

Adobe & Workfront Fast Facts

Company		
Overview	<p>Adobe is one of the largest and most diversified software companies in the world and 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.</p>	<p>Workfront is the leader in enterprise work management, trusted by more than 3,000 companies, one million users, and 10 out of 10 of the world’s top brands. Workfront was founded to help people, teams, and companies do their best work. Workfront is built for people, effortlessly connecting teams and easily integrating into existing applications and systems. The ability to plan work and see, measure, and analyze critical factors such as resources, outcomes, and priorities keeps everyone on the same page, with a clear understanding of why their work matters. Workfront has helped thousands of companies successfully transform their businesses into modern enterprises that increase revenue, improve employee and customer experiences, and reduce cost.</p>
Ticker Symbol	NASDAQ: ADBE	Privately held company
Website	www.adobe.com	www.workfront.com
Headquarters	San Jose, Calif.	Lehi, Utah
CEO	Shantanu Narayen	Alex Shootman
Employees	22,000+ worldwide	960 worldwide
Revenue	Reported revenue of \$11.17 billion in FY2019	N/A
History	Founded in 1982; Initial Public Offering in 1986	Founded in 2001; in 2015 the company was renamed from AtTask to Workfront
Founders	Chuck Geschke, John Warnock	Scott Johnson

<p>Industry Position</p>	<p>Adobe Experience Cloud is the most comprehensive solution for content and commerce, customer journey management, and customer data and insights, all built on an open platform, enabling businesses of every size across every industry to deliver exceptional customer experiences at scale.</p> <p>Industry analysts have named Adobe a leader in over 35 major reports focused on experience—more than any other technology company. Ten of the largest U.S. financial institutions and global auto manufacturers, and 9 out of the 10 largest media companies (U.S.), Internet retailers (global) and hotel chains (global) rely on Adobe Experience Cloud today.</p>	<p>Workfront customers include 50 of the Fortune 100 companies. Analyst recognition includes:</p> <ul style="list-style-type: none"> ● IDC MarketScape: Worldwide Work Management and Project and Portfolio Management 2020 Vendor Assessment: "Leader" ● IDC MarketScape: Worldwide Cloud Project and Portfolio Management 2019-2020: "Leader" ● IDC MarketScape: Worldwide IT Project and Portfolio Management 2019-2020: "Major Player" ● IDC MarketScape: Worldwide Agile Project and Portfolio Management 2019-2020: "Major Player" ● Gartner 2019 Magic Quadrant for Project and Portfolio Management, Worldwide: "Visionary" ● Forbes Cloud 100 (2016-2019) ● Inc. 5000 (2019) ● Forrester Wave: Collaborative Work Management Tools 2018: "Top Performer"
<p>Past Acquisitions</p>	<p>Omniture (2009), Day Software (2010), Demdex (2011), Auditude (2011), Efficient Frontier (2012), Neolane (2013), Livefyre (2016), TubeMogul (2016), Magento (2018), Marketo (2018), Allegorithmic (2019)</p>	<p>Atiim (2019), ProofHQ (2015)</p>

NOTE: The announced transaction, which is expected to close during the first quarter of Adobe's 2021 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.