

MACROMEDIA INC  
Form 425  
June 15, 2005

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*Integration 101 and  
Macromedia Business  
Overview*  
June 3, 2005

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**Agenda**

**Welcome Jim Briody**

**Kickoff - John Brennan**

**Legal commentary - Ray Campbell**

**Integration lessons learned Jim Briody**

**Structure & process Jim Briody**

**Macromedia overview Al Ramadan**

**Strategic vision Shantanu Narayen**

**Q & A**

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Q & A



## First Principles for Integration Planning

### *Decisions & Behavior Guidelines*

Maintaining sales & revenue momentum is the single most critical priority

Operational efficiency and opex is the second most important objective, but should not interfere with sales & revenue momentum

Where possible, build a stronger company via infusion of new talent and adoption of more effective processes

Honor customer and partner relationships & commitments wherever possible

All employees will be treated with respect & dignity throughout the process

### *Decision Making*

Functional sponsors are responsible for:

Approving decisions for their functional areas

Resolving cross-functional issues with other functional sponsors

Escalating issues to Bruce & Shantanu, if necessary

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**Regulatory guidelines**

Presentation for all employees regarding gun-jumping (Breeze presentation)

<http://macromedia.breezecentral.com/p11917687>

Q & A

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**Similarities & differences with other deals**

HP/CPQ merger was more focused on consolidation and cost structure

Adobe/Macromedia is more about growth

Same basic approach to Integration program management structure (this worked very well for HP, JP Morgan/Chase, etc)

**ISC IPO Functional Teams Focused SubTeams**

Actual integration has two major phases: Operational (takes months), Strategic (takes years)

Aldus, Accelio

It is important to monitor market dynamics during integration and to change strategy as needed

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**Integration Team Structure**

**Integration Steering Committee**

*Shantanu Narayen, Bruce Chizen, Stephen Elop,*

*Karen Cottle, Murray Demo, Theresa Townsley*

**Integration Program Office**

*Adobe  
John Brennan  
Jim Briody*

+

Macromedia  
Betsey Nelson

+

Program Advisor  
Value Capture  
Legal Advisor  
Communications  
HR / Culture  
Program Mgmt

**Functional**

**Sponsors**

Functional Team Lead	Functional Team Lead	Functional Team Lead	Functional Team Lead	Functional Team Lead
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**Integration  
Functional  
Teams**

Counterpart	Counterpart	Counterpart	Counterpart	Counterpart
Teams & Sub-teams	Teams & Sub-teams	Teams & Sub-teams	Teams & Sub-teams	Teams & Sub-teams

**Integration Program Office Details**

**Integration Program Office**

*Adobe*  
*John Brennan*  
*Jim Briody*

+

*Macromedia*  
*Betsey Nelson*

+

Value Capture:  
*Iftikhar Ahmed*

Program Advisors:  
*Webb McKinney*

Communications:  
*Desiree La Maggiore*  
*& Ray Martinelli*

Legal Advisors:  
*Ray Campbell &*  
*Clint Smith*

HR / Culture:  
*Donna Morris & Ray*  
*Martinelli*

Program Mgmt:  
*Hans Grande &*  
*Scott Larrimer*

Sr. Exec Assistant:  
*Lori Gibson*



**Integration Functional Teams**

Mobility Naresh Gupta Al Ramadan	Platform Kevin Lynch Ed Rowe Bob Wulff						
Suites/SKUs Dave Burkett Beth Davis  Jim Guerard PLC Digby Horner TBD	Collaborative Desktop Tom Hale Tom Malloy  Rich Internet Aps Kurt Garbe David Mendels  BU / Eng Systems (Compilation tools, PLC Systems, etc.)	Marketing Alex Amado Peter Goldie Drew McManus  Marketing / Comm Systems (Adobe.com, intranet)	Sales/field ops Jeff Russakow Mark Viens Scott Larrimer	Operations Lisa Bugajski Brian Dudley Dan Brown Brian Dudley Mfg Front	Finance Iftikhar Ahmed David McDonough	HR Ray Martinelli Donna Morris	Legal Elizabeth Hewitt Donyelle Thomas
				Sales & Ops Systems (Demand mgmt, supply chain)	Finance Systems (BCP, Sox, ACM, ACM Plus, etc.)	HR Systems (HRM, etc.)	
		IS Janice Sue, Belinda Rodman  Real Estate, Facilities and Security Randy Knox III, Jim Morgensen  HR Support / Legal Support for all teams					

