competitor's licensing certificate, that clearly shows the customer's name, invoice date, the competitive product name, and the license quantity currently owned).
- The number of eligible Adobe licenses that can qualify for this incentive cannot be greater than the competitor's existing license count (e.g., customer has 100 Acrobat competitor licenses and would like to convert to Acrobat Studio. Therefore, up to 100 Acrobat Studio licenses would qualify for this incentive).
- This incentive is not valid in conjunction with any other customer or partner offer, including Deal Registration (i.e., Resellers cannot claim Deal Registration and this competitive incentive for the same opportunity).

- It is highly recommended that Resellers bring competitive opportunities to their Distributor as early as possible so they can review the opportunity and confirm the number of Adobe licenses eligible for this offer. Distributors may also seek confirmation from Adobe on eligibility.
- Qualifying opportunities must have an order submit date between 29th November 2025 – 27th February 2026.
- Opportunities must be approved by Adobe and comply with all published guidelines.
- Rebate is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- This incentive payout is capped at USD\$100,000 per opportunity. Resellers cannot split a single customer's order into multiple orders to avoid the payout cap.
- Adobe reserves the right to change the terms, conditions, and criteria, or discontinue this incentive at any time, and notice may be given by email notification with at least 14 days' notice.

Upsell to Creative Cloud for enterprise Edition 4 at Renewal

- Creative Cloud for enterprise Edition 4 products on the VIP Marketplace price list are eligible.
- Commercial and Government segments are eligible. Education segment is ineligible.
- TLP, CLP, FLP, VIP-C and ETLA opportunities are ineligible.
- Minimum upsell licenses of 10 and a minimum 90%-unit retention required.
- Available to Gold and Platinum partners in ANZ, CHN, HKT, IND, KOR and SEA with the below exceptions:
 - For ANZ, upsell to Creative Cloud for enterprise Edition 4 at Renewal Deal Registration is available to Certified Resellers only via an Authorised Adobe Distributor.
 - For IND (excl BSNMB) and KOR - upsell to Creative Cloud for enterprise Edition 4 at Renewal Deal Registration for the Government segment is available to Government Elite partners only.

- Qualifying opportunities must have an order submit date between 29th November 2025 - 27th February 2026.
- Closed opportunities must be claimed within 30 days.
- This incentive will only be paid on the Creative Cloud for enterprise Edition 4 upsell value component and only up to the original up-for-renewal quantity of the Creative Cloud Pro for teams and/or Creative Cloud Pro Plus for teams licenses.
- Growth on the Creative Cloud for enterprise Edition 4 component cannot be offset/subsidized with a reduction in Acrobat licenses.
- Some examples to provide clarity:
 - Customer has Creative Cloud Pro for teams subscription with an up-for-renewal quantity of 25. The partner successfully converts all up-for-renewal licenses to Creative Cloud for enterprise Edition 4 resulting in growing the Creative Cloud component from \$43,000 to \$58,000. Partner qualifies for this incentive and is eligible for 20% payout applied to the upsell value of \$15,000.
 - Customer has Creative Cloud Pro Plus for teams subscription with an up-for-renewal quantity of 25. The partner successfully converts all up-for-renewal licenses to Creative Cloud for enterprise Edition 4 resulting in growing the Creative Cloud component from \$48,000 to \$58,000. Partner qualifies for this incentive and is eligible for 20% payout applied to the upsell value of \$10,000.
 - Customer has Creative Cloud Pro for teams subscription with an up-for-renewal quantity of 50. The partner converts 46 of the up-for-renewal licenses to Creative Cloud for enterprise Edition 4 (92% unit retention) resulting in growing the Creative Cloud component from \$86,000 to \$106,000. Partner qualifies for this incentive and is eligible for 20% payout applied to the upsell value of \$20,000.
 - Customer has Creative Cloud Pro Plus for teams subscription with an up-for-renewal quantity of 50. The partner converts 44 of the up-for-renewal licenses to Creative Cloud for enterprise Edition 4 (88% unit retention). Partner does not qualify for this incentive as the unit retention rate is less than 90% minimum threshold.

- Opportunities must be approved by Adobe and comply with all published Deal Registration guidelines.
- Deal Registration Rebate is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- Qualifying Deal Registration revenue is capped at US\$300,000.
- All other terms and conditions of the Deal Registration Incentive apply (see APC Reseller Program Guide).
- Adobe reserves the right to change the terms, conditions, and criteria, or discontinue this incentive at any time, and notice may be given by email notification with at least 14 days' notice.