

1. Strategic Objective

To solidify Adobe's position as the global leader in AI-powered creativity and enterprise digital transformation.

2. 3-Year Financial Targets

- Annual Revenue CAGR: **10–12%**
 - Operating Margin: **40% by 2028**
 - AI Product Revenue Contribution: **25% of total revenue**
 - Enterprise Customer Growth: **15% annually**
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3. Strategic Pillars

1. AI-First Innovation

- Invest \$1.5 Billion annually in AI R&D
- Expand generative AI capabilities

2. Enterprise Expansion

- Focus on Fortune 500 contracts
- Strengthen Digital Experience ecosystem

3. Global Market Penetration

- Increase APAC revenue by 18%
- Expand emerging market presence

4. Operational Excellence

- Reduce operational costs by 5% annually
 - Automate 30% of internal workflows
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4. Risk Factors

- AI competition from tech giants
- Regulatory changes in data privacy
- Cybersecurity threats
- Global economic slowdown