Last Updated: March 19, 2013

## **Adobe Systems Investor Relations Data Sheet**

De	escription	Q1`11	Q2`11	Q3`11	Q4`11	FY2011	Q1`12	Q2`12	Q3`12	Q4`12	FY2012	Q1`13
Revenue	tal 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	1,007.9
. Dio	gital Media	757.2	749.2	741.8	822.0	3,070.2	724.4	812.5	762.5	802.3	3,101.7	688.4
Segment Dir	gital Marketing	216.8	220.0	215.8	275.1	927.7	265.8	256.8	263.7	298.8	1,085.1	267.7
(\$Millions)	int & Publishing	53.7	54.0	55.6	55.1	218.4	55.0	55.1	54.4	52.3	216.8	51.8
Dic	gital Media	74%	73%	74%	71%	73%	70%	72%	71%	69%	70%	68%
Segment Did	gital Marketing	21%	22%	21%	24%	22%	25%	23%	24%	26%	25%	27%
6 of total revenue)	int & Publishing	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Dio	gital Media											
2.5	Creative ARR*	_	-	_	_	-	-	43	90	153	153	233
	* Creative Annualized Recurring Revenue ("ARR") = [(# of Total Active Creative Cloud Subsc	criptions) x (A	Average Rev	enue Per U	ser Per Mon	th) x 12] + [An	nual Creative	e ETLA Cont				
	Document Services Revenue	184.6	184.3	176.9	203.7	749.5	183.3	206.7	185.5	210.2	785.7	188.2
plementary siness Unit	Document Services ARR**	-	-	-	-	-	-		-	50	50	64
Data (\$Millions)	** Document Services Annualized Recurring Revenue ("ARR") = Annual Acrobat ETLA Con	tract Value +	- Document	Services Clo	oud-Based S	Services ARR						
	Total Digital Media ARR (Creative ARR + Document Services ARR)	-	-	-	-	-	-	-	-	203	203	297
Dig	gital 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	215.4
	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	52.3
venue by Am	nericas	489.6	492.5	507.6	554.9	2,044.6	503.1	551.3	558.3	583.6	2,196.3	500.3
and the same of th	ΛΕΑ	331.6	311.7	293.1	381.0	1,317.4	330.7	325.0	290.0	348.9	1,294.6	297.5
As	ia	206.5	219.0	212.5	216.3	854.3	211.4	248.1	232.3	220.9	912.7	210.1
venue by Am	nericas	48%	48%	50%	48%	48%	48%	49%	52%	51%	50%	50%
	ΛΕΑ	32%	30%	29%	33%	31%	32%	29%	27%	30%	29%	30%
As	ia	20%	22%	21%	19%	21%	20%	22%	21%	19%	21%	20%
Dig	gital Media	29.9	35.6	25.4	34.8	125.7	25.7	41.9	29.7	32.9	130.2	53.7
	gital Marketing	75.0	73.4	76.6	79.5	304.5	79.5	86.9	86.5	89.8	342.7	98.3
Data \$Millions) Pri	int & Publishing	2.7	0.2	2.7	2.1	7.7	3.1	2.1	3.4	2.3	10.9	4.7
	Total	107.6	109.2	104.7	116.4	437.9	108.3	130.9	119.6	125.0	483.8	156.7
Dir	rect Costs	3.7	4.2	3.9	4.0	15.8	4.5	4.5	4.9	5.6	19.5	5.0
-Based and Re	esearch & Development	27.7	26.5	23.4	30.0	107.6	25.8	24.1	30.4	28.7	109.0	32.0
pensation Sa	lles & Marketing	24.2	29.0	24.2	22.9	100.3	26.0	25.6	29.2	27.6	108.4	30.7
(penses (Millions) Ge	eneral & Administrative	16.0	15.2	12.6	18.6	62.4	16.3	16.5	16.2	14.3	63.3	17.4
