

Adobe Fast Facts



Only Adobe gives everyone — from emerging artists to global brands — everything they need to design and deliver great experiences.

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
Fiscal 2018 Revenues: US\$9.03 billion (FY ended Dec. 1, 2018)

Employees
More than 22,000 worldwide



Our applications



Document Cloud

Adobe Document Cloud helps organizations drive business faster and deliver superior customer experiences, on any device, by making paper-based processes 100% digital. At the heart of Document Cloud is Acrobat DC, the world's best and most trusted PDF solution; Adobe Sign, the leading e-signature solution that allows anyone to sign and send documents from any device; and powerful companion mobile apps, like Reader and Scan. Document Cloud offers integrations with industry leaders like Microsoft, Salesforce, Workday, ServiceNow, Nintex and Box, so people can work the way they're accustomed to working.

- 250 billion PDFs were opened in Adobe products in the last year.
- 8 billion electronic and digital signature transactions were processed through Adobe Document Cloud in the past year. The majority of Fortune 100 companies rely on Adobe Sign for fast, secure e-signatures.
- Adobe Scan is now the leading scanning app on iOS and Android with more than 35 million downloads and 180 million scans.
- Documents created, signed, shared, and stored in Adobe Document Cloud drive a 90% cost savings and 91% reduction in environmental impact compared to paper-based processes.



Creative Cloud

Creative Cloud delivers the world's leading creative desktop tools, mobile apps, and services such as Adobe Stock images. It connects them seamlessly together with their assets through CC Libraries, enabling users to work effortlessly across desktop and mobile devices for connected creative workflows. Featuring apps such as Adobe XD, Photoshop, InDesign and Illustrator, Creative Cloud helps people produce their best work—and the value of membership increases all the time through exclusive product and service offerings and feature updates.

- Over 90% of the world's creative professionals use Photoshop.
- Adobe Creative Cloud mobile apps have been downloaded 310 million times.
- Adobe Stock offers more than 150 million assets including images, templates, 3D assets, over 11 million stock videos, and over 1 million Premium collection images.
- Behance, Adobe's online creative community, has over 18 million members. Creatives worldwide use Behance to showcase work and find inspiration.



Experience Cloud

Adobe Experience Cloud provides an end-to-end Customer Experience Management (CXM) solution for experience creation, marketing, advertising, analytics, and commerce. It helps companies deliver consistent and compelling experiences across customer touch points and channels – all while accelerating business growth. Adobe Experience Cloud is comprised of Adobe Marketing Cloud, integrated applications that help B2B and B2C brands connect with customers on a personal level; Adobe Analytics Cloud, Adobe's customer intelligence engine that helps brands move from insights to action; Adobe Advertising Cloud, the industry's first end-to-end platform that manages advertising for TV and all digital formats; Adobe Commerce Cloud, a highly customizable and scalable end-to-end set of applications to manage, personalize and optimize the commerce experience across every touchpoint for B2B and B2C use cases for companies of all sizes; and Adobe Experience Platform, the industry's first open and extensible platform that stitches data across the enterprise, enables brands to deliver impactful digital experiences in real-time.

- Industry analysts have named Adobe the leader in over 23 categories, such as Web Content Management, Digital Marketing Analytics, Digital Commerce, Marketing Cloud Platforms and more.
- Adobe Experience Cloud is supported by an expanding global ecosystem, which now includes nearly 13,000 solution, agency, technology, and marketplace partners and more than 300,000 developers.



Leadership

Shantanu Narayen

Chairman, President and Chief Executive Officer

Scott Belsky

Executive Vice President and Chief Product Officer, Creative Cloud

Gloria Chen

Senior Vice President, Strategy & Growth

Bryan Lamkin

Executive Vice President and General Manager, Digital Media

Ann Lewnes

Executive Vice President and Chief Marketing Officer

Donna Morris

Executive Vice President, Employee Experience and Chief Human Resources Officer

John Murphy

Executive Vice President and Chief Financial Officer

Abhay Parasnis

Executive Vice President and Chief Technology Officer

Dana Rao

Executive Vice President, General Counsel and Corporate Secretary

Matt Thompson

Executive Vice President, Worldwide Field Operations

Charles Geschke

Co-founder

John Warnock

Co-founder

Major Acquisitions

Allegorithmic, 2019
Marketo, 2018
Magento, 2018
TubeMogul, 2016
Livefyre, 2016
Fotolia, 2015
Neolane, 2013
Behance, 2012
Efficient Frontier, 2012
Day Software, 2010

Corporate Responsibility

At Adobe, we believe that creativity is the catalyst for positive change. Through our Corporate Responsibility efforts, we inspire creativity in people who want to make a meaningful impact in the following areas:

- **Education**—We support greater workforce diversity and inclusion by investing in the next generation of creatives and coders.
- **Sustainability**—We foster a culture of conservation in our business, our people, our communities and our customers.
- **Community**—We empower our people and partners to better our world.

Adobe core values

At Adobe, the following four core values inform everything we do:

- **Genuine:** Sincere, trustworthy and reliable
- **Exceptional:** Committed to creating exceptional experiences that delight our employees and customers
- **Innovative:** Highly creative, always striving 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

- #1 "Top-Rated Workplace"
Indeed, 2019
- #2 "Most Innovative Companies in AR/VR"
Fast Company, 2019
- "Top 50 Best Places to Work"
Glassdoor, 2019
- Best Workplaces for Diversity
Great Place to Work, 2018
- "100 Best Companies"
Working Mother Magazine, 2018
- Recognized on the Dow Jones Sustainability Index
DJSI, 2019
- #9 "America's Most Just Companies"
Just Capital
- #1 "America's Best Place For New Graduates" list
Forbes, 2018
- #7 "Most Innovative Leaders" list
Forbes, 2018
- #13 "Top CEO's" list
Glassdoor, 2018
- "Top 100 Best Global Brands" list
Interbrand, 2018
- "World's Most Innovative Companies" list
Forbes, 2018
- #13 "World's Most Ethical Companies" list
Ethisphere, 2018
- One of Fast Company's "Most Innovative Companies" for AI
Fast Company, 2018
- "50 Best Companies for Giving Back" list
FORTUNE 2018



Adobe

Adobe Inc.

345 Park Avenue
San Jose, CA 95110-2704
USA

www.adobe.com

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