



## Adobe & Marketo Fast Facts

Company		
Overview	Adobe is one of the largest software companies in the world and is the global leader in creative, digital document and digital experience solutions. Its diverse product line—which includes Adobe Creative Cloud, Adobe Document Cloud and Adobe Experience Cloud—enables customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. Only Adobe gives everyone—from emerging artists to global brands—everything they need to design and deliver exceptional digital experiences.	Marketo, Inc., offers the leading Engagement Platform that empowers marketers to create lasting relationships and grow revenue. Consistently recognized as the industry's innovation pioneer, Marketo is the trusted platform for thousands of CMOs thanks to its scalability, reliability, and openness. Marketo is headquartered in San Mateo, CA, with offices around the world, and serves as a strategic partner to large enterprises and fast-growing organizations across a wide variety of industries.
Ticker Symbol	NASDAQ: ADBE	Privately held company
Website	<a href="http://www.adobe.com">www.adobe.com</a>	<a href="http://www.marketo.com">www.marketo.com</a>
Headquarters	San Jose, CA	San Mateo, CA
CEO	Shantanu Narayen	Steve Lucas
Employees	19,000+ worldwide	1,300+ worldwide
Revenue	Reported revenue of \$7.3 billion in FY2017	Not disclosed
History	Founded in 1982; Went public in 1986	Founded in 2006; Acquired by Vista Equity Partners in 2016
Founders	Chuck Geschke, John Warnock	Phil Fernandez, Jon Miller, David Morandi
Industry Position	Adobe Experience Cloud gives companies everything they need to deliver well-designed, personal and consistent experiences. Experience Cloud manages 233 trillion customer transactions per year. More than two-thirds of Fortune 500 companies use Experience Cloud today. Industry analysts have named Adobe Experience Cloud the leader in nearly 20 categories, including Web Content Management, Digital Marketing Analytics, Digital Commerce, Marketing Cloud Platforms and more.	Marketo is the leading provider of marketing engagement, analytics and attribution software. Marketo has one of the MarTech industry's largest ecosystems with over 500 partners and a robust community of more than 65,000 members. Marketo has received the top rating as “marketing automation software for enterprises” on customer-rating sites Trust Radius and G2Crowd. Analyst recognition includes being named a “leader” in the Gartner 2018 Magic Quadrant for CRM Lead Management.
Past Digital Experience Acquisitions	Omniture (2009), Day Software (2010), Demdex (2011), Auditudo (2011), Efficient Frontier (2012), Neolane (2013), Livefyre (2016), TubeMogul (2016), Magento (2018)	Vessel (2015), ToutApp (2017), Bizible (2018)

**NOTE:** The announced transaction, which is expected to close during the fourth quarter of Adobe's 2018 fiscal year, is subject to customary closing conditions, and there is no certainty that the transaction will close on the anticipated timeline or at all. For a discussion of other risks and uncertainties, please refer to Adobe's [press release](#), as well as Adobe's SEC filings.