



## Adobe Systems Investor Relations Data Sheet

Last Updated: December 13, 2012

	Description	Q1'10	Q2'10	Q3'10	Q4'10	FY2010	Q1'11	Q2'11	Q3'11	Q4'11	FY2011	Q1'12	Q2'12	Q3'12	Q4'12	FY2012
<b>Revenue (\$Millions)</b>	<b>Total Revenue</b>	858.7	943.0	990.3	1,008.0	3,800.0	1,027.7	1,023.2	1,013.2	1,152.2	4,216.3	1,045.2	1,124.4	1,080.6	1,153.4	4,403.6
<b>Revenue by Segment (\$Millions)</b>	Digital Media	630.9	721.3	739.6	742.8	2,834.6	761.1	754.1	745.9	827.3	3,088.4	730.3	818.4	769.1	810.7	3,128.5
	Digital Marketing	173.1	165.1	190.9	210.2	739.3	212.9	215.1	211.7	269.8	909.5	259.9	250.9	257.1	290.4	1,058.3
	Print & Publishing	54.7	56.6	59.8	55.0	226.1	53.7	54.0	55.6	55.1	218.4	55.0	55.1	54.4	52.3	216.8
<b>Revenue by Segment (as % of total revenue)</b>	Digital Media	74%	76%	75%	74%	75%	74%	74%	74%	72%	73%	70%	73%	71%	70%	71%
	Digital Marketing	20%	18%	19%	21%	19%	21%	21%	21%	23%	22%	25%	22%	24%	25%	24%
	Print & Publishing	6%	6%	6%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
<b>Supplementary Business Unit Data</b>	Digital Media															
	Creative ARR* (\$Millions)	-	-	-	-	-	-	-	-	-	-	-	43	90	153	153
	* Creative Annualized Recurring Revenue ("ARR") = [(# of Total Active Creative Cloud Subscriptions) x (Average Revenue Per User Per Month) x 12] + [Annual Creative ETLA Contract Value]															
	Document Services Revenue (\$Millions)	167.6	158.6	165.0	172.1	663.3	184.6	184.3	176.9	203.7	749.5	183.3	206.7	185.5	210.2	785.7
	Document Services ARR** (\$Millions)	-	-	-	-	-	-	-	-	-	-	-	-	-	50	50
	** Document Services Annualized Recurring Revenue ("ARR") = Annual Acrobat ETLA Contract Value + Document Services Cloud-Based Services ARR															
	Total Digital Media ARR (Creative ARR + Document Services ARR)	-	-	-	-	-	-	-	-	-	-	-	-	-	203	203
	Digital Marketing															
	Adobe Marketing Cloud Revenue (\$Millions)	96.0	91.8	99.8	114.4	402.0	130.8	140.7	137.9	167.1	576.5	174.3	189.9	192.4	220.4	777.0
	LiveCycle and Web Conferencing Revenue (\$Millions)	77.1	73.3	91.1	95.8	337.3	82.1	74.4	73.8	102.7	333.0	85.6	61.0	64.7	70.0	281.3
<b>Revenue by Geography (\$Millions)</b>	Americas	408.4	455.2	493.9	477.8	1,835.3	489.6	492.5	507.6	554.9	2,044.6	503.1	551.3	558.3	583.6	2,196.3
	EMEA	275.4	277.4	299.5	339.6	1,191.9	331.6	311.7	293.1	381.0	1,317.4	330.7	325.0	290.0	348.9	1,294.6
	Asia	174.9	210.4	196.9	190.6	772.8	206.5	219.0	212.5	216.3	854.3	211.4	248.1	232.3	220.9	912.7
<b>Revenue by Geography (as % of total revenue)</b>	Americas	48%	48%	50%	47%	48%	48%	48%	50%	48%	48%	48%	49%	52%	51%	50%
	EMEA	32%	29%	30%	34%	31%	32%	30%	29%	33%	31%	32%	29%	27%	30%	29%
	Asia	20%	23%	20%	19%	21%	20%	22%	21%	19%	21%	20%	22%	21%	19%	21%
<b>Supplementary Cost of Revenue Data (\$Millions)</b>	Digital Media	25.9	41.1	31.6	36.8	135.4	30.7	36.3	26.4	35.5	128.9	27.0	43.1	30.6	33.9	134.6
	Digital Marketing	60.6	63.4	63.7	67.2	254.9	74.3	72.7	76.0	78.6	301.6	78.3	85.9	85.6	88.8	338.6
	Print & Publishing	2.9	3.3	3.8	3.2	13.2	2.6	0.2	2.3	2.3	7.4	3.0	1.9	3.4	2.3	10.6
	Total	89.4	107.8	99.1	107.2	403.5	107.6	109.2	104.7	116.4	437.9	108.3	130.9	119.6	125.0	483.8
<b>Stock-Based and Deferred Compensation Expenses (\$Millions)</b>	Direct Costs	0.9	1.6	1.1	1.4	5.0	3.7	4.2	3.9	4.0	15.8	4.5	4.5	4.9	5.6	19.5
	Research & Development	27.6	22.6	18.2	20.7	89.1	27.7	26.5	23.4	30.0	107.6	25.8	24.1	30.4	28.7	109.0
	Sales & Marketing	24.7	24.0	21.1	25.9	95.7	24.2	29.0	24.2	22.9	100.3	26.0	25.6	29.2	27.6	108.4
	General & Administrative	11.7	11.4	9.7	11.7	44.5	16.0	15.2	12.6	18.6	62.4	16.3	16.5	16.2	14.3	63.3
	Total	64.9	59.6	50.1	59.7	234.3	71.6	74.9	64.1	75.5	286.1	72.6	70.7	80.7	76.2	300.2
<b>Other Data</b>	Worldwide Employees	8,355	8,541	8,715	9,117	-	9,503	9,770	10,041	9,925	-	9,963	10,474	10,811	11,144	-
	Days Sales Outstanding - Trade Receivables	40	42	45	50	-	47	51	50	50	-	45	43	48	49	-
	Diluted Shares Outstanding	532.6	533.3	523.2	511.9	525.8	511.3	506.3	498.7	496.3	503.9	500.4	501.4	499.8	502.2	502.7

