

EchoSign Acquisition FAQ

1. **Name of the target company?** EchoSign (<http://www.echosign.com>).
2. **What does the target company do? (Mission or description):** EchoSign is a leading Web-based provider of electronic signatures and signature automations.
3. **Why is Adobe acquiring this company?**
EchoSign's pioneering electronic signature solution will be a key component of Adobe's document exchange services platform for reliably exchanging documents for universal access, review and approval.

By reducing the time and costs of having documents signed with traditional methods, such as fax and overnight envelopes, the EchoSign solution can enable customers to significantly accelerate sales cycles, improve tracking and centralize the management of signed agreements through a simple to use cloud service.

4. **What are Adobe's market opportunities from this acquisition?**
With the addition of EchoSign, Adobe has a tremendous opportunity to drive adoption of e-signature solutions across the globe. By adding electronic signature capabilities to Adobe's document exchange services platform, we will be addressing the need to provide better customer experiences by significantly reducing the time, cost and complexity associated with having a document signed.