Adobe Systems Investor Relations Data Sheet

Last Updated: January 25, 2013

	Description	Q1`11	Q2`11	Q3`11	Q4`11	FY2011	Q1`12	Q2`12	Q3`12	Q4`12	FY2012
Revenue ($Millions)	Total Revenue	1,027.7	1,023.2	1,013.2	1,152.2	4,216.3	1,045.2	1,124.4	1,080.6	1,153.4	4,403.6
Revenue by Segment ($Millions)	Digital Media	757.2	749.2	741.8	822.0	3,070.2	724.4	812.5	762.5	802.3	3,101.7
	Digital Marketing	216.8	220.0	215.8	275.1	927.7	265.8	256.8	263.7	298.8	1,085.1
	Print & Publishing	53.7	54.0	55.6	55.1	218.4	55.0	55.1	54.4	52.3	216.8
Revenue by Segment (as % of total revenue)	Digital Media	74%	73%	74%	71%	73%	70%	72%	71%	69%	70%
	Digital Marketing	21%	22%	21%	24%	22%	25%	23%	24%	26%	25%
	Print & Publishing	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Supplementary Business Unit Data ($Millions)	Digital Media										
	Creative ARR*	-	-	-	-	-	-	43	90	153	153
	* Creative Annualized Recurring Revenue ("ARR") = [(# of Total Active Creative Cloud Subscriptions) x (Average Revenue Per User Per Month) x 12] + [Annual Creative ETLA Contract Value]										
	Document Services Revenue	184.6	184.3	176.9	203.7	749.5	183.3	206.7	185.5	210.2	785.7
	Document Services ARR**	-	-	-	-	-	-	-	-	50	50
	** Document Services Annualized Recurring Revenue ("ARR") = Annual Acrobat ETLA Contract Value + Document Services Cloud-Based Services ARR										
	Total Digital Media ARR (Creative ARR + Document Services ARR)	-	-	-	-	-	-	-	-	203	203
	Digital Marketing										
	Adobe Marketing Cloud Revenue	134.7	145.6	142.0	172.4	594.7	180.2	195.8	199.0	228.8	803.8
	LiveCycle and Web Conferencing Revenue	82.1	74.4	73.8	102.7	333.0	85.6	61.0	64.7	70.0	281.3
Revenue by Geography ($Millions)	Americas	489.6	492.5	507.6	554.9	2,044.6	503.1	551.3	558.3	583.6	2,196.3
	EMEA	331.6	311.7	293.1	381.0	1,317.4	330.7	325.0	290.0	348.9	1,294.6
	Asia	206.5	219.0	212.5	216.3	854.3	211.4	248.1	232.3	220.9	912.7
Revenue by Geography (as % of total revenue)	Americas	48%	48%	50%	48%	48%	48%	49%	52%	51%	50%
	EMEA	32%	30%	29%	33%	31%	32%	29%	27%	30%	29%
	Asia	20%	22%	21%	19%	21%	20%	22%	21%	19%	21%
Supplementary Cost of Revenue Data ($Millions)	Digital Media	29.9	35.6	25.4	34.8	125.7	25.7	41.9	29.7	32.9	130.2
	Digital Marketing	75.0	73.4	76.6	79.5	304.5	79.5	86.9	86.5	89.8	342.7
	Print & Publishing	2.7	0.2	2.7	2.1	7.7	3.1	2.1	3.4	2.3	10.9
	Total	107.6	109.2	104.7	116.4	437.9	108.3	130.9	119.6	125.0	483.8
Stock-Based and Deferred Compensation Expenses ($Millions)	Direct Costs	3.7	4.2	3.9	4.0	15.8	4.5	4.5	4.9	5.6	19.5
	Research & Development	27.7	26.5	23.4	30.0	107.6	25.8	24.1	30.4	28.7	109.0
	Sales & Marketing	24.2	29.0	24.2	22.9	100.3	26.0	25.6	29.2	27.6	108.4
	General & Administrative	16.0	15.2	12.6	18.6	62.4	16.3	16.5	16.2	14.3	63.3
	Total	71.6	74.9	64.1	75.5	286.1	72.6	70.7	80.7	76.2	300.2
Other Data	Worldwide Employees	9,503	9,770	10,041	9,925	-	9,963	10,474	10,811	11,144	-
	Days Sales Outstanding - Trade Receivables	47	51	50	50	-	45	43	48	49	-
	Diluted Shares Outstanding	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.

FY2013 Business Segment Classifications

	Products		
Digital Media	**Creative Cloud**	**Creative Products**	**Developer Tools & Services**
		After Effects	AIR
	Creative Suites	Audition	Flash Player
	Creative Suite Design Premium/Standard	Dreamweaver	Flex
	Creative Suite Master Collection	Edge	Flash Builder
	Creative Suite Production Premium	Fireworks	Flash Platform Services
	Creative Suite Web Premium	Flash Professional	PhoneGap Build
		Illustrator	Shadow
	Services	InCopy	
	Business Catalyst	InDesign	**Tablet Apps**
	Digital Publishing	Muse	Ideas
	Typekit	Photoshop / Photoshop Extended	Kuler
		Premiere Pro	Photoshop Touch
	Imaging & Hobbyist Products	Soundbooth	Proto
	Photoshop Elements	Story	Revel
	Premiere Elements	Visual Communicator	
	Photoshop Express		
	Photoshop Lightroom		
	Document Services		
	Acrobat Suite	Acrobat Standard	Document Exchange Services
	Acrobat.com	Acrobat Pro	EchoSign

Digital Marketing	**Adobe Marketing Cloud**		
	Adobe Analytics	**Adobe Experience Manager**	**Adobe Video Solutions**
	DataWarehouse	CQ	Access
	Discover	CQ Social Communities	Auditude
	Genesis	CRX	Media Encoder
	Insight	Digital Asset Management	Media Server
	ReportBuilder	LandingPages	Pass for TV Everywhere
	Site Catalyst	Scene7	Video Streaming Service
	Adobe Target	**Adobe Media Optimizer**	**Adobe Social**
	Recommendations	AdLens	Social
	Search&Promote	AudienceManager	
	Test&Target	AudienceResearch	
	Test&Target 1:1		
	LiveCycle		
	Document Services	**Business Process Management**	**Other**
	Forms Automation	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	
	Document and Information Security		
	LiveCycle Digital Signatures	**Rich Internet Application Services**	
	LiveCycle Rights Management	LiveCycle Mosaic	
	Communication Management	LiveCycle Data Services	
	LiveCycle PDF Generator	LiveCycle Collaboration Services	
	LiveCycle Production Print		
	LiveCycle Output		
	Web Conferencing		
	Connect		

Print & Publishing	Authorware	Font Folio	PostScript
	Captivate	FrameMaker	Robohelp
	ColdFusion	Freehand	Shockwave Player
	Contribute	JRun	Technical Communication Suite
	Director	PageMaker	Type
	eLearning Suite	PDF Print Engine	