

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 21,000 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 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. Document Cloud offers integrations with industry leaders like Microsoft, Salesforce, Workday, Dropbox 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. More than 50 percent of the Fortune 100 use Adobe Sign.
- The Adobe Scan app has been downloaded 19+M times since its release in 2017, with 83+M scans processed.
- 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 130 million assets including images, templates, 3D assets, over 8 million stock videos, and over 750,000 Premium collection images.
- Behance, Adobe's online creative community, has over 14 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 solutions 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; and Magento Commerce Cloud, the most open and flexible commerce platform to integrate digital and physical experiences for B2B and B2C companies of all sizes.

- More than two-thirds of Fortune 500 companies use Experience Cloud today, including 10 out of the 10 largest corporations and financial services companies in the U.S.
- Industry analysts have named Adobe a leader in over 23 categories, such as Web Content Management, Digital Marketing Analytics, Digital Commerce, Marketing Cloud Platforms and more.



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

Brad Rencher

Executive Vice President and General Manager, Digital Experience

Matt Thompson

Executive Vice President, Worldwide Field Operations

Charles Geschke

Co-founder

John Warnock

Co-founder

Major Acquisitions

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

- "Top 50 Best Places to Work"
Glassdoor, 2019
- Best Workplaces for Diversity
Great Place to Work, 2018
- "100 Best Companies"
Working Mother Magazine, 2018
- #11 "100 Most Sustainable Companies in the U.S."
Barron's, 2018
- #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
- "Best Places to Work, Employees' Choice" list
Glassdoor, 2018
- "50 Best Companies for Giving Back" list
FORTUNE 2018
- #8 "Companies that Care" list
People, 2018



Adobe

Adobe Inc.

345 Park Avenue
San Jose, CA 95110-2704
USA

www.adobe.com

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