

# Fast Facts

A quick overview of Adobe's history, leadership, key stats, and products.

## About us

Adobe believes creativity empowers transformation—personally, professionally, and across all industries. We not only deliver strong financial results, but we're also driving incredible innovation, adding millions of new customers, delivering billions of experiences across screens, and processing trillions of data transactions online.

### Founded

December 1982 by Charles Geschke and John Warnock

### Corporate headquarters

San Jose, California, USA

### Incorporated

October 1983 in California; reincorporated in Delaware, May 1997

### Initial public offering

August 20, 1986, at a split-adjusted share price of US\$0.17

### Employees

More than 30,000 worldwide

### Stock symbol

ADBE (NASDAQ)

### Revenue

Fiscal 2023 revenue: US \$19.41 billion (FY ended Dec. 1, 2023)

# Our solutions

## Adobe Creative Cloud

**We believe in creativity for all, so we give everyone the tools to discover and express their creativity through photography, design, video, animation, web, and mobile user experiences, and more.**

- Adobe Firefly, our family of creative generative AI models designed for safe commercial use, has been used to generate over 6.5 billion images within one year since the Firefly beta was launched, making it the most popular AI image generation model designed for safe commercial use, in record time, globally.
- Adobe Stock now offers 400+ million assets, including more than 223 million photos, 145 million vectors and illustrations, 29 million videos, 80,000 music tracks, 6 million Premium assets, and over 1.2 million free photos, vectors, videos, templates, illustrations, and 3D assets.
- Behance, Adobe's online creative community, has nearly 50 million members. Creatives worldwide use Behance to find inspiration, showcase work, and get hired.
- Creative Cloud 2D and 3D design tools transform old "make, use, dispose" design processes into elegant, sustainable, circular design workflows. A digital design phase means more resources for our planet.

## Adobe Document Cloud

**We make it easy for people and businesses to create, edit, share, scan, and sign digital documents so they can communicate and collaborate securely across devices.**

- More than 400 billion PDFs opened and 16 billion documents edited in Adobe Acrobat in the last year.
- More than 8 billion electronic and digital signature transactions were processed through Adobe Document Cloud in the past year. The majority of Fortune 100 companies rely on Acrobat Sign for fast, secure e-signatures.
- Adobe Scan is the leading scanning app on iOS and Android with more than 150 million downloads and 2.5 billion documents created.
- Documents created, signed, shared, and stored in Adobe Document Cloud drive a 90% cost savings and a 95% reduction in environmental impact compared with paper-based processes.
- Every 1 million Adobe Sign transactions save 105 million liters of water, 31,000 trees, and the equivalent of taking 2,300 cars off the road for a year—plus reducing costs by more than \$7.2 million.
- More than 1 billion files read in Liquid Mode, our AI-powered mobile reading experience for PDFs

# Our solutions

## Adobe Experience Cloud

We give businesses unmatched solutions for customer journey management, data analytics, content personalization, commerce and marketing workflows that drive long-term customer success.

- Industry analysts have named Adobe a leader in 50+ analyst reports in categories such as digital experience platforms, content management systems, customer analytics, B2B marketing automation platforms, digital commerce, enterprise marketing suites, and more.
- Adobe Experience Cloud is supported by an expansive global ecosystem of 4,000+ active solution integrator, agency, technology and marketplace partners, and more than 460,000 developers and community members.
- Adobe Analytics analyzes 1 trillion+ visits to retail websites in the U.S (aggregated and anonymized) as well as 100 million+ product SKUs in 18 categories to provide e-commerce and online inflation insights to businesses, policymakers, and consumers. Adobe Analytics is relied on by 85%+ of the top 100 retailers in the U.S. to deliver, measure and personalize shopping experiences online.

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# Our leaders

## Shantanu Narayen

Chairman and CEO

## Scott Belsky

Chief Strategy Officer and  
EVP, Design & Emerging Products

## Anil Chakravarthy

President, Digital Experience Business

## Gloria Chen

Chief People Officer and  
Executive Vice President,  
Employee Experience

## Dan Durn

Chief Financial Officer and Executive  
Vice President, Finance, Technology  
Services and Operations

## Dana Rao

Executive Vice President, General Counsel  
and Chief Trust Officer

## David Wadhvani

President, Digital Media Business

## Charles Geschke

Co-founder

## John Warnock

Co-founder

# Our company values

## **We create the future.**

Creativity is in our DNA. We constantly look around the corner to see what is possible. But we don't wait for the future, we create it.

We are builders, makers, and inventors, driven by a deep empathy for our customers and users.

We are open-minded and celebrate new ideas. We have the courage to disrupt the market and ourselves through bold bets and ideas we turn into reality.

## **We raise the bar.**

We aim high and we play to win. We relentlessly focus on execution, celebrate excellence and are intellectually honest about where we must do better.

We deliver both speed and quality by doing fewer things better. Our success is measured by the success of our customers and users.

## **We own the outcome**

We think and operate like owners. We take initiative, have a bias toward action, and assume ownership for end results, not just our part.

We are reliable and have clear points of view. We're decisive and learn from our mistakes.

## **We are genuine.**

The ability to be yourself is core to who we are. We embrace and respect diversity.

We support and challenge each other by being honest and direct. We always act with sincerity, integrity and the highest of ethics.

We do this for our employees, partners, customers and communities.

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# Corporate responsibility

We believe that creativity is the catalyst for positive change. Through our efforts, we inspire creativity in people who want to make a meaningful impact in the following areas:

## **Adobe For All**

Through Adobe for All, we are creating a more diverse and inclusive workforce, working to unleash the full potential of every employee, and helping to drive meaningful impact for Adobe, our industry and society at large.

## **Creativity for All**

Through Creativity for All, we are empowering millions of creators of all backgrounds to access the tools, skills, and platforms they need to express themselves, reach their full potential and share their diverse perspectives with the world.

## **Technology to Transform**

Our greatest reach is with our technology leadership. As one of the world's most innovative software companies, we are committed to advancing the responsible use of technology for the good of our customers, communities, and society.

# Major acquisitions

ContentCal, 2021  
Frame.io, 2021  
Workfront, 2020

Allegorithmic, 2019  
Marketo, 2018  
Magento, 2018

Fotolia, 2015  
Behance, 2012  
Day Software, 2010

Omniture, Inc., 2009  
Macromedia, Inc., 2005

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# Industry recognition

**Best Workplaces for Innovators**  
Fast Company

**World's Best Workplaces**  
Forbes

**Happiest Employees**  
Comparably

**DOW Jones Sustainability Index**  
S&P Dow Jones Indices

**World's Best Workplaces**  
Fortune

**Best Global Brands**  
Interbrand

**Best Places to Work**  
Glassdoor

**World's Most Admired Companies**  
Fortune

**Best Culture**  
Comparably

**Best Employers for Diversity**  
Forbes

**CDP**  
The A List

**Best Workplaces in Tech**  
Fortune

**Corporate Equality Index**  
DEI

**JUST100**  
Forbes & Just Capital

**Companies That Care**  
People Magazine

**Gender Equality Index**  
Bloomberg

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