

## FY26 Q2 Incentives ANZ

### **New Acrobat Standard and Acrobat Pro (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 resellers in ANZ, CHN, HKT, IND, KOR and SEA with the below exceptions:
  - New Acrobat Standard and Acrobat Pro (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) - New Acrobat Standard and Acrobat Pro (Net New, Add-On, Expansion) deal registration for the Education segment is available to Education Elite partners only.
  - For IND (excl BSNMB) and KOR - New Acrobat Standard and Acrobat Pro (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 28th February 2026 - 29th May 2026.
- Closed opportunities must be claimed within 30 days.
- New Acrobat Standard and Acrobat (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 payout 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.
- 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.

## **New AI Assistant and Acrobat Studio (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 resellers in ANZ, HKT, IND, KOR and SEA with the below exceptions:
  - New AI Assistant and Acrobat Studio (Net New, Add-On, Expansion licenses) deal registration is available to Certified resellers only via an authorised Adobe Distributor.
  - For KOR, and IND (excl BSNMB) – New AI Assistant and Acrobat Studio (Net New, Add-On, Expansion licenses) deal registration for the Education segment is available to Education Elite partners only.
  - For IND (excl BSNMB) and KOR - New AI Assistant and Acrobat Studio (Net New, Add-On, Expansion licenses) deal registration for the Government segment is available to Government Elite partners only.
- Qualifying opportunities must have an order submit date between 28th February 2026 - 29th May 2026.

- Closed opportunities must be claimed within 30 days.
- New AI Assistant and Acrobat Studio (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 payout 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.
- 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 resellers 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 28th February 2026 - 29th May 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 reseller successfully converts all up-for-renewal licenses to Acrobat Studio for teams resulting in growing the Acrobat component from \$6,500 to \$13,000. Reseller 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 reseller successfully converts all up-for-renewal licenses to Acrobat Studio for enterprise resulting in growing the Acrobat component from \$12,000 to \$15,000. Reseller 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 reseller 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. Reseller 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 reseller converts 44 of the up-for-renewal licenses to Acrobat Studio for teams (88% unit retention). Reseller 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 payout is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- 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 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 pricelist.
- Eligible competitive solutions include (but are not limited to):
  - Acrobat: Nitro PDF, Foxit, DocuSign, Nuance
  - Creative Cloud: CorelDRAW, Affinity Suite, Canva, Apple Creator Suite
- TLP, CLP, FLP, VIP-C and ETLA opportunities are ineligible.
- All market segments (Commercial/Government/Education) are eligible.
- Available to Certified, Gold and Platinum resellers 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.
- To make this fast and familiar, we are utilising the deal registration process:
  - Log into the APC Partner Portal and navigate to the Sales Center.
  - Create a new Opportunity.
  - Opportunity name must be in the following format: CDP - <Customer name>.
  - Complete the required fields and add products:
    - 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.
  - Attach the Proof of Competitive Displacement to the "Notes and Attachments" section.

- Submit opportunity for approval.
- Once approved, enter the Adobe Sales Order Number.
- Move the stage to Closed Booked to claim the rebate.
- Adobe will validate the opportunity and calculate payout.
- Examples of valid supporting evidence of competitive displacement include:
  - Prior year's purchase order or equivalent proof of purchase for the competitive solution being displaced.
  - Product invoice or payment/transaction proof mentioning competitor' licenses.
  - Auto-generated emails from competitor calling out license quantity/renewal details.
  - Screen capture of the competitor license console.
- Pricing on competitor documents must be redacted. If you are unsure whether a solution qualifies, contact your Adobe CAM.
- 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 displacement incentive for the same opportunity).
- Qualifying opportunities must have an order submit date between 28th February 2026 - 29th May 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.
- 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 resellers in ANZ, CHN, HKT, IND, KOR and SEA with the below exception:
  - 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 28th February 2026 - 29th May 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 reseller 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. Reseller 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 reseller 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. Reseller 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 reseller 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. Reseller 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 reseller converts 44 of the up-for-renewal licenses to Creative Cloud for enterprise Edition 4 (88% unit retention). Reseller 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 payout is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- 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.

## **New and Upsell Creative Cloud Pro Plus for Education**

- Creative Cloud Pro Plus for Education products on the VIP marketplace price list are eligible.
- Eligible transactions include net new customers, add-ons, and upsells for existing customers. Payout for upsell opportunities will be calculated on the full net-to-Adobe amount for the Creative Cloud Pro Plus for Education licenses.
- Education segment only.
- TLP, CLP, FLP, VIP-C and ETLA opportunities are ineligible.
- Licenses minimum order requirement:
  - Students: 80 license minimum deal size
  - Staff: 10 license minimum deal size
- Available to Certified, Gold and Platinum resellers in ANZ, HKT, IND, KOR and SEA with the below exceptions:
  - New and upsell Creative Cloud Pro Plus for Education deal registration is available to Certified resellers only via an authorised Adobe Distributor.
  - For IND (excl BSNMB) and KOR - new and upsell Creative Cloud Pro Plus for Education deal registration is available to Education Elite partners only.

- Qualifying opportunities must have an order submit date between 28th February 2026 - 29th May 2026.
- Closed opportunities must be claimed within 30 days.
- This incentive will only be paid on the Creative Cloud Pro Plus for Education component only. New and Upsell Creative Cloud Pro Plus for Education deal registration incentive cannot be stacked/combined with any other deal registration program and max payout is 10%.
- Opportunities must be approved by Adobe and comply with all published deal registration guidelines.
- Deal registration payout is eligible on full year or any partial year pro-rated duration. Multi-year purchases are paid out on only the first 12 months.
- 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.