*Note teams arranged by key planning functions, not representative of BU structure*

**Marketing Integration Team**

**Functional Sponsor: Melissa Dyrdaahl**

**Leads: Drew McManus / Penny Wilson**

Peter Goldie, Alex Amado

**Subteams**

1 Adobe.com / Macromedia.com	2 Branding, Advertising & Direct Marketing	3 Public Relations, Analyst Relations	4 Internal Communications & Community Relations	5 Customer Database and Lead Mgmt	6 Developer Relations
7 Instructional Communications	8 Collateral, Content, and Localization Process	9 Events	10 Research & Analytics	11 Anti-Piracy	12 Field Marketing
		13 Solutions & Vertical Markets (Edu & Gov)	14 Product Marketing / Integrated Marketing		

**Finance Structure**

**Lead Team**

**Iftikhar Ahmed  
David McDonough**

**Sub Team Lead**

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Quote to Cash	Procurement to Payment	BU Finance	FP&A and Finance	Treasury	IA and SOX
	Accounting and Reporting	Controller	Systems		
Bob Salera David Bernstein	Chris Csubak Mike Strambi	Judy Shao Ned Sizer	Joe Nemeth Ned Sizer	Barbara Hill Michael Strambi	Eric Allegakoen David McDonough

Operations Structure

**Operations Team**

**Lisa Bugajski  
Dan Brown  
Brian Dudley**

**Sub teams**

	1	2	3	4
	Pricing	Product Release / Doc Control	Print Services	Corporate Purchasing / Vendor Management
	5	6		
	Supply Chain / Manufacturing and Logistics	Serialization		
		9		
		IT Support		
		16		

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**Staying informed on integration progress**

Integration Update e-newsletter

Integration-specific page on Inside Adobe coming soon

Future KTB Sessions being scheduled

In-depth introduction to current Macromedia products/solutions

Integration questions?

[acquisition\\_macr@adobe.com](mailto:acquisition_macr@adobe.com)

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**Q & A**

[LOGO]

## **Macromedia Overview**

Al Ramadan

EVP & GM , Mobile & Devices

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A Look at Macromedia

[LOGO]

History

Macromedia Today

Business Strategy

Values and Culture

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Macromedia History

Once Upon a Time . . .

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Macromedia Today

[GRAPHIC]

**Key Statistics**

Revenues	>\$400M
Employees	1,500
Worldwide Offices (HQ in San Francisco)	14

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Macromedia History

Revenues (\$M) by FY

[CHART]

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Our Mission

[GRAPHIC]

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[GRAPHIC]

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[GRAPHIC]

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**Provide the solutions that make great digital experiences possible.**

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Market Trends

[GRAPHIC]

Rapid expansion in devices capable of great digital experiences

Increasing amount of bandwidth: Broadband 3G

Convergence in communication vs. divergence in the range and nature of devices

Accelerated pace of richer forms of communication

The importance of brand

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Macromedia Strategy

	Solutions	
New Revenue Models		Vertical Markets
Sales		Services
Infrastructure	Process	Systems

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The Flash Platform is Everywhere

570 Million Desktops

Over 100 OEM Licensees

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Flash Adoption on PCs (1)

[CHART]

FLASH

80% in ~12 months

OTHERS

Internet Explorer 6: 77% in 51 months(2)

Windows XP: 65% after 45 months(3)

Java v1.4.x: 33% after 49 months(4)

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(1) NPD North America (June 2004)

(2) Omniture 9/04, PCWorld (IE6 8/01)

