

Adobe and Google Cloud Expand Strategic Partnership to Advance the Future of Creative AI

Partnership brings together Adobe's creative expertise with Google's advanced AI to transform how the world creates

Adobe customers will have access to Google's most advanced AI models – including Gemini, Veo, and Imagen – in Adobe's apps to produce high-impact content with precision

Through Adobe Firefly Foundry, Adobe's enterprise customers will be able to customize Google's AI models with proprietary data to create on-brand content at scale

LOS ANGELES and SUNNYVALE, Calif. — Oct. 28, 2025— Today, at Adobe MAX – the world's largest creativity conference – Adobe (Nasdaq:ADBE) and Google Cloud announced an expanded strategic partnership to deliver the next generation of AI-powered creative technologies. The partnership brings together Adobe's decades of creative expertise with Google's advanced AI models—including Gemini, Veo, and Imagen—to usher in a new era of creative expression.

Through the partnership, Adobe customers, including business professionals, creators, creative professionals, and enterprises, will have access to Google's latest AI models, integrated directly into Adobe apps like Adobe Firefly, Adobe Photoshop, Adobe Express, Adobe Premiere and more. Enterprise customers will also be able to access these models through Adobe GenStudio, and in the future, leverage Adobe Firefly Foundry to customize and deploy brand-specific AI models that generate production-ready content at scale.

Key areas of the partnership include:

- **Access to Google's AI models in Adobe's apps** Adobe customers will gain access to Google's latest AI models through Adobe's creative apps, including Adobe Firefly, Express, Photoshop, Premiere and more, as well as through GenStudio – to generate richer images, higher-quality video and more, with precision and control. This extends Adobe's partner model strategy, giving creators, creative professionals, and enterprises the flexibility and choice to work with the industry's top AI models all within Adobe's trusted creative ecosystem.
- **Model customization for Adobe's enterprise customers:** Adobe's enterprise customers will be able to use Google's AI models on Google Cloud's Vertex AI platform and apply their proprietary data for customization through Adobe Firefly Foundry. This approach empowers them to build brand-specific AI models capable of generating production-ready, high-quality content at scale. Google's AI models on Vertex AI provide robust data commitments to ensure that customer data is not used to train the company's foundation models.
- **Joint go-to-market strategy:** Adobe and Google Cloud will work together to expand access to these AI innovations for customers worldwide. Through coordinated go-to-market activities, the companies will showcase how their combined capabilities empower business professionals, creators, creative professionals, and enterprises to enhance their creative output and achieve more impactful results.
- **Innovation partner:** Adobe and Google Cloud will continue to collaborate as innovation partners.

"At Adobe, we're leading the way to ignite creativity for all in the AI era," said Shantanu Narayen, chair and chief executive officer, Adobe. "Our partnership with Google Cloud brings together Adobe's creative DNA and Google's AI models to empower creators and brands to push the boundaries of what's possible—from Adobe Firefly and Creative Cloud to Adobe Firefly Foundry."

"Adobe and Google Cloud share a vision to provide the creative community with the AI-powered tools that are advancing the industry," said Thomas Kurian, chief executive officer, Google Cloud. "By integrating Google's models directly into Adobe's trusted creative ecosystem, we're giving everyone, from creators and creative professionals to large global brands, the AI tools and platforms they need to dramatically speed up content creation and realize creative concepts that were previously impossible."

The announcement follows Adobe's [new partnership](#) with YouTube, which will empower creators worldwide to produce amazing content and grow their audiences. The partnership brings Premiere's industry-leading video editing tools to YouTube Shorts through a new creation space, Create for YouTube Shorts, coming soon to the Premiere mobile app, enabling creators to easily edit, publish, and share videos directly to YouTube Shorts to reach new audiences.

About Adobe

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

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated, and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

Forward Looking Statements

This press release contains “forward-looking statements” within the meaning of applicable securities laws, including those related to Adobe’s new, enhanced or future AI and product capabilities, innovations and offerings and the expected benefits to Adobe. Each of the forward-looking statements Adobe makes in this press release involves risks, uncertainties and assumptions based on information available to Adobe as of the date of this press release. Such risks and uncertainties, many of which relate to matters beyond Adobe’s control, could cause actual results to differ materially from these forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to: failure to innovate effectively and meet customer needs; issues relating to development and use of AI; failure to compete effectively; damage to Adobe’s reputation or brands; failure to realize the anticipated benefits of investments or acquisitions; service interruptions or failures in information technology systems by Adobe or third parties; security incidents; failure to effectively develop, manage and maintain critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic conditions; complex sales cycles; failure to recruit and retain key personnel; litigation, regulatory inquiries and intellectual property infringement claims; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect Adobe’s intellectual property; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from Adobe’s subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; existing and future debt obligations; catastrophic events; and fluctuations in Adobe’s stock price. Further information on these and other factors are discussed in the section titled “Risk Factors” in Adobe’s most recently filed Annual Report on Form 10-K and Adobe’s most recently filed Quarterly Reports on Form 10-Q. The risks described in this press release and in Adobe’s filings with the U.S. Securities and Exchange Commission should be carefully reviewed. Adobe undertakes no obligation, and does not intend, to update the forward-looking statements, except as required by law.

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