Adobe provides this information as of the modification date above and makes no commitment to update the information subsequently.  
For a full explanation of this data, you are encouraged to review Adobe's Form 10-K and 10-Q SEC filings.



## Adobe Systems Investor Relations Data Sheet

Income Statement - Reconciliation of Non-GAAP to GAAP  
Last Updated: December 13, 2012

	Description	Q1'10	Q2'10	Q3'10	Q4'10	FY2010	Q1'11	Q2'11	Q3'11	Q4'11	FY2011	Q1'12	Q2'12	Q3'12	Q4'12	FY2012
<b>GAAP</b> (Millions, except EPS)	Revenue	858.7	943.0	990.3	1,008.0	3,800.0	1,027.7	1,023.2	1,013.2	1,152.2	4,216.3	1,045.2	1,124.4	1,080.6	1,153.4	4,403.6
	Cost of revenue	89.4	107.8	99.1	107.2	403.5	107.6	109.2	104.7	116.4	437.9	108.2	130.9	119.6	125.0	483.7
	Gross profit	769.3	835.2	891.2	900.8	3,396.5	920.1	914.0	908.5	1,035.8	3,778.4	937.0	993.5	961.0	1,028.4	3,919.9
	Operating expenses	592.5	607.9	589.2	613.8	2,403.4	617.7	637.3	634.4	789.7	2,679.1	648.0	688.4	682.7	720.7	2,739.8
	Operating income	176.8	227.3	302.0	287.0	993.1	302.4	276.7	274.1	246.1	1,099.3	289.0	305.1	278.3	307.7	1,180.1
	Non-operating income (expense)	(10.6)	(33.1)	(5.2)	(0.9)	(49.8)	(16.2)	(17.5)	(17.4)	(13.0)	(64.1)	(18.6)	(10.6)	(15.1)	(17.1)	(61.4)
	Income before income taxes	166.2	194.2	296.8	286.1	943.3	286.2	259.2	256.7	233.1	1,035.2	270.4	294.5	263.2	290.6	1,118.7
	Provision for income taxes	39.1	45.6	66.7	17.2	168.6	51.5	29.8	61.6	59.5	202.4	85.2	70.7	61.8	68.3	286.0
	Net income	127.1	148.6	230.1	268.9	774.7	234.7	229.4	195.1	173.6	832.8	185.2	223.8	201.4	222.3	832.7
	Diluted earnings per share	\$ 0.24	\$ 0.28	\$ 0.44	\$ 0.53	\$ 1.47	\$ 0.46	\$ 0.45	\$ 0.39	\$ 0.35	\$ 1.65	\$ 0.37	\$ 0.45	\$ 0.40	\$ 0.44	\$ 1.66
<b>Adjustments to Reconcile to Non-GAAP</b> (Millions)	Cost of revenue															
	Stock-based and deferred compensation	(0.9)	(1.6)	(1.1)	(1.4)	(5.0)	(3.7)	(4.2)	(3.9)	(4.0)	(15.8)	(4.5)	(4.5)	(4.9)	(5.6)	(19.5)
	Amortization of purchased intangibles and technology license arrangements	(17.8)	(17.9)	(17.3)	(16.9)	(69.9)	(15.9)	(15.0)	(13.7)	(16.6)	(61.2)	(16.4)	(18.1)	(18.1)	(18.6)	(71.2)
