



# Publicis Groupe and Adobe Expand Global Partnership to Drive Creative Expression and Personalization at Scale with Adobe Firefly Generative AI

PARIS and LAS VEGAS – March 18, 2025 – Today at Adobe Summit – the flagship digital experience conference – Publicis Groupe (OTCMKTS:PUBGY) and Adobe (Nasdaq:ADBE) announced an expansion of their global strategic partnership, where Adobe Firefly generative AI will be integrated across Publicis' capabilities through CoreAI, its AI-powered intelligent system that unifies and activates the group's proprietary data.

The two companies will build solutions that combine Publicis Groupe's deep delivery capabilities across its intelligent content operations with Adobe [Firefly Services](#)—a collection of creative and generative APIs and services for enterprises—directly into Publicis Groupe's Core AI platform. This will enable businesses to scale the production of personalized content, and through Publicis Groupe's industry-leading identity solutions, tailor experiences to specific audiences – driving deeper engagement, innovation and growth for clients.

Additionally, utilizing Publicis Sapient's deep Adobe expertise, Firefly Services can be leveraged alongside Adobe Experience Cloud and Adobe Experience Platform, bringing together creativity, marketing and AI to drive digital business transformation for joint clients.

Publicis Groupe's agencies and production studios will go a step further with commercially safe Firefly generative AI models for image, vector and video creation, providing both speed and creative control for clients to personalize experiences at scale – while at the same time improving workflows, cost efficiency and driving creative expression.

**Arthur Sadoun, CEO, Publicis Groupe**, commented, "With this latest step in our relationship with Adobe, we're able to push the boundaries of AI-driven creativity and deliver groundbreaking solutions for the marketing and advertising industry. The combination of CoreAI and Adobe Firefly takes us even further in our mission to shape the future of personalized, data-driven content at scale. Together, we are setting a new standard for how brands engage with their audiences, driving both creativity and measurable business outcomes."

**Anil Chakravarthy, president, Digital Experience Business, Adobe**, said: "Adobe and Publicis are building on a longstanding partnership focused on giving joint clients a competitive edge by delivering engaging and highly personalized customer experiences. Businesses are already unlocking incredible efficiency and productivity gains with Adobe Firefly, which will be extended further with Publicis' expertise and capabilities such as CoreAI."

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 product capabilities, innovations and offerings and the expected benefits to Adobe. Each of the forward-looking statements we make in this press release involves risks, uncertainties and assumptions based on information available to us as of the date of this press release. Such risks and uncertainties, many of which relate to matters beyond our 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 realize the anticipated benefits of investments or acquisitions; failure to compete effectively; damage to our reputation or brands; service interruptions or failures in information technology systems by us 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; failure to recruit and retain key personnel; complex sales cycles; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; litigation, regulatory inquiries and intellectual property infringement claims; changes in tax regulations; complex government procurement processes; risks related to fluctuations in or the timing of revenue recognition from our subscription offerings; fluctuations in foreign currency exchange rates; impairment charges; our existing and future debt obligations; catastrophic events; and fluctuations in our 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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