FOR IMMEDIATE RELEASE

Adobe Positioned as a Leader in Gartner Magic Quadrant for Mobile Application Development Platforms

Evaluation Based on Completeness of Vision and Ability to Execute

SAN JOSE, Calif. — Sept. 8, 2014 — Adobe (Nasdaq:ADBE) today announced it has been positioned by Gartner, Inc. as a Leader in the 2014 “Magic Quadrant for Mobile Application Development Platforms”1 research report. The evaluation criteria for completeness of vision included market understanding, marketing strategy, sales strategy, product strategy, business model, vertical and industry strategy, innovation and geographic strategy. Criteria for a vendor’s ability to execute included evaluating the product, overall viability, sales execution and pricing, market responsiveness and record, marketing execution, customer experience and operations.

“Innovative businesses are increasingly moving from ‘mobile first’ to ‘mobile only’ experiences, and apps done well deliver the highest levels of customer engagement and brand loyalty,” said Aseem Chandra, vice president, Adobe Experience Manager and Adobe Target, Adobe. “With leading technologies for both developers and marketers, Adobe is in the best position to help organizations create a broad array of data-driven and content-based apps.”

Adobe Experience Manager Apps is the core of Adobe’s Mobile Application Development Platform, and encompasses both PhoneGap Enterprise and Adobe Digital Publishing Suite (DPS). Along with the company’s industry leading Adobe Analytics, Adobe Experience Manager Apps enables businesses to create, deliver and measure digital experiences across mobile apps and the Web with one set of assets. Only Adobe offers an app management solution that enables developers to build apps across platforms, and marketers to update and manage the content without app development skills.

App engagement continues to be high and marketplaces add thousands of apps each month. According to Adobe Digital Index, consumers are spending three-to-four times longer in app sessions than browsing the Web on mobile devices. Mobile apps powered by DPS have delivered over 210 million digital content publications to consumers in less than four years. In addition, well over 100,000 PhoneGap® developers have created tens-of-thousands of data-driven apps that are available across all major app stores.

According to Gartner, “Leaders must represent a strong combination of Ability to Execute and Completeness of Vision. In the MADP sector, this means that Leaders not only are good at cross-platform development, deployment and management across the full life cycle, but also have a good vision of the multichannel enterprise, support for multiple architectures and standards, a solid understanding of IT requirements, and scalable channels and partnerships. Leaders must provide platforms that are easy to purchase, program, deploy and upgrade, and which can connect to a range of back-end and cloud services, from the same vendor as well as third parties.”

A complimentary copy of the Gartner, Inc. September 2, 2014 “Magic Quadrant for Mobile Application Development Platforms” research report is available here.

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About Adobe Marketing Cloud
Now there’s a place that puts everything digital marketers need in one spot. It’s called the Adobe Marketing Cloud. It includes a complete set of analytics, social, advertising, targeting, Web and app experience management and cross-channel campaign management solutions as well as core services and mobile capabilities that bring together everything marketers need to know about their campaigns. So marketers can get from data to insights to action, faster and smarter than ever.

About Adobe Systems Incorporated
Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.