	Total adjustments to cost of revenue	(18.7)	(19.5)	(18.4)	(18.3)	(74.9)	(19.6)	(19.2)	(17.6)	(20.6)	(77.0)	(20.9)	(22.6)	(23.0)	(24.2)	(90.7)
	Operating expenses															
	Stock-based and deferred compensation	(63.9)	(58.0)	(49.0)	(58.4)	(229.3)	(67.9)	(70.7)	(60.2)	(71.4)	(270.2)	(68.1)	(66.2)	(75.8)	(70.7)	(280.8)
	Restructuring and other related charges	(11.6)	(11.5)	2.1	(2.2)	(23.2)	-	0.6	(3.8)	(94.5)	(97.7)	2.8	2.2	(2.4)	0.3	2.9
	Amortization of purchased intangibles and technology license arrangements	(18.2)	(18.1)	(17.6)	(18.2)	(72.1)	(10.2)	(10.4)	(10.4)	(11.8)	(42.8)	(11.4)	(12.6)	(12.3)	(12.3)	(48.6)
	Total adjustments to operating expenses	(93.7)	(87.6)	(64.5)	(78.8)	(324.6)	(78.1)	(80.5)	(74.4)	(177.7)	(410.7)	(76.7)	(76.6)	(90.5)	(82.7)	(326.5)
	Non-operating income	3.5	10.7	(3.5)	(4.6)	6.1	(1.6)	(0.1)	1.0	(5.2)	(5.9)	(1.0)	(7.2)	(0.9)	(0.4)	(9.5)
Taxes	31.5	32.3	25.5	75.5	164.8	32.6	49.1	15.3	34.3	131.3	(2.6)	16.3	22.7	21.0	57.4	
<b>Non-GAAP</b> (Millions, except EPS)	Revenue	858.7	943.0	990.3	1,008.0	3,800.0	1,027.7	1,023.2	1,013.2	1,152.2	4,216.3	1,045.2	1,124.4	1,080.6	1,153.4	4,403.6
	Cost of revenue	70.6	88.3	80.7	89.0	328.6	88.1	90.1	87.0	95.8	361.0	87.3	108.3	96.6	100.7	392.9
	Gross profit	788.1	854.7	909.6	919.0	3,471.4	939.6	933.1	926.2	1,056.4	3,855.3	957.9	1,016.1	984.0	1,052.7	4,010.7
	Operating expenses	498.7	520.2	524.7	535.0	2,078.6	539.5	556.7	560.1	611.9	2,268.2	571.3	611.7	592.2	638.0	2,413.2
	Operating income	289.4	334.5	384.9	384.0	1,392.8	400.1	376.4	366.1	444.5	1,587.1	386.6	404.4	391.8	414.7	1,597.5
	Non-operating income (expense)	(7.1)	(22.4)	(8.8)	(5.6)	(43.9)	(17.8)	(17.6)	(16.4)	(18.1)	(69.9)	(19.6)	(17.8)	(16.0)	(17.5)	(70.9)
	Income before income taxes	282.3	312.1	376.1	378.4	1,348.9	382.3	358.8	349.7	426.4	1,517.2	367.0	386.6	375.8	397.2	1,526.6
	Provision for income taxes	70.6	77.9	92.2	92.7	333.4	84.1	78.9	76.9	93.8	333.7	82.5	87.0	84.6	89.3	343.4
