

# 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 2017 Revenues: US\$7.302 billion (FY ended Dec. 1, 2017)

**Employees**

More than 19,000 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.

- 200 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 14+M times since its release in June 2017, with 58+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 295 million times.
- Adobe Stock offers more than 120 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 solution for content creation, marketing, advertising, analytics and commerce—everything companies need to deliver a well-designed, personal and consistent experience to their customers. Adobe Experience Cloud is comprised of Adobe Marketing Cloud, integrated solutions that help brands connect with customers on a personal level; Adobe Analytics Cloud, Adobe's customer intelligence engine that helps brands move from insights to action; and Adobe Advertising Cloud, the industry's first end-to-end platform that manages advertising for TV and all digital formats.

- Adobe Experience Cloud manages more than 233 trillion data transactions annually.
- 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., and 9 out of the 10 largest media companies in the world.
- Industry analysts have named Adobe a leader in over 20 categories, such as Web Content Management, Digital Marketing Analytics, Digital Commerce, Marketing Cloud Platforms and more.



## Leadership

### Shantanu Narayan

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, Customer and Employee Experience

### 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

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

- #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, 2017*
- Global 100 Most Sustainable Corporations *Corporate Knights, 2016*
- #3 Greenest Company out of 500 publicly traded companies in America, #5 in the world *Newsweek Green Ranking, 2015*
- 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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