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MEDIA RELEASE

ALSO launches Adobe's VIP marketplace to help partners drive business growth

Adobe's VIP Marketplace makes it easier for partners to manage their Adobe solutions with ease, allowing them to focus on driving growth and extending the services they offer.

ALSO today announced the launch of Adobe's new subscription-based licensing program known as Value Incentive Plan (VIP) Marketplace, which provides a streamlined management process for Creative Cloud applications and Acrobat DC via the ALSO Cloud Marketplace.

This new range of services can be deployed, managed and accounted for via the ALSO Cloud Marketplace, allowing customers to easily manage licenses, compliance and add to their current subscriptions.

Alongside the benefits of a streamlined process and less administration through automation, VIP Marketplace offers an opportunity for resellers to target new sectors, like the creative industry or company-owned design departments, with cutting-edge tools.

"Advantages of this functionality compared to traditional VIP subscriptions are auto-renewal of licenses, handling of fewer orders, and more automation. This will foster customer retention by avoiding churn around renewal time. Furthermore, resellers can spend less time on administrative tasks, and more on growing their business", says Gustavo Möller-Hergt, CEO of ALSO Holding (SIX: ALSN).

"Through VIP Marketplace, Adobe offers partners and customers an option with low upfront costs and no additional costs. This newly signed agreement allows us to expand ALSO's Adobe footprint, meaning we can onboard new resellers faster and easier than ever before."



Claire Darley, Vice President, EMEA Sales at Adobe: "VIP Marketplace offers new solutions to our customers and partners for a more optimised experience. Adobe's partnership with ALSO, a key distributor in Europe, will allow its partners and customers to conduct business simply, and at scale, and we look forward to working together to develop these capabilities even further."

As one of the leading partners for Adobe solutions in EMEA, VIP Marketplace is available to ALSO customers and partners from 22 June through the Danish and from 6 July through the German, Swiss and Dutch ALSO Cloud Marketplace.

Direct link to media release: <https://www2.also.com/press/20200616en.pdf>

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ALSO Holding AG (ALSN.SW) (Emmen/Switzerland) brings providers and buyers of the ICT industry together. ALSO offer more than 660 vendors of hardware, software and IT-services access to over 110 000 buyers, who can call a broad spectrum of other customized services in the logistics, finance, and IT services sectors, as well as traditional distribution services. From the development of complex IT landscapes, the provision and maintenance of hardware and software, right through to the return, reconditioning and remarketing of IT hardware, ALSO offers all services as a one-stop shop. ALSO is represented in 23 European countries and generates total net sales of approximately 10.7 billion euros with around 4 000 employees in the fiscal year 2019. The principal shareholder of ALSO Holding AG is the Droege Group, Düsseldorf, Germany. Further information is available at <https://also.com>

Droege Group

Droege Group (founded in 1988) is an independent advisory and investment company under full family ownership. The company acts as a specialist for tailor-made transformation programs aiming to enhance corporate value. Droege Group combines its corporate family-run structure and capital strength into a family- equity business model. The group carries out direct investments with its own equity in corporate spin-offs and medium-sized companies in «special situations». With the guiding principle «execution - following the rules of art», the group is a pioneer in execution-oriented corporate development. Droege Group follows a focused investment strategy based on current megatrends (knowledge, connectivity, prevention, demography, specialization, future work, shopping 4.0). Enthusiasm for quality, innovation and speed determines the company's



actions. In recent years Droege Group has successfully positioned itself in domestic and international markets and operates in 30 countries. More information: <https://droege-group.com>

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