	Net income	211.7	234.2	283.9	285.7	1,015.5	298.2	279.9	272.8	332.6	1,183.5	284.5	299.6	291.2	307.9	1,183.2
	Diluted earnings per share	\$ 0.40	\$ 0.44	\$ 0.54	\$ 0.56	\$ 1.93	\$ 0.58	\$ 0.55	\$ 0.55	\$ 0.67	\$ 2.35	\$ 0.57	\$ 0.60	\$ 0.58	\$ 0.61	\$ 2.35
<b>Shares</b>	Diluted shares outstanding	532.6	533.3	523.2	511.9	525.8	511.3	506.3	498.7	496.3	503.9	500.4	501.4	499.8	502.2	502.7
<b>Reconciliation of Diluted Earnings Per Share (\$)</b>	GAAP diluted earnings per share	0.24	0.28	0.44	0.53	1.47	0.46	0.45	0.39	0.35	1.65	0.37	0.45	0.40	0.44	1.66
	Stock-based and deferred compensation	0.12	0.11	0.10	0.12	0.45	0.14	0.15	0.13	0.15	0.57	0.15	0.14	0.16	0.15	0.60
	Restructuring and other charges	0.02	0.02	-	-	0.04	-	-	0.01	0.19	0.19	(0.01)	-	-	-	(0.01)
	Amortization of purchased intangibles and technology license arrangements	0.07	0.07	0.07	0.07	0.27	0.05	0.05	0.05	0.06	0.21	0.06	0.06	0.06	0.06	0.24
	Resolution of an income tax audit	-	-	-	(0.08)	(0.08)	-	-	-	-	-	-	-	-	-	-
	Non-operating income (expense)	0.01	0.02	(0.01)	(0.01)	0.01	-	-	-	(0.01)	(0.01)	-	(0.01)	-	-	(0.02)
Income tax adjustments	(0.06)	(0.06)	(0.06)	(0.07)	(0.23)	(0.07)	(0.10)	(0.03)	(0.07)	(0.26)	(0.04)	(0.04)	(0.04)	(0.04)	(0.12)	
Non-GAAP diluted earnings per share	\$ 0.40	\$ 0.44	\$ 0.54	\$ 0.56	\$ 1.93	\$ 0.58	\$ 0.55	\$ 0.55	\$ 0.67	\$ 2.35	\$ 0.57	\$ 0.60	\$ 0.58	\$ 0.61	\$ 2.35	
<b>Reconciliation of GAAP to Non-GAAP Operating Margin</b>	GAAP operating margin	20.6%	24.1%	30.5%	28.5%	26.1%	29.4%	27.0%	27.1%	21.4%	26.1%	27.6%	27.1%	25.8%	26.7%	26.8%
	Stock-based and deferred compensation	7.6%	6.3%	5.1%	5.9%	6.2%	7.0%	7.3%	6.3%	6.5%	6.8%	6.9%	6.3%	7.5%	6.6%	6.8%
	Restructuring and other charges	1.4%	1.2%	(0.2%)	0.2%	0.6%	-	(0.1%)	0.4%	8.2%	2.3%	(0.3%)	(0.2%)	0.2%	-	(0.1%)
	Amortization of purchased intangibles and technology license arrangements	4.1%	3.9%	3.5%	3.5%	3.7%	2.5%	2.6%	2.3%	2.5%	2.4%	2.8%	2.8%	2.8%	2.6%	2.8%
	Non-GAAP operating margin	33.7%	35.5%	38.9%	38.1%	36.6%	38.9%	36.8%	36.1%	38.6%	37.6%	37.0%	36.0%	36.3%	35.9%	36.3%

