

# Adobe Systems Incorporated

## ADOBE SYSTEMS INCORPORATED

Headquarters  
San Jose, California  
[www.adobe.com](http://www.adobe.com)

## FOUNDED

1982

## STOCK SYMBOL

ADBE (Nasdaq)

## ADOBE FISCAL 2008 REVENUES

US\$3.580 billion (FYE Nov. 28, 2008)

More than 90% of creative professionals have Adobe Photoshop on their desktops.

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

Adobe Flash® Player is installed on nearly 98% of Internet-connected desktops.

Adobe revolutionizes how the world engages with ideas and information. For 25 years, the company's award-winning software and technologies have redefined business, entertainment, and personal communications by setting new standards for producing and delivering content that engages people virtually anywhere at anytime. From rich images in print, video, and film to dynamic digital content for a variety of media, the impact of Adobe solutions is evident across industries and felt by anyone who creates, views, and interacts with information. With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies.

## History of Innovation

Adobe founders Chuck Geschke and John Warnock shared a vision for publishing and graphic arts that would forever change how people create and engage with information. The two men met in the late 1970s while working at the renowned Xerox Palo Alto Research Center (PARC), where they researched device-independent graphic systems and printing. Excited by the potential of their work to reshape computing, Geschke and Warnock eventually realized that the only way to take their ideas from the lab to the burgeoning technology market would be to create their own company.

In 1982, they founded Adobe Systems Incorporated on a simple premise: how could text and images on a computer screen translate beautifully and accurately into print? A year later, they helped launch the desktop publishing revolution by introducing Adobe® PostScript® technology, providing a radical new approach to printing text and images on paper. For the first time, a computer file could be printed exactly as it appeared on screen, with all formatting, graphics and fonts intact. Adobe PostScript was licensed to printer manufacturers worldwide and delivered unprecedented cost savings and productivity enhancements. It continues to be a core technology on printers today.

## Setting Industry Standards

Building on its success with PostScript technology, Adobe expanded into desktop software applications with Adobe Illustrator® and Adobe Photoshop® software—and the design industry was never the same. These groundbreaking applications redefined the quality and complexity of images that could be created for print, and later extended those benefits to content created for video, film, web, and alternative computing devices. Adobe InDesign® software followed, shaking up the page layout market and enabling household-name magazines, newspapers, and corporate brands to adopt modern, integrated publishing workflows.

Furthering its vision to reinvent and improve computing, Adobe released Adobe Acrobat® software and the Adobe Portable Document Format (PDF), combining its expertise in desktop software with its roots in PostScript printing. Acrobat and PDF revolutionized collaboration and information sharing by enabling people around the world to deliver digital documents exactly as intended across computing platforms and applications—much as PostScript had done on paper. Acrobat achieved quick success, and today PDF is the de facto standard for governments and businesses everywhere sharing documents across the web, corporate intranets, and e-mail.

## From Desktop to Enterprise Solutions

As demand for digital content skyrocketed, Adobe solutions provided a catalyst for moving ideas from concept through creation to delivery across any digital device. The appointment of Bruce Chizen as Adobe's Chief Executive Officer in 2000 further strengthened the company's market leadership, as Adobe delivered on strategies to move from a desktop software company to a platform provider for enterprises. With



Adobe Reader and Flash Player software combined are on more than 700 million connected PCs and devices worldwide.

2009 marked Adobe's tenth year on *FORTUNE*'s "100 Best Companies to Work For" list.<sup>1</sup>

More than half of Adobe revenues are generated outside of the United States.

its acquisition of Macromedia, Inc. in 2005—developer of the ubiquitous Flash® technology and a pioneer in multimedia and web development—Adobe expanded its strong technology foundation and portfolio of customer solutions.

### Enabling Engaging Experiences

Building on this legacy and looking to the future, Adobe is committed to revolutionizing how the world engages with ideas and information. Under the leadership of Shantanu Narayen, appointed Adobe's Chief Executive Officer in 2007, Adobe is poised to meet the growing challenge of enabling customer engagement. As organizations strive to inspire deeper connections with their own audiences, Adobe will continue to deliver technologies that help make engagement a reality.

### Serving Customers Worldwide

Adobe solutions are used daily by many of the world's leading organizations in a range of industries, such as publishing, government, financial services, telecommunications, and education. Customers include Hearst Magazines, the United States Internal Revenue Service, Deutsche Bank, Nokia, Yahoo! Inc., University of California at Los Angeles (UCLA), SAP, Wal-Mart, and thousands of other leading organizations worldwide. Primary customer segments include:

- *Knowledge Workers and Enterprises:* Businesses and government organizations use Adobe desktop and server-based solutions to improve productivity, collaboration, and business processes inside and outside the organization.
- *Creatives and Designers:* With Adobe solutions, designers, publishers, photographers, and videographers are making brands and products stand out in crowded markets by designing compelling content for delivery in print, online, for video, and on mobile devices.
- *High-end Consumers:* A wide variety of enthusiasts use Adobe's popular solutions to develop, enhance, and deliver images and content in print and across a variety of digital devices.
- *Partners and Developers:* Adobe's technology platform enables developers, systems integrators, and software manufacturers to build dynamic applications that address business demand for improved interaction with information.

### Strong Culture and Commitment to Community

Adobe's long-standing success is built on its innovative corporate culture and skilled employees working in countries around the world. The company ranked number 11 on *FORTUNE* magazine's 2009 "Best Places to Work For" list; 24th in "Great Place to Work Germany"; 19th in "Best Places to Work India"; and named one of Canada's Top 100 Employers in 2009.

Recognized as one of the top 50 socially responsible companies in the U.S.,<sup>2</sup> Adobe also strengthens the communities in which its employees live and work by providing cash grants and in-kind contributions, including donated software, volunteer support, and software training for nonprofit organizations. In 2006, Adobe launched its global philanthropy program, Adobe Youth Voices, designed to help young people engage with their communities by providing access to multimedia tools, training, and a worldwide network of youth, teachers, and program leaders. The network currently includes more than 160 sites, grantees, and organizations in 31 countries engaging youth and educators in schools and out-of-school programs.

Adobe's commitment to revolutionizing how people engage with ideas and information is as strong today as it was in 1982. Most every image seen in magazines, on billboards, and in advertisements—or experienced in movies and on television screens and digital devices—has been touched by Adobe software. With its focus on innovation, Adobe continues to reinvent how the world creates, perceives, and engages with information.

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<sup>1</sup> Years 1998, 2000-2005, 2007-2009. Adobe was not eligible in 2006 due to its acquisition of Macromedia Inc.

<sup>2</sup> Ranked #21 on list of top 50 Socially Responsible Companies in the U.S. (Source: 2008 Corporate Social Responsibility Index - Boston College Center for Corporate Citizenship and Reputation Institute.

