



## Adobe & Magento Fast Facts

Company		
Overview	<p>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.</p>	<p>Magento Commerce is a leading provider of cloud commerce innovation to merchants and brands across 30+ B2C and B2B industries. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences, and transact more than \$155 billion in gross merchandise volume on the platform annually. Supported by a global ecosystem of over 315,000 developers and 1,150+ partners, Magento empowers people and businesses to achieve their dreams.</p>
Ticker Symbol	NASDAQ: ADBE	Privately held company
Website	<a href="http://www.adobe.com">www.adobe.com</a>	<a href="http://www.magento.com">www.magento.com</a>
Headquarters	San Jose, Calif.	Campbell, Calif.
CEO	Shantanu Narayen	Mark Lavelle
Employees	18,000+ worldwide	750+ worldwide
Revenue	Reported revenue of \$7.3 billion in FY2017	Not disclosed
History	Founded in 1982; Initial Public Offering in 1986	Founded in 2008; Acquired by eBay in 2011; Spun-out in 2015
Founders	Chuck Geschke, John Warnock	Roy Rubin, Yoav Kutner
Industry Position	<p>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, including 10 of the largest corporations and financial services companies in the U.S., and 9 out of the 10 largest media companies in the world.</p>	<p>Magento is the No. 1 provider to the 2018 Internet Retailer Top 1000 for the 6<sup>th</sup> year in a row, tied for top provider to the IR Top 500 and is the leading vendor to the 2017 B2B 300 and the 2017 IR Top 500 guides for Europe and Latin America. Analyst recognition includes:</p> <ul style="list-style-type: none"> <li>• Gartner 2017 Magic Quadrant for Digital Commerce: "Leader"</li> <li>• Forrester Wave B2C Commerce Suites, Q1 2017: "Strong Performer"</li> <li>• Forrester Wave B2B Commerce Suites for Midsize Organizations, Q32017: "Leader"</li> </ul>
Past Acquisitions	<p>Omniture (2009), Day Software (2010), Demdex (2011), Auditdude (2011), Efficient Frontier (2012), Neolane (2013), Livefyre (2016), TubeMogul (2016)</p>	<p>RJMetrics (2016), Bluefoot CMS (2016), Marketplace Sales Channels (2017), Shopial (2017)</p>

**NOTE:** The announced transaction, which is expected to close during the third 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.