	Total	71.6	74.9	64.1	75.5	286.1	72.6	70.7	80.7	76.2	300.2	85.1
Wo	orldwide Employees	9,503	9,770	10,041	9,925	-	9,963	10,474	10,811	11,144	-	11,196
ther Date	ays Sales Outstanding - Trade Receivables	47	51	50	50	_	45	43	48	49	-	44
	uted Shares Outstanding	511.3	506.3	498.7	496.3	503.9	500.4	501.4	499.8	502.2	502.7	507.8

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: March 19, 2013

	Description	Q1`11	Q2`11	Q3`11	Q4`11	FY2011	Q1`12	Q2`12	Q3`12	Q4`12	FY2012	Q1`13
	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	1,007.9
	Cost of revenue	107.6 920.1	109.2 914.0	104.7 908.5	116.4	437.9	108.2 937.0	130.9 993.5	119.6 961.0	125.0 1,028.4	483.7	156.7 851.2
	Gross profit				1,035.8	3,778.4				· ·	3,919.9	
	Operating expenses	617.7	637.3	634.4	789.7	2,679.1	648.0	688.4	682.7	720.7	2,739.8	753.0
GAAP	Operating income	302.4	276.7	274.1	246.1	1,099.3	289.0	305.1	278.3	307.7	1,180.1	98.2
(\$Millions, except EPS)	Non-operating income (expense)	(16.2)	(17.5)	(17.4)	(13.0)	, ,	(18.6)	(10.6)	(15.1)	(17.1)	(61.4)	(14.7)
	Income before income taxes Provision for income taxes	286.2 51.5	259.2 29.8	256.7 61.6	233.1 59.5	1,035.2 202.4	270.4 85.2	294.5 70.7	263.2 61.8	290.6 68.3	1,118.7 286.0	83.5 18.4
	Net income	234.7	229.4	195.1	173.6	832.8	185.2	223.8	201.4	222.3	832.7	65.1
	Diluted earnings per share	\$ 0.46	\$ 0.45	\$ 0.39	\$ 0.35	\$ 1.65	\$ 0.37	\$ 0.45	\$ 0.40	\$ 0.44	\$ 1.66	\$ 0.13
	Cost of revenue Stock-based and deferred compensation Amortization of purchased intangibles and technology license arrangements	(3.7)	(4.2)	(3.9)	(4.0)	, ,	(4.5)	(4.5)	(4.9)	(5.6) (18.6)	, ,	(5.0)
	Total adjustments to cost of revenue	(19.6)	(15.0) (19.2)	(13.7)	(16.6)	(61.2) (77.0)	(16.4)	(18.1)	(18.1) (23.0)	(24.2)	, ,	(44.9) (49.9)
Adjustments to Reconcile to Non-GAAP	Operating expenses Stock-based and deferred compensation Restructuring and other related charges	(67.9)	(70.7) 0.6	(60.2) (3.8)	(71.4) (94.5)		(68.1) 2.8	(66.2) 2.2	(75.8) (2.4)	(70.7) 0.3	(280.8) 2.9	(80.1)
(\$Millions)	Amortization of purchased intangibles and technology license arrangements	(10.2)	(10.4)	(10.4)	(11.8)	(42.8)	(11.4)	(12.6)	(12.3)	(12.3)		(12.5)
	Total adjustments to operating expenses	(78.1)	(80.5)	(74.4)	(177.7)	(410.7)	(76.7)	(76.6)	(90.5)	(82.7)	(326.5)	(92.6)
	Non-operating income	(1.6)	(0.1)	1.0	(5.2)	(5.9)	(1.0)	(7.2)	(0.9)	(0.4)	(9.5)	(0.8)
	Taxes	32.6	49.1	15.3	34.3	131.3	(2.6)	16.3	22.7	21.0	57.4	28.8
	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	1,007.9
	Cost of revenue Gross profit	88.1 939.6	90.1 933.1	87.0 926.2	95.8 1,056.4	361.0 3,855.3	87.3 957.9	108.3 1,016.1	96.6 984.0	100.7 1,052.7	392.9 4,010.7	106.7 901.2
