

Fast facts

Founded

December 1982 by Charles Geschke and John Warnock

Corporate headquarters

San Jose, California, USA

Incorporated

October 1983 in California; reincorporated in Delaware in May 1997

Stock symbol

ADBE (NASDAQ)

Initial public offering

August 20, 1986 at a split-adjusted share price of \$.17

Revenue

Adobe Fiscal 2012 Revenues: US \$4.403 billion (FY ended Nov. 30, 2012)

Approximately half of Adobe's annual revenues are generated outside the U.S.

Employees

More than 11,000 worldwide

Recent acquisitions

Behance, 2012
Efficient Frontier, 2012
Day Software, 2010
Omniure, Inc., 2009
Macromedia, Inc., 2005

Adobe is changing the world through digital experiences. We harness our creative DNA to not only enable the creation of beautiful and powerful images, videos, and apps, but also to reinvent how companies interact with their customers across every digital channel and screen.

Our Digital Media and Digital Marketing solutions empower businesses to make, manage, measure, and monetize content. At Vanity Fair, Martha Stewart Living, and other leading publications, for example, our creative software is used to develop compelling, interactive content delivered in print, online, and on tablets. At the same time, industry leaders such as Sony, U.S. Bank, and Caesar's Entertainment are turning to Adobe Digital Marketing solutions to maximize their sales in a multichannel, multiscreen world.

Our solutions

Digital Media

Adobe helps creative professionals, publishers, developers, and businesses create, publish, promote, and monetize their content anywhere. Our customers have a profound impact on our visual culture by continuing to reinvent design, art, the web, mobile apps, video, broadcast, and printed content.

Major product families:

Adobe Creative Cloud

Adobe Creative Cloud is a cloud-based, subscription service that lets you download every Adobe creative desktop application available and provides online services for file sharing, collaboration, and publishing.

Adobe Digital Publishing Suite

Adobe Digital Publishing Suite helps individual designers, traditional media publishers, ad agencies, and companies of all sizes create, distribute, monetize, and optimize engaging content and publications for tablet devices, including iPad.

Adobe Photoshop

Adobe Photoshop is the ultimate playground for bringing out the best in digital images, transforming them into anything imaginable and showcasing our world in extraordinary ways.

Acrobat

Adobe Acrobat is filled with smart tools that enable easy, seamless communication and collaboration on documents and content inside and outside an enterprise.

Edge Tools & Services

Adobe Edge Tools & Services give designers, developers, and others quick access to everything they need to rapidly create interactive, animated content using HTML, CSS, and JavaScript for beautiful, modern digital experiences delivered across devices.

Digital Media Facts:

- Over 90% of world's creative professionals use Photoshop.
- Adobe video streaming technologies powered online and mobile apps for 2012 Olympic Games in the U.S. and U.K.
- Adobe Digital Publishing Suite powers more than 2,000 digital magazines and publications, with 66+ million publications downloaded by readers.

Digital Marketing

Our Digital Marketing solutions combine content and data, personalization, experience management, and social capabilities so businesses can move faster from data to insights to action. Marketers, advertisers, and publishers use our solutions to optimize customer experiences and campaign returns across channels and screens. With real-time data and solid insights, companies of all sizes are providing customers with the exact experiences they want, where and when they want them.

Adobe Marketing Cloud

As the foundation for Adobe Digital Marketing, Adobe Marketing Cloud includes a scalable platform for hosting data and content; multichannel analytics for enhanced decision making; and the flexibility to continually improve experiences to increase visitor acquisition and conversion.

Leadership

Shantanu Narayen

President and Chief Executive Officer

Michael Dillon

Senior Vice President, General Counsel, and Corporate Secretary

Mark Garrett

Executive Vice President and Chief Financial Officer

Naresh Gupta

Senior Vice President, Print and Publishing, and Managing Director, Adobe India

Bryan Lamkin

Senior Vice President, Corporate Development

Ann Lewnes

Senior Vice President and Chief Marketing Officer

Kevin Lynch

Executive Vice President and Chief Technology Officer

Gerri Martin-Flickinger

Senior Vice President and Chief Information Officer

Donna Morris

Senior Vice President of Human Resources

Brad Rencher

Senior Vice President and General Manager, Digital Marketing

Matt Thompson

Executive Vice President, Worldwide Field Operations

David Wadhvani

Senior Vice President and General Manager, Digital Media

Chairmen of the Board

Charles Geschke

Founder and Chairman of the Board

John Warnock

Founder and Chairman of the Board

Adobe's five Marketing Cloud solutions:

- *Adobe Analytics* offers powerful analytics and audience segmentation with the ability to report and communicate insights.
- *Adobe Social* helps organizations measure and manage marketing activities across owned, earned, and paid media.
- *Adobe Media Optimizer* delivers proven portfolio-based and rules-based ad management with intelligent campaign forecasting and targeted ad delivery.
- *Adobe Target* enables organizations to continually test and present customized experiences on any digital property.
- *Adobe Experience Manager* is a web content management platform for delivering tailored customer experiences across web and mobile channels.

Digital Marketing Facts

- More than 5,000 of the world's top brands rely on our digital marketing solutions, including 9 of the top 10 online retailers and commercial banks; and 8 of the top 10 media companies and auto manufacturers.
- We deliver more than 460 billion marketing campaign assets each year and measure over six trillion transactions a year on the web.
- We are a "big data" company for marketers, managing 27 petabytes of data for our customers.
- Mobile is a growing part of our Digital Marketing Business. Of the approximately 1.6 trillion Adobe SiteCatalyst server analytics transactions managed in Q3 2012, 18% of them were mobile-device based.
- Total annual ad spend under management is over \$2 billion.

Corporate social responsibility

Adobe's Corporate Social Responsibility (CSR) programs focus on empowering people inside and outside the company to address pressing social, environmental, and economic issues.

- Through our global philanthropy program, Adobe Youth Voices, we equip 13-18 year-olds to address issues in their communities using digital technology and storytelling skills—preparing them for higher education and workforce opportunities that many never thought possible.

- With best-in-class sustainability practices at our operations worldwide, Adobe is regularly ranked as one of the top five companies in the world for green facilities, zero-waste strategies, and energy-efficiency performance.

Adobe core values

At Adobe, four core values inform everything we do. We are:

- **Genuine:** Sincere, trustworthy, and reliable.
- **Exceptional:** Committed to creating exceptional experiences that delight our employees and customers.
- **Innovative:** Highly creative and strive to connect new ideas with business realities.
- **Involved:** Inclusive, open, and actively engaged with our customers, partners, employees, and the communities we serve.

Industry recognition

- 13 years on *FORTUNE* magazine's "100 Best Companies to Work For" list
- *FORTUNE* World's Most Admired Companies 2012: #2 Computer Software Company
- 2011 Forrester Research Voice of the Customer Award
- 100 World's Most Ethical Companies (Ethisphere Institute, 2012)
- #14 greenest company out of 500 publicly traded companies in America (*Newsweek* Green Rankings, 2011)
- Top 100 Best Global Brands (Interbrand, 2012)
- #20 on the Top 50 Socially Responsible Companies in the U.S. (Boston College Center for Corporate Citizenship and Reputation Institute, 2010)
- World's first corporation to achieve four Platinum-level Certifications for Energy and Environmental Design Excellence by the U.S. Green Building Council



Adobe

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