

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

Leadership

Bruce Chizen, Chief Executive Officer

Shantanu Narayen, President and Chief Operating Officer

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

Mark Garrett, Executive Vice President and Chief Financial Officer

Donna Morris, Senior Vice President, Human Resources

Charles Geschke and John Warnock, Chairmen of the Board

Major Acquisitions

Aldus, 1994

Frame Technology, 1995

GoLive, 1999

Accelio, 2002

Macromedia, Inc., 2005

Revenue

Adobe Fiscal 2006 Revenues: US\$2.575 billion (FYE Dec. 1, 2006)

Adobe Q2 2007 Revenues: US\$745.6 million (quarter ended June 1, 2007)

Employees

Approximately 6,427 worldwide

Market Presence

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

Adobe® Flash® Player and Reader® software combined are installed on more than 700 million connected PCs and devices worldwide.¹

Adobe Reader software is distributed in 26 languages on 10 major platforms worldwide.

The world's top 10 PC manufacturers ship their systems with PDF technology pre-installed.

Over 250 million PDF files exist on the web.²

Subsets of PDF such as PDF/Archive and PDF/X have been ratified by international standards bodies.

More than 200 million Flash technology-enabled devices have shipped worldwide.

One million designers and developers use Adobe Flash.

Adobe Dreamweaver® software has more than 3 million active users.

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

Core Technologies and Clients

Portable Document Format (PDF)—Launched in 1993

Published specification 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® Digital Editions 1.0—Launched in 2007

New 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.

Flagship Products

Creative Solutions

Adobe Creative Suite—

Launched in 2003

A family of unified design environments for print, web, video, and mobile publishing that delivers the next level of integration in creative software.

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, frame-accurate, real-time digital video and audio editing software.

Adobe After Effects®—Launched in 1993

Essential 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.³

Adobe Dreamweaver—Launched in 1997

Industry-leading web development tool, enabling users to efficiently design, develop, and maintain standards-based websites and applications.⁴

Knowledge Worker Solutions

Adobe Acrobat®—Launched in 1993

Family of products that provide business, technical, and creative professionals a flexible, reliable, and more secure way to share and collaborate on intelligent documents.

Adobe Acrobat® Connect™—

Launched in 2003⁵

High-impact online conferencing and collaborative web communications solution that everyone can access instantly.

Enterprise and Developer Solutions

Adobe LiveCycle®—Launched in 2004

A family of server products for the enterprise that automates and simplifies the flow of information and securely extends business processes beyond the firewall.

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.

Mobile Solutions

Adobe Flash Lite™—Launched in 2002

Flash profile specifically developed for mobile phones.

Adobe FlashCast™—Launched in 2004

End-to-end solution to meet the demand for compelling, consistently updated, easy-to-use mobile data services.

Adobe Reader® LE—Launched in 2004

Universal client software optimized for interacting with Adobe PDF documents on mobile devices.

Select Industry Recognition

#31 best company to work for in America (*FORTUNE* magazine's "100 Best Companies to Work For," 2007).

#24 Great Places to Work India (Grow Talent Company Ltd./*Businessworld*, 2006).

#2 software company in America's Most Admired Companies 2006 (*Fortune*, 2006).

#19 in the *BusinessWeek* 50 (*BusinessWeek's* "50 Top Performers," 2007).

#19 Most Generous Company (In-Kind Giving); #29 Most Generous Company (Cash Giving) (*BusinessWeek*, 2004).

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 Based on a U.S. Sample. Total player penetration is a calculation of the total number of web users, divided by the resulting percentage from an NPD survey.

2 Google search, January 2007

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

4 NPD Techworld, May 2005

5 Originally launched as Macromedia® Breeze®