



## Adobe fast facts

Adobe Systems Incorporated offers business, creative, and mobile software solutions that revolutionize how the world engages with ideas and information. Adobe customers include enterprises, knowledge workers, creatives and designers, OEM partners, and developers worldwide.

### 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 2009 Revenues: US \$2.946 billion (FYE Nov. 27, 2009)

Adobe Q3 2010 Revenues: US \$990.3 million (quarter ended Sept. 3, 2010)

### Employees

Approximately 8,715 worldwide (quarter ended Sept. 3, 2010)

### Major acquisitions

Aldus Corporation, 1994

Frame Technology Corporation, 1995

GoLive Systems, Inc., 1999

Accelio Corporation, 2002

Macromedia, Inc., 2005

Omniture, Inc., 2009

### Leadership

**Shantanu Narayen**, President and Chief Executive Officer

**Charles Geschke**, Chairman of the Board

**John Warnock**, Chairman of the Board

**Mark Garrett**, Executive Vice President and Chief Financial Officer

**Karen Cottle**, Senior Vice President, General Counsel, and Corporate Secretary

**Naresh Gupta**, Senior Vice President, Print and Classic Publishing Solutions Business Unit, and Managing Director, India Research and Development

**Brad Rencher**, Vice President and General Manager, Omniture Business Unit

**Ann Lewnes**, Senior Vice President Global Marketing

**John Loiacono**, Senior Vice President and General Manager, Digital Media Solutions Business Unit

**Kevin Lynch**, Chief Technology Officer

**Tom Malloy**, Senior Vice President and Chief Software Architect, Advanced Technology Labs

**Donna Morris**, Senior Vice President of Human Resources

**Rob Tarkoff**, Senior Vice President and General Manager, Digital Enterprise Solutions

**Matt Thompson**, Senior Vice President, Worldwide Field Operations

**David Wadhvani**, Senior Vice President and General Manager, Creative and Interactive Solutions Business Unit

**Paul Weiskopf**, Senior Vice President, Corporate Development

### 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, as well as subsets of the format such as PDF/Archive, PDF/X, and PDF/E, have been ratified by international standards bodies.

More than one billion Flash technology-enabled devices have shipped worldwide.<sup>1</sup>

Adobe AIR® software has significantly expanded its penetration with over 300 million installs since its initial release.

Adobe Dreamweaver® software has a customer installed base of more than 5 million.

Adobe Flash® Player is installed on over 98% of Internet-enabled desktops and the top 25 video properties in the U.S. use Flash.

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

Omniture, An Adobe company, is a leader in Software-as-a-Service, with one trillion user interactions measured per quarter.

### Core technologies and clients

**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

Free, universal client software that enables users inside and outside the firewall to interact with electronic documents online or offline.

**Adobe Flash Player**—Launched in 1996

The world's most ubiquitous client runtime for playing rich experiences across major operating systems, browsers, and mobile devices.

**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.

**Adobe AIR**—Launched in 2008  
Application runtime to create and deliver stand-alone applications across devices and platforms.

**Adobe® Digital Editions**—  
Launched in 2007  
Software application for purchasing, managing and reading eBooks, digital newspapers, and other digital publications, transforming the digital reading experience and offering new creative possibilities for publishers.

**Omniture® Online 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.

## Flagship Products

### Creative and Interactive Solutions

**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 Photoshop**—Launched in 1990  
Professional industry standard for digital image editing and creation, and leader of the Photoshop digital imaging line.

**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 Premiere® Pro**—Launched in 1991  
Powerful, high-performance software for editing digital video and audio.

**Adobe After Effects®**—Launched in 1993  
Industry-standard motion graphics and visual effects tool for digital video production work.

**Adobe Flash**—Launched in 1996  
The industry's most advanced authoring environment for creating interactive websites, engaging digital experiences, and high-impact mobile content.<sup>2</sup> The Flash Platform includes Flash Builder™, Flash Catalyst™, and Flash Professional as authoring tools; Flash Player as runtime; and Flash Media Server for streaming video and social media applications

**Adobe Dreamweaver**—Launched in 1997  
Industry-leading web development tool, enabling users to efficiently design, develop, and maintain standards-based websites and applications.<sup>3</sup>

### Digital Enterprise Solutions

**Adobe Acrobat®**—Launched in 1993  
Family of products that provide business, technical, and creative professionals a flexible, reliable, and more secure way to communicate and collaborate more easily with PDF.

**Adobe Connect™**—Launched in 2003<sup>4</sup>  
High-impact online conferencing and collaborative web communications solution that everyone can access instantly.

**Adobe LiveCycle® Enterprise Suite**—  
Launched in 2004  
A software suite that enables organizations to provide their customers with consistent experiences across channels and devices leading to increased loyalty, cost and time savings, and market differentiation.

**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.

## Select industry recognition

#42 best company to work for in America (*FORTUNE* magazine's "100 Best Companies to Work For," 2010)

#1 computer software company in World's Most Admired Companies 2010 (*Fortune*, 2010)

100 World's Most Ethical Companies (Ethisphere Institute, 2010)

#7 greenest company out of 500 publicly traded companies in America (*Newsweek* Green Rankings, 2010)

#19 Great Places to Work India (Grow Talent Company Ltd./*Businessworld*, 2008)

#24 Great Place to Work Germany (Great Place to Work Institute, 2008)

Canada's Top 100 Employers 2009 (*Maclean's*, 2008)

*Financial Post's* 10 Best Companies to Work For in 2009 (Canada)

#1 Best Employers in Romania, Small and Medium size companies (Hewitt Associates, 2008/2009)

#21 Top 50 Socially Responsible Companies in the U.S. (Boston College Center for Corporate Citizenship and Reputation Institute, 2008)

First commercial enterprise to be awarded three Platinum certifications under the US Green Building Council Leadership in Energy and Environmental Design-Existing Building (LEED®) program

Financial information can be found on Adobe's Investor Relations site at <http://www.adobe.com/aboutadobe/invrelations/>.

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

1 January 2009 report by Strategy Analytics

2 JPR Digital Content Creation Report 2005; Streaming Advertising and Subscription Media 2003-2006

3 NPD Techworld, May 2005

4 Originally launched as Macromedia® Breeze®



Adobe

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