

ADOBE PRICE INCREASE

What You Should Know

Change Details and Key Dates

ADOBE PRICE CHANGE

- Last price change was in April 2018.
- Pricing change for Creative Cloud for Teams and Enterprise, Creative Suite and Single apps between 4-6% increase
- New price will go live on April 27, 2022 for Direct and ETLA, with VIP on May 3, 2022
- Only Commercial and Government (Not Education)

ACROBAT 2020 PERPETUAL PRICE CHANGE

- Increasing prices for Acrobat 2020 Perpetual only
- Professional and Standard
- Applies to Commercial, Academic, and Government
- Price increase goes into effect on May 2, 2022
- Estimated street price will increase by 20%.
- First time in 10+ years for a price increase for Perpetual Acrobat licenses

SUPPORT WILL END FOR ACROBAT 2017 ON JUNE 6, 2022

- Adobe will no longer provide technical support, including product and security updates.
- Impacted customers were notified via email from Adobe on Feb. 2, 2022 for United States
- No plans to release a new Acrobat perpetual version beyond Acrobat 2020.

KEY DATES

- June 3, 2022 - Last day of Q2 2022 for Adobe
- June 6, 2022 - Adobe Acrobat 2017 End of Support