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FOR IMMEDIATE RELEASE

Adobe and Heathrow Airport Partner to Transform the Digital Experience for Millions of Passengers in the AI Era

- Adobe CX Enterprise solutions will help drive Heathrow's long-term digital transformation and support the airport in delivering AI-powered, personalised experiences to over 84 million passengers each year.
- As passengers increasingly use AI to research and plan their travel, Heathrow will use Adobe Brand Visibility to increase the discoverability and accuracy of its content across AI-powered search.
- A new flagship Heathrow website, built on Adobe technology, will serve passengers, communities and government stakeholders with consistent, reliable experiences across every digital touchpoint.

LONDON, UK — October 8, 2026 — Adobe – the global technology leader that unleashes creativity, productivity and customer experiences through innovative tools and platforms – and Heathrow Airport, have today announced an extended partnership that places Adobe's industry-leading agentic AI and [customer experience orchestration](#) technology at the heart of Heathrow's ongoing digital transformation. The Adobe partnership aims to deliver AI-powered, personalised experiences and best-in-class customer service to over 84.5 million annual Heathrow passengers.

Heathrow is one of the busiest airports in the world and passenger expectations for seamless, personalised digital experiences continue to grow. Adobe's customer experience orchestration solutions will play a crucial role in helping Heathrow become more of an agentic-led organisation, ensuring they can continue to deliver exceptional customer experiences and stronger business outcomes.

Stephen Glenfield, Head of Digital at Heathrow, said: "At Heathrow, our purpose is simple: to make every journey better, for passengers, communities and the businesses that depend on us. As we continue to grow, Adobe gives us the AI and customer experience technology to deliver deeper, more meaningful passenger relationships that weren't possible before. Working with Adobe, we are able to make sure that passengers get the right information whether they are on our website or querying via an LLM."

Nathan Hancock, Vice President and Managing Director, UK, Ireland, Middle East and Africa at Adobe said: "Heathrow is one of the world's greatest transport hubs and after more than a decade working together, we understand the complexity involved in serving over 84 million passengers every year. This partnership brings Adobe's agentic AI and customer experience technology together, to personalise those passenger relationships and ensure Heathrow's content is visible and accurate in a world where AI is increasingly the first stop on the travel journey."

Heathrow's website, which receives over 50 million website visitors every year, will be powered by [Adobe CX Enterprise](#), an end-to-end agentic AI system that simplifies how businesses manage their entire



customer lifecycle, from acquiring and engaging prospects to driving conversion and lasting loyalty. As part of Adobe CX Enterprise, [Adobe Experience Manager](#) and [Adobe Brand Visibility](#), will help Heathrow to deliver more personalised, dynamic content, that is relevant and meaningful for passengers, as well as optimised for AI platforms, such as ChatGPT, Google Gemini, Microsoft Copilot and Perplexity AI. This will help passengers find information, accessibility programmes, community engagement, and government and stakeholder resources, across web browsers and AI-powered platforms.

Brand visibility across AI discovery surfaces has never been more important, with Adobe [research](#) finding one in four consumers now use AI platforms as their primary source of information when making travel decisions. With Adobe Brand Visibility, Adobe and Heathrow will partner to increase Heathrow's brand, product, content visibility and accuracy in AI-powered search. This will support Heathrow in tracking how its content is cited and positioned across major AI platforms, and identify gaps in search visibility and optimise passengers' discovery of more accurate, authoritative Heathrow information at every stage of their journey planning.

About Adobe

Adobe's mission is to empower everyone to create by building innovative platforms and tools that unleash creativity, productivity and personalized customer experiences. For more visit www.adobe.com.

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Notes to editors:

Heathrow Airport data points can be found [here](#).

Forward-Looking Statements, Non-GAAP and Other Disclosures

In addition to historical information, this press release contains "forward-looking statements" within the meaning of applicable securities laws, including statements related to our product development plans and new or enhanced offerings; our business, strategy, artificial intelligence ("AI") and innovation momentum; our market and AI opportunity and future growth; market and AI trends; macroeconomic conditions; fluctuations in foreign currency exchange rates; strategic investments; customer success and groups; industry positioning; expectations regarding acquisitions and other business transactions; and our financial targets and assumptions related thereto, including revenue, operating margin, operating efficiencies, annualized recurring revenue, tax rate, earnings per share and share count. 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; failure to compete effectively; issues relating to development and use of AI; damage to our reputation or brands; failure to realize the anticipated benefits of acquisitions, investments or other strategic transactions; failure to recruit and retain key personnel; service interruptions or failures in information technology systems by us or third parties; security incidents; failure to effectively develop, manage and maintain our sales channels or critical third-party business relationships; risks associated with being a multinational corporation and adverse macroeconomic and geopolitical conditions; complex sales cycles; litigation, regulatory inquiries, investigations and other actions; changes in, and compliance with, global laws and regulations, including those related to information security and privacy; failure to protect our intellectual property; 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;