Adobe Systems Incorporated

ADOBE SYSTEMS INCORPORATED

Headquarters
San Jose, California
www.adobe.com

FOUNDED
1982

STOCK SYMBOL
ADBE (Nasdaq)

ADOBE FISCAL 2009 REVENUES
US $2.946 billion (FYE Nov. 27, 2009)

Adobe revolutionizes how the world engages with ideas and information. Our award-winning software and technologies have set the standard for communication and collaboration for more than 25 years, bringing vital and engaging experiences to people across media and to every screen in their lives, at work and at play.

The impact of Adobe® software is evident almost everywhere you look. Whether people are collaborating at work, transacting online, or socializing with friends, businesses use Adobe software and technologies to turn digital interactions into richer, high-value experiences that reach across computing platforms and devices to engage people anywhere, anytime.

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.

A rich history of innovation

Our commitment to innovation is as strong today as it was in 1982, when Chuck Geschke and John Warnock founded Adobe. The two men initially set out to solve a problem long familiar to creative professionals at the time: getting text and images on a computer screen to translate beautifully and accurately into print. A year later, they helped launch the desktop publishing revolution with Adobe PostScript®, a technology that took the publishing world by storm with its radical new approach to printing text and images.

That was just the beginning. From the earliest days, we embraced our role as industry visionary and leader, continuing to solve previously insurmountable problems. The release of two ground breaking applications—Adobe Illustrator® and Adobe Photoshop®—forever changed the quality and complexity of images that could be created for print, and later for content created for video, film, the web and other digital channels. The design industry was never the same.

Adobe founders Chuck Geschke and John Warnock received the National Medal of Technology and Innovation, the highest honor bestowed by the U.S. government on scientists, engineers, and inventors, in 2009

As computers became more interconnected and people needed to collaborate online using a wide variety of documents, a new problem emerged: sharing this content. Incompatible operating systems and programs hindered collaboration, a problem made worse as the use of e-mail and the web skyrocketed. Adobe's breakthrough Portable Document Format (PDF) technology provided a solution for the problem, enabling businesses to deliver platform- and application-independent files across operating systems and devices. Suddenly, enterprises had new opportunities for—and returns from—document sharing and collaboration. Today, we extend the benefits of dynamic collaboration through web conferencing and enterprise solutions offering powerful document security, process management, and other capabilities.

As the Internet exploded into a viable economic engine, we quickly recognized that static HTML pages could not deliver the end-user interactivity and integration with enterprise systems that businesses required. We again took the lead—first with Adobe Dreamweaver® and Flash®, and later with Flex® and the Flash Media Server—by making cost-effective, reliable development of engaging websites a reality.

Omniture, An Adobe company, is a leader in Software-as-a-Service, with one trillion user interactions measured per quarter

We are now leading the next wave of industry innovation, helping companies integrate enterprise technologies and rich media into solutions that solve real-world business problems. With the Adobe Flash Platform, including Flash Player and the Adobe AIR® runtime, businesses are building rich Internet applications (RIAs) that offer vital efficiencies and provide a competitive edge by transforming the quality and reach of their services. With our 2009 acquisition of Omniture, a leader in online business optimization, we will also help customers more effectively measure, analyze, and optimize their online assets to improve their bottom line.

Redefining customer value

Our customers span a range of industries and represent global brands such as FedEx, Sony Pictures, T-Mobile, eBay and the New York Times. Today, more than half of Adobe's revenue comes from outside the United States, a trend that will likely increase as we reach more customers with the tools and technologies to deliver rich content and services anytime.

Across industries, our customers face the challenge of adapting to new ways of working inside and outside their organizations. Underlying this shift is the fact that people's relationship with software is changing. Gone is the view of technology as an impersonal tool. Instead, technology has become a vital part of many people's lives, transforming how they work, play, and connect with family and friends. People have new expectations around application quality and usability and are demanding rich, satisfying experiences on every screen.

The impacts are evident everywhere. In publishing, there has been tremendous upheaval as content is produced and consumed in new ways. With people enjoying unprecedented access to information and services, traditional publishing models are failing. To recreate their businesses and drive new revenue streams, publishers are turning to Adobe solutions to deliver high-value, relevant content and services that engage and entertain global audiences and for ways to measure and monetize that content.

Creative professionals are also responding to this shift with an expanded view of content that crosses print, digital media, and screens. Our comprehensive product portfolio and integrated technologies give creative professionals many of the solutions they need to rapidly deliver compelling content to diverse audiences. With Adobe solutions, creative professionals can focus on bringing their ideas to life.

As people demand richer content and more dynamic services, developers are leveraging Adobe solutions to create a new breed of applications. Mobile is the new design center, with developers thinking first about the experience of using an application on a mobile device and then relating that application back to desktops and enterprise systems. For developers and businesses alike, this fundamental change in application development is critical to reaching a vast and increasing number of people around the world who now use their phones as their personal computers. With Adobe solutions, developers have tools that can help them move efficiently from application concept through development to delivering and optimizing powerful RIAs on virtually any device.

Not surprisingly, people's changing expectations are prompting enterprises of all sizes to adopt more engaging applications to achieve greater efficiencies and strengthen customer relationships. Leading financial companies, government agencies, e-commerce providers and others use Adobe solutions to enhance how employees and partners work together, while giving customers streamlined access to high-impact, personalized products and services. Transforming these customer interactions enables corporations to improve returns from complex enterprise systems by securely extending their power via easy-to-use RIAs while effectively measuring and optimizing their online customer presence.

Around the world, the pace of technology adoption and change is phenomenal. We are committed to delivering the tools and technologies that our customers need today, while providing them with next-generation solutions to respond to future opportunities.

A reputation for excellence

The same passion we bring to revolutionizing how people engage with ideas and information is evident in our work fostering change in communities worldwide. The Adobe Foundation works to improve the lives of people in the communities where we operate, and the Foundation's signature philanthropy program, Adobe Youth Voices (AYV), puts creative tools into the hands of underserved youth. AYV has already provided software and education to thousands of youth in more than 30 countries, helping them create and communicate important stories about issues impacting their lives—ultimately paving the way for social change at home and abroad.

Our standards of excellence influence every aspect of our business. Adobe ranked as one of the top 50 socially responsible companies in the United States[4] and is a recognized leader in promoting environmental stewardship and maintaining a healthy work environment for employees. Our corporate headquarters has achieved many "green building" firsts. In 2010, Adobe was recognized as one of the World's Most Ethical Companies for its commitment to ethical leadership, compliance practices, and corporate social responsibility[5]. Equally important, we are consistently rated as one of the top places to work in North America, Europe, and Asia.

From our award-winning creative and development tools to our innovative servers and services to the unparalleled reach of PDF and the Adobe Flash Platform, we enable businesses to bring greater value to every interaction—and deliver more powerful, meaningful digital experiences to everyone, anytime. At Adobe, we continue to innovate and challenge expectations of what customer engagement means in the 21st century.

2010 marked Adobe's eleventh year on *FORTUNE's* "100 Best Companies to Work For" list[3]

1 July 2009 data from independent research firm comScore

2 January 2009 report by Strategy Analytics

3 Years 1998, 2000-2005, 2007-2010. Adobe was not eligible in 2006 due to its acquisition of Macromedia, Inc.

4 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.

5 March 2010 ranking by the Ethisphere Institute

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