

Company Brief: Adobe Systems Incorporated

FACT SHEET

Founded:

1982
San Jose, California

Headquarters:

345 Park Avenue
San Jose, California 95110-2704
Telephone: 408-536-6000

Core business:

PC Software

Principal stock exchange:

Nasdaq

Trading symbol:

ADBE

Independent auditors:

KPMG LLP

TEAM ASSIGNMENT

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
 - a. What did you learn about this company as a result of your research?
 - b. Would you recommend investing in this company? Why or why not?
 - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.