	Operating expenses	539.5	556.7	560.1	611.9	2,268.2	571.3	611.7	592.2	638.0	2,413.2	660.5
Non-GAAP	Operating income	400.1	376.4	366.1	444.5	1,587.1	386.6	404.4	391.8	414.7	1,597.5	240.7
(\$Millions, except EPS)	Non-operating income (expense)	(17.8)	(17.6)	(16.4)	(18.1)	(69.9)	(19.6)	(17.8)	(16.0)	(17.5)	(70.9)	(15.6)
	Income before income taxes Provision for income taxes	382.3 84.1	358.8 78.9	349.7 76.9	426.4 93.8	1,517.2 333.7	367.0 82.5	386.6 87.0	375.8 84.6	397.2 89.3	1,526.6 343.4	225.1 47.2
	Net income	298.2	279.9	272.8	332.6	1,183.5	284.5	299.6	291.2	307.9	1,183.2	177.9
	Diluted earnings per share	\$ 0.58	\$ 0.55	\$ 0.55	\$ 0.67	\$ 2.35	\$ 0.57	\$ 0.60	\$ 0.58	\$ 0.61	\$ 2.35	\$ 0.35
Shares					ψ 0.07	T -:	Ψ 0.01					
	Diluted shares outstanding	511.3	506.3	498.7	496.3	503.9	500.4	501.4	499.8	502.2	502.7	507.8
	Diluted shares outstanding GAAP diluted earnings per share	511.3 0.46	506.3 0.45	•		*			499.8 0.40	502.2 0.44	1.66	0.13
	GAAP diluted earnings per share Stock-based and deferred compensation	0.46 0.14	0.45 0.15	498.7 0.39 0.13	496.3 0.35 0.15	503.9 1.65 0.57	500.4 0.37 0.15	501.4 0.45 0.14		0.44 0.15	1.66 0.60	0.13 0.17
Reconciliation of	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges	0.46	0.45	498.7	496.3	503.9	500.4	501.4	0.40	0.44	1.66	0.13
Diluted Earnings Per	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements	0.46 0.14	0.45 0.15	498.7 0.39 0.13	496.3 0.35 0.15	503.9 1.65 0.57	500.4 0.37 0.15	501.4 0.45 0.14	0.40	0.44 0.15	1.66 0.60	0.13 0.17
	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements Resolution of an income tax audit	0.46 0.14 -	0.45 0.15 -	498.7 0.39 0.13 0.01	496.3 0.35 0.15 0.19	503.9 1.65 0.57 0.19 0.21	500.4 0.37 0.15 (0.01)	0.45 0.14 - 0.06	0.40 0.16 -	0.44 0.15 -	1.66 0.60 (0.01) 0.24	0.13 0.17 -
Diluted Earnings Per	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements	0.46 0.14 -	0.45 0.15 -	498.7 0.39 0.13 0.01	496.3 0.35 0.15 0.19	503.9 1.65 0.57 0.19 0.21 - (0.01)	500.4 0.37 0.15 (0.01)	501.4 0.45 0.14	0.40 0.16 -	0.44 0.15 -	1.66 0.60 (0.01)	0.13 0.17 -
Diluted Earnings Per	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements Resolution of an income tax audit Non-operating income (expense)	0.46 0.14 - 0.05 -	0.45 0.15 - 0.05 -	498.7 0.39 0.13 0.01 0.05	496.3 0.35 0.15 0.19 0.06 - (0.01)	503.9 1.65 0.57 0.19 0.21 - (0.01)	500.4 0.37 0.15 (0.01)	501.4 0.45 0.14 - 0.06 - (0.01)	0.40 0.16 - 0.06 -	0.44 0.15 - 0.06 -	1.66 0.60 (0.01) 0.24 - (0.02)	0.13 0.17 - 0.11 -
