

# 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

## Leadership

Bruce Chizen, Chief Executive Officer

Shantanu Narayen, President and Chief Operating Officer

Stephen Elop, President, Worldwide Field Operations

Murray Demo, Executive Vice President and Chief Financial Officer

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

Peg Wynn, Senior Vice President, Worldwide Human Resources

Charles Geschke and John Warnock, Chairmen of the Board

## Major Acquisitions

Aldus, 1994

Frame Technology, 1995

GoLive, 1999

Accelio, 2002

Macromedia, Inc., 2005

## Revenue

Adobe Fiscal 2005 Revenues: US\$1.996 billion (FYE Dec. 2, 2005)

Macromedia Fiscal 2005 Revenues: US\$436 million (FYE Mar. 31, 2005)

## Employees

Approximately 5,200 worldwide

## Market Presence

More than half of Adobe's revenue is generated outside the United States.

More than 1.25 billion copies of Adobe® Reader® software have been distributed in 26 languages on 10 major platforms worldwide.

The world's top 10 PC manufacturers ship their systems with PDF technology pre-installed.

Adobe Portable Document Format (PDF) documents make up nearly 10% of the content on the web.<sup>1</sup>

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

Flash® Player software is currently installed on more than 600 million desktops and mobile devices globally.<sup>2</sup>

Two million designers and developers use Macromedia Flash.

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

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 intelligent documents online or offline.

*Macromedia 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.

## Flagship Products

### Creative Solutions

*The Adobe Creative Suite*—

Launched in 2003

Unified design environment for print, web, and mobile publishing that delivers the next level of integration in creative software.

*Adobe Photoshop*—Launched in 1990

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

*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.

*Macromedia Studio*—Launched in 2002

The essential software suite used to design, develop, and maintain interactive online experiences.

*Macromedia Flash*—Launched in 1996

The industry's most advanced authoring environment for creating interactive websites, engaging digital experiences, and high-impact mobile content.<sup>3</sup>

*Macromedia Dreamweaver*—

Launched in 1997

Industry-leading web development tool, enabling users to efficiently design, develop, and maintain standards-based websites and applications.<sup>4</sup>

### 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.

*Macromedia Breeze*—Launched in 2003

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.

*Macromedia 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

*Macromedia Flash Lite*—

Launched in 2002

Flash profile specifically developed for mobile phones.

*Macromedia 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

#13 best company to work for in America (*FORTUNE* magazine's "100 Best Companies to Work For," 2005); highest-ranked software company.

One of Canada's 2005 Top 100 Employers (*Maclean's Magazine*, 2004).

#28 in the *BusinessWeek* 50 (*BusinessWeek's* "50 Top Performers," 2005).

#19 Most Generous Company (In-Kind Giving); #29 Most Generous Company (Cash Giving) (*BusinessWeek*, 2004).

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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/>.

Adobe's integrated corporate, fiscal, and product timeline (1982-2005) can be viewed at <http://www.adobe.com/aboutadobe/>.

<sup>1</sup> School of Information Management and Systems at the University of California, Berkeley, October 2003

<sup>2</sup> 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.

<sup>3</sup> JPR Digital Content Creation Report 2005; Streaming Advertising and Subscription Media 2003-2006

<sup>4</sup> NPD Techworld, May 2005

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