

Adobe Partner Connection

The Adobe logo, consisting of the word "Adobe" in a white, sans-serif font, is positioned on the right side of the header. It is set against a background of overlapping, curved shapes in shades of blue, purple, and red. The entire header section is framed by a light gray bar at the top and a red bar at the bottom.

Dear Valued Partner,

We want to inform you of upcoming pricing adjustments for Adobe's VIP (Value Incentive Plan) and VIP MP (VIP Marketplace) in Australia, New Zealand and the Pacific Islands effective February 1, 2025.

Country Scope and Market Segments: The pricing adjustments will affect the VIP and VIP MP Pacific AUD price lists, impacting partners and customers in Australia, New Zealand, and the Pacific Islands across all market segments (Commercial, Education, and Government). You can expect an approximate 10% increase in these programs.

- **Effective Date:** The new prices will take effect on February 1, 2025.

Foreign Exchange (FX) Rate Rationale: As a US-based global company, Adobe is making these changes to mitigate the impacts of significant fluctuations in currency exchange rates over the past few years.

Please ensure the impact and timeline is communicated to your teams and customers. Resellers can provide customers this [weblink](#) if they would like more information. Should you have any questions or need further clarification, feel free to reach out to your authorized Adobe Distributor or your Adobe Channel Account Manager.

Thank you for your continued partnership.

Sincerely,
Adobe Partner Connection Team
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