



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

Revenue

Adobe Fiscal 2008 Revenues; US \$3.58 billion (FYE Nov. 28, 2008)

Adobe Q2 2009 Revenues: US \$704.7 million (quarter ended May 29, 2009)

Employees

Approximately 7,437 worldwide (quarter ended May 29, 2009)

Major Acquisitions

Aldus, 1994

Frame Technology, 1995

GoLive, 1999

Accelio, 2002

Macromedia, Inc., 2005

Leadership

Shantanu Narayen, President and Chief Executive Officer

Charles Geschke, Chairman of the Board

John Warnock, Chairman of the Board

Mark Garrett, Executive Vice President and Chief Financial Officer

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

Naresh Gupta, Senior Vice President, Print and Classic Publishing Solutions Business Unit, and Managing Director, India Research and Development

Ann Lewnes, Senior Vice President of Corporate Marketing and Communications

John Loiacono, Senior Vice President, Creative Solutions Business Unit

Kevin Lynch, Chief Technology Officer and Senior Vice President, Experience & Technology Organization

Tom Malloy, Senior Vice President and Chief Software Architect, Advanced Technology Labs

Donna Morris, Senior Vice President of Human Resources

Rob Tarkoff, Senior Vice President and General Manager, Business Productivity Business Unit

Matt Thompson, Senior Vice President, Worldwide Field Operations

Paul Weiskopf, Senior Vice President, Corporate Development

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.

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

More than 800 million Flash technology-enabled devices have shipped worldwide.

One million designers and developers use Adobe Flash.

In less than one year after its initial release, there were more than 100 million installations of Adobe AIR®.

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

Adobe Flash Player content reaches over 98% of Internet-enabled desktops and more than 75% of online videos are viewed using Adobe Flash technology, making Flash the #1 format for video on the web.²

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 AIR—Launched in 2008

Desktop runtime that delivers rich Internet applications (RIAs) built with web technologies outside of the browser and across all major operating systems.

Adobe® Digital Editions—

Launched in 2007

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® product line—

Launched in 2003

A family of tightly integrated, industry-leading design and development tools for virtually every creative workflow. Adobe Creative Suite is comprised of six editions: Adobe Creative Suite Design Premium and Design Standard editions; Adobe Creative Suite Web Premium and Web Standard editions; and Adobe Creative Suite Production Premium, as well as the all-inclusive Adobe Creative Suite Master Collection.

Adobe Photoshop—Launched in 1990

Professional industry standard for digital image editing and creation, and leader of the Photoshop digital imaging line.



Adobe

Adobe Systems Incorporated
345 Park Avenue, San Jose, CA 95110-2704 USA
www.adobe.com

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

#11 best company to work for in America (*FORTUNE* magazine's "100 Best Companies to Work For," 2009).

#19 Great Places to Work India (Grow Talent Company Ltd./*Businessworld*, 2008).

#24 Great Place to Work Germany (Great Place to Work Institute, 2008).

#2 computer software company in America's Most Admired Companies 2009 (*Fortune*, 2009).

Canada's Top 100 Employers 2009 (*Maclean's*, 2008).

Financial Post's 10 Best Companies to Work For in 2009 (Canada).

#1 Best Employers in Romania, Small and Medium size companies (Hewitt Associates, 2008/2009)

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

#21 Top 50 Socially Responsible Companies in the U.S. (Boston College Center for Corporate Citizenship and Reputation Institute, 2008).

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 March 2008 data from independent research firm comScore.

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™