

**EFI ANNOUNCES EFFECTIVE DATE OF
MAKE-WHOLE FUNDAMENTAL CHANGE RELATING
TO ITS 2.25% CONVERTIBLE SENIOR NOTES DUE 2023**

FREMONT, Calif. (July 23, 2019) — Electronics For Imaging, Inc. (the “Company” or “EFI”) announced today that, in connection with the closing of the transactions contemplated by the Agreement and Plan of Merger, dated as of April 14, 2019, by and among the Company, East Private Holdings II, LLC and East Merger Sub, Inc. (the “Merger Agreement”), by and among the Company, East Private Holdings II, LLC and East Merger Sub, Inc., pursuant to which, subject to the terms and conditions thereof, East Merger Sub, Inc. will be merged with and into the Company, with the Company continuing as the surviving entity and a wholly-owned subsidiary of East Private Holdings II, LLC, the Company delivered a Notice of Make-Whole Fundamental Change, a Fundamental Change Company Notice, and a Notice of Supplemental Indenture (the “Notices”) to holders of its 2.25% Convertible Senior Notes due 2023 (the “Notes”), pursuant to the Indenture, dated as of November 30, 2018, by and between the Company and U.S. Bank National Association, as trustee (the “Trustee”) (the “Base Indenture”), as amended by the First Supplemental Indenture, dated as of July 23, 2019, by and between the Company and the Trustee (together with the Base Indenture, the “Indenture”) notifying holders that the Effective Date (as defined in the Indenture) of a Make-Whole Fundamental Change (as defined in the Indenture) occurred on July 23, 2019. Terms defined in the Indenture and used but not defined herein shall have the respective meanings assigned to them in the Indenture.

Holders of Notes are entitled to an increase in the Conversion Rate as a result of the Make-Whole Fundamental Change if they convert their Notes in connection with the Make-Whole Fundamental Change. Accordingly, as more fully described in the Notices to holders, pursuant to the Indenture and the First Supplemental Indenture, dated as of July 23, 2019, by and between the Company and the Trustee, the holders that elect to convert their Notes in accordance with the Indenture at any time from and including July 23, 2019 until and including August 9, 2019, which is the business day immediately preceding the Fundamental Change Repurchase Date of August 12, 2019 (the “Make-Whole Conversion Period”), will receive an amount of cash equal to \$1,193.3413 per \$1,000 principal amount of Notes based on a Conversion Rate of 32.2525, after giving effect to the increase in the Conversion Rate as a result of the Make-Whole Fundamental Change. Holders that elect to convert their Notes in accordance with the Indenture, other than during the Make-Whole Conversion Period will receive \$1,036.4736 per \$1,000 principal amount of Notes based on a Conversion Rate of 28.0128. Holders who wish to convert their Notes must satisfy the requirements set forth in the Indenture. Since all Notes are Global Notes, they must be submitted for conversion through the facilities of The Depository Trust Company and comply with its procedures.

The conversion value of the Notes, as described above, is fixed as of the Effective Date and is not subject to further adjustment.

Holders of Notes should read carefully the Notices regarding their conversion rights in connection with the Make-Whole Fundamental Change and the rights of holders to require the Company to repurchase their Notes in connection with the Fundamental Change, as they contain important information as to the procedures and timing for the exercise of such rights.

The Trustee under the Indenture is U.S. Bank National Association. For questions or assistance related to converting the Notes or tendering them for repurchase, contact U.S. Bank, National Association, Global Corporate Trust Services at (651) 466-6783.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)