The above results are supplied to provide meaningful supplemental information regarding Adobe's core operating results because such information excludes amounts that are not necessarily related to its core operating results. Adobe uses this non-GAAP financial information in assessing the performance of the Company's ongoing operations, and for planning and forecasting in future periods. This non-GAAP information should not be considered as a substitute for, or superior to, measures of financial performance prepared in accordance with GAAP.





## FY2012 Business Segment Classifications

Last Updated: March 19, 2012

Products				
<b>Digital Media</b>	Creative Cloud	After Effects	AIR	
	Creative Suite Design Premium/Standard	Audition	Flash Player	
	Creative Suite Master Collection	Dreamweaver	Flex	
	Creative Suite Production Premium	Edge	Flash Builder	
	Creative Suite Web Premium	Fireworks	Flash Platform Services	
		Flash Catalyst	PhoneGap Build	
	Auditude	Flash Professional	Shadow	
	Business Catalyst	Illustrator		
	Digital Publishing	InCopy	Flash Access	
	Typekit	InDesign	Pass for TV Everywhere	
		Muse	Media Server	
	Photoshop Elements	Photoshop / Photoshop Extended	Media Streaming Server	
	Premiere Elements	Premiere Pro		
	Photoshop Express	Soundbooth	Collage	
	Photoshop Lightroom	Story	Debut	
	Photoshop Touch	Visual Communicator	Ideas	
	Revel (formerly Carousel)		Kuler	
			Proto	
	<b><u>Document Services</u></b>			
	Acrobat Suite	Acrobat Standard	Document Exchange Services	
	Acrobat.com	Acrobat Pro	EchoSign	
<b>Digital Marketing</b>	<b><u>Digital Marketing Suite</u></b>			
	<b>Multi-channel Campaigns</b>	<b>Personalized Experiences</b>	<b>Digital Marketing Suite Platform</b>	
	SearchCenter	CQ	CRX	
	Efficient Frontier Platform	Context Optional Social Marketing Suite	DataWarehouse	
		Merchandising	Genesis	
	<b>Analytics &amp; Reporting</b>	Publish		
	DigitalPulse	Recommendations	<b>Customer Analytics</b>	
	Discover	Scene7 On-Demand	Insight	
	SiteCatalyst	Search&Promote	Insight for Retail	
	SocialAnalytics	SiteSearch		
	Survey	Test&Target	<b>Audience Management</b>	
	Tag Manager		Audience Manager	
	<b><u>LiveCycle</u></b>			
	<b>Document Services</b>	<b>Business Process Management</b>	<b>Other</b>	
	<i>Forms Automation</i>	LiveCycle Business Activity Monitoring	Central Pro Output Server	
	LiveCycle Barcoded Forms	LiveCycle Content Services	Output Pak for mySAP.com	
	LiveCycle Forms	LiveCycle Connectors for ECM	Web Output Pak	
	LiveCycle Reader Extensions	LiveCycle Process Management		
	<i>Document and Information Security</i>			
	LiveCycle Digital Signatures	<b>Rich Internet Application Services</b>		
	LiveCycle Rights Management	LiveCycle Mosaic		
	<i>Communication Management</i>	LiveCycle Data Services		
	LiveCycle PDF Generator	LiveCycle Collaboration Services		
	LiveCycle Production Print			
	LiveCycle Output			
	<b><u>Web Conferencing</u></b>			
	Connect			
<b>Print &amp; Publishing</b>	Authorware	Font Folio	PostScript	
	Captivate	FrameMaker	Robohelp	
	ColdFusion	Freehand	Shockwave Player	
	Contribute	JRun	Technical Communication Suite	
	Director	PageMaker	Type	
	eLearning Suite	PDF Print Engine		

Adobe provides this information as of the modification date above and makes no commitment to update the information subsequently.  
For a full explanation of this data, you are encouraged to review Adobe's Form 10-K and 10-Q SEC filings.