SUMMIT
THE DIGITAL MARKETING CONFERENCE
Financial Disclaimer

Some of the information discussed today contains forward-looking statements that involve risk and uncertainty. Actual results may differ materially from those set forth in such statements. For a discussion of the risks and uncertainties, you should review Adobe's SEC filings, including the annual report on Form 10-K for fiscal year 2014 and the quarterly reports on Form 10-Q filed by the company in 2015. In our presentation, we may discuss non-GAAP financial measures. The GAAP financial measures that correspond to such non-GAAP measures, as well as the reconciliation between the two, are available on our website at http://www.adobe.com/ADBE.

Adobe does not undertake an obligation to update forward-looking statements.
Changing the World Through Digital Experiences
Reinvention of Marketing

ART + SCIENCE

REAL-TIME ENTERPRISE

YOUR PRODUCT IS MARKETING
Adobe Growth Opportunities

Creative Cloud

Document Services

Marketing Cloud
Adobe Growth Opportunities

Creative Cloud
Reimagine creative process
Desktop + mobile
ARPU-enhancing services

Document Services
Strong PDF franchise
Desktop + mobile
Creation, sharing, signing services

Marketing Cloud
Explosive category
Market-leading platform
Expansion beyond marketing
7,000+ Attendees from 44 Countries

9 of 10 Internet Retailers
5 of 5 Leading Media Companies
10 of 10 Commercial Banks
5 of 5 Global Auto Manufacturers
76% of Fortune 50
4 of 5 Top Airlines
EXPERIENCE IS THE BRAND
Adobe Marketing Cloud

TWO NEW SOLUTIONS

PRIMETIME

AUDIENCE MANAGER

MEDIA OPTIMIZER

ANAYTICS

SOCIAL

EXPERIENCE MANAGER

TARGET

CAMPAIGN
Adobe Marketing Cloud

Core Services

PROFILES & AUDIENCES
COLLABORATION
ACTIVATION
MOBILE SERVICES
EXCHANGE
ASSETS
ADMINISTRATION
DIGITAL MARKETING HIGHLIGHTS

2014

$1.2B
Adobe Marketing Cloud revenue

>30%
Y/Y bookings growth

LARGE DEAL MOMENTUM

47%
Y/Y increase in customers >$500K in ARR

56%
Y/Y increase in contracts >$1M

SOLUTION ADOPTION

96
Multi-solution contracts >$500K

24%
Of >$1M contracts involve multiple solutions

BIG DATA/CONTENT PLATFORM

25.8B
Data transactions on Cyber Monday

40%
Of data transactions from mobile devices

30.4T
Annual data transactions

1 Based on FY14 Actuals
2 Number of customers with ARR >$500K as of end of Q4’13
3 Based on FY14 Bookings – number of deals >$1M
4 Based on FY14 Bookings – number of deals with more than 1 solution
5 % of Analytics server calls from mobile devices as of end of Q4’13
6 Based on FY14 # transactions
Industry Leadership

Digital Marketing Hub  Web Content Mgt  Multichannel Campaign Mgt '14  Mobile App Dev Platforms  Enterprise Marketing Software Suites  Digital CX Delivery Platforms  Web Analytics

Lead to Revenue Mgt Platform  Cross-Channel Campaign Mgt  Data Mgt Platforms  WCM Digital Customer Experience  Online Testing  Social Media Mgt
Adobe Marketing Cloud

Significant Momentum
Market Leadership
& Most Complete Cloud Offering
Big Market Opportunity
Creative Cloud Update
David Wadhwani | SVP and GM, Digital Media | @dwadhwani
The Power of Momentum: Creating a Tailwind

Results Through FY2014

Creative Cloud Business

* Does not reflect currency adjustment

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Market Trends

Mobile First World

Design Led Thinking

Sharing Economy
75%  Pace of change is accelerating because of mobile

70%  Already building for mobile devices¹

50%  Using mobile devices in their creation process¹

5M  CC trial users signed up through mobile apps to date²

Source:
¹ Adobe New Creatives Report 2014
² Adobe

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Sources:
1 Design Management Institute (2003-2013)
2 Adobe New Creatives Report
3 Adobe
34% American workforce freelances

$67B Invested in Sharing Economy

$10B Income per year

$4B Creative marketplace TAM

Sources:
1 “Freelancing in America: A National Survey of the New Workforce.” Independent research firm Edelman Berland.
2 Italian market research firm Market Revolution (part of Futureberry consulting): “Stay Hungry, Stay Updated Report: 2013”
3 Peers, organization that advocates for sharing economy start-ups (as quoted in San Jose Mercury News, December 2014)
Creative Cloud

- Mobile
- Community
- Desktop
- Assets
- Market

Creative Profile
Broad Canvas for Innovation

Creative Profile

Mobile

Community

Desktop

Assets

Market

Adobe Marketing Cloud
Creative Cloud Focus Areas

- **Mobile First World**
  Migrate Creative Suite customers to Creative Cloud

- **Design Led Innovation**
  Increase Enterprise ARR through new services

- **Sharing Economy**
  Increase ARPU through access to marketplace
Creative Cloud Growth

Migration
Migrate CS customers to CC

Value Expansion
Increase ARPU and Enterprise ARR

Market Expansion
Expand customer base through tiered offerings
MIGRATION: Mobile First World

Mobile + Desktop → Mobile First World
Migrate Creative Suite customers to Creative Cloud

Desktop Features
CC Mobile Apps
Creative Profile
Extended Desktop Workflows

Increases Conversion
Increases Retention
VALUE EXPANSION: Design Led Innovation

Assets + AMC Integration = Design Led Innovation
Increase Enterprise ARR through new services

CCE Managed Service
CCE + MC Content Production
CCE + MC Content Delivery
Content Velocity

Incremental Enterprise ARR Opportunity
VALUE EXPANSION: Sharing Economy

Sharing Economy
Increase ARPU through access to marketplace

Behance for Talent
Typekit for Fonts
Fotolia for Stock Content
One Stop Shop for Creativity

$4B
Incremental Creative Marketplace TAM

93% Of stock content sellers use Adobe tools
85% Of stock content buyers use Adobe tools

Source: Adobe
MARKET EXPANSION: Creative Cloud Photography

Market Expansion
Expand customer base through tiered offerings

Price + Target Segment + Mobile

CC Photography Expanding the Market

Photography has Broad Appeal
Approachable Price
Seamless Mobile Experience

>50%
Creative Cloud Photography customers have never purchased a CS product
Creative Cloud Summary

Mobile First
World

Design Led
Thinking

Sharing
Economy

Migration
Migrate CS customers to CC

Value Expansion
Increase ARPU and Enterprise ARR

Market Expansion
Expand customer base through tiered offerings