

Press Contact

Colleen Rodriguez
Adobe
408-536-6803
corodrig@adobe.com

FOR IMMEDIATE RELEASE

Media Alert: Adobe Becomes First Brand Certified by The 3% Movement for Workplace Equality

Adobe's Creative Team Demonstrates Industry-Leading Culture of Diversity and Inclusion

CHICAGO — Nov. 7, 2019 — Adobe (Nasdaq:ADBE) today at the [3% Conference](#) announced it is the first brand to receive certification from [The 3% Movement](#), the creative industry's leading voice in gender equality and diversity. To become [3% Certified](#), creative teams are measured in three key areas: female leadership, workplace culture and equal creative opportunity. Adobe is the [first brand](#) to receive 3% Certification for its in-house creative team, alongside seven creative agencies.

As a founding partner of The 3% Movement, Adobe is a long-standing supporter of the organization's mission. Adobe decided to undergo the in-depth Thriving Culture Assessment to uncover key insights about its in-house creative team and to assess progress toward the company's diversity and inclusion [commitments](#).

"Adobe is honored to be the first brand to receive 3% Certification for building an equitable and inclusive culture for our creative teams," said Katie Juran, senior director, Diversity and Inclusion, Adobe. "The 3% Movement gave us a unique opportunity to examine inclusion through the lens of our creative professionals, and we encourage other brands to pursue certification. We're committed to continuing to make every Adobe employee feel included, respected and valued."

"We believe Adobe is uniquely positioned as an industry leader by modeling inclusive culture and best practices for teams within corporate creative departments in the evolving tech industry," said Kat Gordon, founder, The 3% Movement. "We hope more corporate brands will follow Adobe's lead in pursuing 3% Certification."

The assessment included Adobe-reported data; a comprehensive, anonymous survey of the full team about their experience in the workplace; and in-depth, one-on-one interviews. The result was achievement of 3% Certification, the first to be awarded to a corporate creative team rather than a standalone creative agency.

Helpful Links

- Learn more about [Adobe's 3% Certification](#)
- Learn more about Adobe's [Adobe For All](#) strategy

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

About The 3% Movement

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Started as a passion project to spotlight a huge business opportunity in advertising -- the lack of female creative leadership and its impact on connecting with an overwhelmingly female marketplace -- the 3% Movement has grown exponentially since its 2012 launch and has hosted events in 26 cities globally. Now moving beyond awareness to activation, the 3% team offers consulting services with agencies and brands to support more diverse leadership and a 3% Certified program that awards those demonstrating true leadership around gender diversity. For additional information about The 3% Movement, please visit: <http://3percentmovement.com>.

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