



## Adobe fast facts

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.

### Founded

December 1982 by Charles Geschke and John Warnock

### 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

### Source of name

Named after Adobe Creek which ran behind Warnock's home in Los Altos, California

### Corporate headquarters

San Jose, California, USA

### Revenue

Adobe Fiscal 2011 Revenues: US \$4.216 billion (FY ended Dec. 2, 2011)

Adobe Q1 FY 2012 Revenues: US \$1.045 billion (quarter ended March 2, 2012)

### Employees

Approximately 9,963 worldwide (quarter ended March 2, 2012)

### Major acquisitions

Aldus Corporation, 1994

Frame Technology Corporation, 1995

GoLive Systems, Inc., 1999

Accelio Corporation, 2002

Macromedia, Inc., 2005

Omniure, Inc., 2009

### Executive leadership

#### Shantanu Narayen

President and Chief Executive Officer

#### Mark Garrett

Executive Vice President and Chief Financial Officer

#### Kevin Lynch

Chief Technology Officer

#### Charles Geschke

Chairman of the Board

#### John Warnock

Chairman of the Board

### Market presence

More than half of Adobe's revenue is generated outside the United States.

Adobe® Reader® software is distributed in 34 languages on major platforms worldwide.

PDF is a formal, open standard and has been ratified by international standards bodies along with subsets of the format: PDF/A, PDF/E, and PDF/X.

More than 90% of creative professionals have Adobe Photoshop® software on their desktops.

Adobe is a leader in Software-as-a-Service; its Digital Marketing business processes more than six trillion transactions per year for its clients.

### Core technologies and clients

#### Adobe PostScript®—Launched in 1984

Device-independent page description language, built into printers and professional presses, that powers the reliable output of visually rich documents.

#### Portable Document Format (PDF)—

Launched in 1993

Developed by Adobe, and now an ISO standard (ISO 32000) used by government organizations, corporations, and people around the world for more secure, reliable electronic document exchange.

#### Adobe Reader—Launched in 1993

With over 1 billion downloads, Adobe Reader is the global standard for reliably viewing, printing, and commenting on PDF documents. It is the only free PDF file viewer that can open and interact with all types of PDF content, including forms and multimedia.

#### Adobe AIR®—Launched in 2008

Application runtime to create and deliver stand-alone applications across devices and platforms.

### Flagship products and solutions

#### Digital Media

#### Adobe Creative Suite® product line—

Launched in 2003

A family of tightly integrated, industry-leading design and development tools for virtually every creative workflow. Adobe Creative Suite is comprised of five editions: Adobe Creative Suite Design Premium and Design Standard editions; Adobe Creative Suite Web Premium; and Adobe Creative Suite Production Premium, as well as the all-inclusive Adobe Creative Suite Master Collection.

#### Adobe Digital Publishing—

Launched in 2011

A complete solution that lets publishers create, distribute, monetize, and optimize publications for an array of mobile devices, including Apple iPad and Android™ tablets.

**Adobe Flex®**—Launched in 2003

Familiar, standards-based programming framework and powerful set of building blocks for creating a richer, more responsive presentation tier for enterprise applications.

**Adobe InDesign®**—Launched in 1999

Professional layout and design software that delivers swift production workflows, a fluid creative environment, and sophisticated graphics and typography.

**Adobe Flash®**—Launched in 1996

An advanced authoring and delivery solution for rich applications across the web and App Stores, the Flash Platform includes Flash Player, Adobe AIR, Flash Builder®, Flex as well as Flash Media Server for streaming video and social media applications.

**Adobe Acrobat®**—Launched in 1993

The professional standard for creating high-impact PDF communications that drives tighter collaboration and productivity across teams in today's dynamic business environment.

**Adobe Photoshop®**—Launched in 1990

The professional standard for digital imaging has redefined creativity in the digital age. A pop-culture phenomenon, no single piece of software has had more impact on our visual landscape.

**Adobe Premiere® Pro**—Launched in 1991

Powerful, high-performance software for editing digital video.

## Digital Marketing

**Adobe Digital Marketing Suite**—Launched in 2009

On-demand software that enables marketers to optimize every customer interaction—creating more personalized, relevant experiences while also increasing conversion and maximizing return on their marketing spend.

**Adobe Connect™**—Launched in 2003\*

Enterprise web conferencing solution for online meetings, eLearning, and webinars used by leading corporations and government agencies.

## Select industry recognition

*FORTUNE* magazine's "100 Best Companies to Work For" 2012

#2 computer software company in World's Most Admired Companies (*Fortune*, 2012)

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, 2011)

#3 Best Employers list for Romania (Hewitt Associates, 2010)

#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 (U.S. Green Building Council, 2010)

Financial information can be found on Adobe's Investor Relations site at [www.adobe.com/aboutadobe/invrelations/](http://www.adobe.com/aboutadobe/invrelations/).

Additional information regarding Adobe's executive team can be found on the Executive Profiles page at [www.adobe.com/aboutadobe/pressroom/executivebios/](http://www.adobe.com/aboutadobe/pressroom/executivebios/).



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\* Originally launched as Macromedia® Breeze®

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