



Balfour Capital Group Adobe Inc.

Adobe Inc. is a global leader in digital media and marketing solutions. The company empowers individuals and enterprises to create, publish, and promote content through its renowned products like Photoshop, Acrobat, Illustrator, and Creative Cloud. Adobe also offers digital marketing tools via Adobe Experience Cloud, enabling personalized customer experiences across various channels. The company is increasingly integrating artificial intelligence (AI) into its offerings to enhance creativity and productivity.

1. Top 5 Competitors

Adobe operates in a competitive landscape with several key players:

1. Autodesk – Specializes in 3D design and engineering software.
2. Corel – Offers graphic design and productivity software.
3. Canva – Provides user-friendly design tools for non-professionals.
4. Figma – Focuses on collaborative interface design.
5. Salesforce – Competes in the digital marketing space with its Marketing Cloud.

Other notable competitors include Microsoft, Google, and Oracle, especially in areas overlapping with Adobe's digital experience solutions.

2. Largest Institutional Shareholders

As of recent filings, the top institutional shareholders of Adobe are:

- BlackRock Inc. – \$17.90 billion
- Vanguard Group Inc. – \$15.78 billion
- State Street Corp – \$10.50 billion
- Morgan Stanley – \$5.29 billion
- Geode Capital Management LLC – \$4.74 billion

Collectively, institutional investors own approximately 82% of Adobe's outstanding shares.



Balfour Capital Group Adobe Inc.

3. Management Team

Adobe's executive leadership includes:

- Shantanu Narayen – Chair and Chief Executive Officer
- Dan Durn – Chief Financial Officer and Executive Vice President, Finance, Technology, Security, and Operations
- David Wadhvani – President, Digital Media Business
- Anil Chakravarthy – President, Digital Experience Business
- Lara Balazs – Chief Marketing Officer and Executive Vice President, Global Marketing
- Gloria Chen – Chief People Officer and Executive Vice President, Employee Experience
- Louise Pentland – Chief Legal Officer and Executive Vice President, Legal and Government Relations

4. Revenue

For the fiscal year ending November 29, 2024, Adobe reported:

- Annual Revenue: \$21.505 billion, an 11% increase from 2023.
- Trailing Twelve Months (TTM) Revenue: \$22.037 billion as of February 28, 2025.

5. Institutions with Buy Recommendations:

Several financial institutions have issued buy recommendations for Adobe, including:

- Jefferies
- Mizuho
- Morgan Stanley

These endorsements are based on Adobe's strong product portfolio and growth prospects, particularly in AI integration.



Balfour Capital Group Adobe Inc.

6. Analyst Sentiment Summary

Analyst sentiment towards Adobe remains positive:

- Average Brokerage Recommendation (ABR): 1.76 (on a scale where 1.0 is Strong Buy and 5.0 is Strong Sell).
- Recent Ratings: 56 Buy, 19 Hold, and 1 Sell recommendations.
- Average Price Target: Approximately \$516.48.

7. Insider Buying and Selling (Last 24 Months)

Over the past two years:

- Insider Sales: 160,378 shares sold, totaling approximately \$85.17 million.
- Recent Activity: In the last 90 days, there have been three insider transactions, including a significant purchase by CFO Dan Durn worth \$507,758.