

# Adobe Fast facts



Adobe is changing the world through digital experiences. Our creative, marketing and document solutions empower everyone — from emerging artists to global brands — to bring digital creations to life and deliver them to the right person at the right moment for the best results.

**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 2015 Revenues: US\$4.795 billion (FY ended Nov. 27, 2015)

**Employees**

More than 14,000 worldwide



## Our solutions

### 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 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. Document Cloud offers integrations with industry leaders like Salesforce, Microsoft, Workday, Dropbox and Box, so people can work the way they're accustomed to working.

- In 2015, over 50 billion PDFs were opened in Adobe products alone.
- Over 6 billion electronic and digital signature transactions are processed through Adobe Document Cloud every year
- Acrobat, together with Acrobat Reader, are used on over a billion mobile devices and desktops worldwide.
- 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 like Adobe Stock images. It connects them seamlessly together with Adobe CreativeSync technology and CC Libraries, enabling users to work effortlessly across desktop and mobile devices for connected creative workflows. Featuring apps such as Adobe 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 over 150 million times.
- Adobe Stock offers 55 million assets, including 2 million stock videos and nearly 100,000 premium images.
- Behance, Adobe's online creative community, has over 6.6 million members. Creatives worldwide use Behance to showcase work and find inspiration.

### Marketing Cloud

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers with highly personalized marketing content across all digital touch points. Eight tightly integrated solutions offer marketers a complete set of technologies for analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration.

- More than two-thirds of Fortune 500 companies use Marketing Cloud today, including 8 of the top 10 Internet retailers, all of the top 10 commercial banks, media companies and auto manufacturers.
- 10 of the 10 largest agencies and 8 of the top 12 systems integrators have built their digital marketing practices around Marketing Cloud.
- In the last year, Marketing Cloud processed over 51 trillion transactions, including 1.5 trillion mobile transactions.
- In 2015, Adobe predicted total online sales for Thanksgiving, Black Friday and Cyber Monday 2015 within 97% accuracy.



## Leadership

### Shantanu Narayen

President and Chief Executive Officer

### Michael Dillon

Executive Vice President, General Counsel and Corporate Secretary

### Mark Garrett

Executive Vice President and Chief Financial Officer

### Bryan Lamkin

Executive Vice President and General Manager, Digital Media

### Ann Lewnes

Executive Vice President and Chief Marketing Officer

### Donna Morris

Executive Vice President, Customer and Employee Experience

### Abhay Parasnis

Executive Vice President and Chief Technology Officer

### Brad Rencher

Executive Vice President and General Manager, Digital Marketing

### Matt Thompson

Executive Vice President, Worldwide Field Operations

## Chairmen of the Board

### Charles Geschke

Founder and Chairman of the Board

### John Warnock

Founder and Chairman of the Board

## Major Acquisitions

Fotolia, 2015  
 Neolane, 2013  
 Behance, 2012  
 Efficient Frontier, 2012  
 Day Software, 2010  
 Omniture, Inc., 2009  
 Macromedia, Inc., 2005

## 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 ignite creativity in the next generation of digital media makers and coders so they can innovate, grow our economies and make a real social impact.
- **Sustainability**—We foster a culture of sustainability, working to preserve natural resources throughout our business operations.
- **Community**—We empower change agents in our communities by investing in our employees' and partners' best ideas for solving social problems where they live and work.

## 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 Computer Software company on "World's Most Admired Companies" list  
*FORTUNE Magazine*, 2016
- 16 years on "100 Best Companies to Work For" list  
*FORTUNE Magazine*
- Global 100 Most Sustainable Corporations  
Corporate Knights, 2016
- "Top 100 Best Global Brands" list  
Interbrand, 2015
- #3 Greenest Company out of 500 publicly traded companies in America, #5 in the world  
*Newsweek Green Ranking*, 2015
- "World's Most Innovative Companies" list  
*Forbes*, 2015
- #6 on India's "Best Companies to Work For" list  
Great Places to Work Institute, 2014
- #21 on "Bay Area's Top Corporate Philanthropists" list  
San Francisco Business Times, 2013
- World's first corporation to achieve four Platinum-level Certifications for Energy and Environmental Design Excellence  
U.S. Green Building Council



Adobe

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