(3) Gartner, MSFT (WinXP 2/01)

(4) GC Stats, Sun (J2SE 1.4 5/29/01)

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Flash Platform Revenue Drivers



60% of FY05 revenue was directly related to the Flash Platform

The Flash Platform is the foundation for the Macromedia growth agendas

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Macromedia Business Strategy: Target Markets

Designers/Developers

Tools, server and client software for building websites and rich internet applications	FLASH
Approximately 80% of total revenue	DREAMWEAVER
Targets millions of corporate in-house and independent designer/developer professionals	STUDIO FLEX

Business Users

Products that enable non-technical users to create and deliver information over the web	BREEZE
Approximately 10% of total revenue	CONTRIBUTE
Targets tens of millions of knowledge workers, business decision makers and trainers	CAPTIVATE

Consumers

Rich media for cell phones, PDAs and other devices	FLASHLITE
Approximately 10% of total revenue	
Targets hundreds of millions of consumers thru licensing to telcos and consumer electronics companies	[GRAPHIC]

Industry Drivers

Designers/Developers

Commoditization of bandwidth

Growth in number of rich Internet experiences

Proliferation of rich media advertising

Continued growth in web sites and intranet apps

Business Users

Compelling benefits of web based knowledge distribution/collaboration

Web Conferencing Growth (\$ in millions)

[CHART]

Source: IDC 7/03

Consumers

Massive proliferation of consumer devices

Smart phones taking off

Smartphones

4 Yr Est. CAGR = 85%

[CHART]

#Handhelds shipped worldwide (MM)

Source: In-Stat/MDR 11/03

# Smartphones (MM)

Source: Market Intelligence Center (MIC) 2/04

Carriers looking for new revenue sources

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Business Segment Revenue

[CHART]

Business Users

Designers & Developers

Consumers

Other

6% Growth in Designer/Developer Segment

133% Growth in Business Users Segment

176% Growth in Consumers Segment



Geographic Segment Revenue

[CHART]

North America

EMEA

APAC-ROW

6% Growth in North America

28% Growth in EMEA

16% Growth in APAC and ROW



## Values and Culture

### Values

**Leadership** leads through the change and adversity, makes the tough call when needed, motivates and encourages others

**Teamwork**-meets all team deadlines and responsibilities, listens to others and values opinions, helps team leader to meet goals, welcomes newcomers

**Focus & Execution**-targets and achieves results, sets challenging goals, prioritizes tasks, overcomes obstacles, accepts accountability,

**Customer Focus**-builds customer confidence, is committed to increasing customer satisfaction, assumes responsibility for solving customer problems, ensures commitments to customers are met, solicits opinions and ideas from customers

**Integrity & Ethics**-deals with others in a straightforward and honest manner, is accountable for actions, maintains confidentiality

### Culture

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**Strategic Rationale**

*Deliver Compelling Solutions*

Creative Professional

[GRAPHIC]

Digital Imaging & Video

[GRAPHIC]

Enterprise

[GRAPHIC]

Business User

[GRAPHIC]

Emerging Businesses

[GRAPHIC]

[LOGO]

Industry Defining Technology Platforms

[LOGO]

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Adobe Systems Incorporated intends to file a registration statement on Form S-4, and Adobe and Macromedia, Inc. intend to file a related joint proxy statement/prospectus, in connection with the merger transaction involving Adobe and Macromedia. **Investors and security holders are urged to read the registration statement on Form S-4 and the related joint proxy/prospectus when they become available because they will contain important information about the merger transaction.** Investors and security holders may obtain free copies of these documents (when they are available) and other documents filed with the SEC at the SEC's web site at [www.sec.gov](http://www.sec.gov). In addition, investors and security holders may obtain free copies of the documents filed with the SEC by Adobe by contacting Adobe Investor Relations at 408-536-4416. Investors and security holders may obtain free copies of the documents filed with the SEC by Macromedia by contacting Macromedia Investor Relations at 415-252-2106.

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