Diluted Earnings Per	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements Resolution of an income tax audit Non-operating income (expense) Income tax adjustments Non-GAAP diluted earnings per share GAAP operating margin	0.46 0.14 - 0.05 - (0.07) \$ 0.58	0.45 0.15 - 0.05 - (0.10) \$ 0.55	498.7 0.39 0.13 0.01 0.05 - (0.03) \$ 0.55	0.35 0.15 0.19 0.06 - (0.01) (0.07) \$ 0.67	503.9 1.65 0.57 0.19 0.21 - (0.01) (0.26) \$ 2.35	0.37 0.15 (0.01) 0.06 - - - \$ 0.57	0.45 0.14 0.06 (0.01) (0.04) \$ 0.60	0.40 0.16 - 0.06 - (0.04) \$ 0.58	0.44 0.15 - 0.06 - (0.04) \$ 0.61	1.66 0.60 (0.01) 0.24 - (0.02) (0.12) \$ 2.35	0.13 0.17 - 0.11 - (0.06) \$ 0.35
Diluted Earnings Per Share (\$)	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements Resolution of an income tax audit Non-operating income (expense) Income tax adjustments Non-GAAP diluted earnings per share GAAP operating margin Stock-based and deferred compensation	0.46 0.14 - 0.05 - (0.07) \$ 0.58	0.45 0.15 - 0.05 - (0.10) \$ 0.55 27.0% 7.3%	498.7 0.39 0.13 0.01 0.05 - (0.03) \$ 0.55 27.1% 6.3%	496.3 0.35 0.15 0.19 0.06 - (0.01) (0.07) \$ 0.67 21.4% 6.5%	503.9  1.65 0.57 0.19  0.21 - (0.01) (0.26) \$ 2.35  26.1% 6.8%	500.4 0.37 0.15 (0.01) 0.06 - - - - \$ 0.57 27.6% 6.9%	501.4 0.45 0.14 - 0.06 - (0.01) (0.04) \$ 0.60 27.1% 6.3%	0.40 0.16 - 0.06 - (0.04) \$ 0.58 25.8% 7.5%	0.44 0.15 - 0.06 - - (0.04) \$ 0.61	1.66 0.60 (0.01) 0.24 - (0.02) (0.12) \$ 2.35 26.8% 6.8%	0.13 0.17 - 0.11 - (0.06) \$ 0.35
Diluted Earnings Per Share (\$) Reconciliation of GAAP to Non-GAAP	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements Resolution of an income tax audit Non-operating income (expense) Income tax adjustments Non-GAAP diluted earnings per share GAAP operating margin	0.46 0.14 - 0.05 - (0.07) \$ 0.58	0.45 0.15 - 0.05 - (0.10) \$ 0.55	498.7 0.39 0.13 0.01 0.05 - - (0.03) \$ 0.55 27.1% 6.3% 0.4%	0.35 0.15 0.19 0.06 - (0.01) (0.07) \$ 0.67	503.9 1.65 0.57 0.19 0.21 (0.01) (0.26) \$ 2.35 26.1% 6.8% 2.3%	500.4 0.37 0.15 (0.01) 0.06 - - - \$ 0.57 27.6% 6.9% (0.3%)	0.45 0.14 0.06 (0.01) (0.04) \$ 0.60	0.40 0.16 - 0.06 - (0.04) \$ 0.58	0.44 0.15 - 0.06 - (0.04) \$ 0.61	1.66 0.60 (0.01) 0.24 - (0.02) (0.12) \$ 2.35	0.13 0.17 - 0.11 - (0.06) \$ 0.35
Diluted Earnings Per Share (\$) Reconciliation of	GAAP diluted earnings per share Stock-based and deferred compensation Restructuring and other charges Amortization of purchased intangibles and technology license arrangements Resolution of an income tax audit Non-operating income (expense) Income tax adjustments Non-GAAP diluted earnings per share GAAP operating margin Stock-based and deferred compensation Restructuring and other charges	0.46 0.14 - 0.05 - (0.07) \$ 0.58	0.45 0.15 - 0.05 - (0.10) \$ 0.55 27.0% 7.3%	498.7 0.39 0.13 0.01 0.05 - (0.03) \$ 0.55 27.1% 6.3%	496.3 0.35 0.15 0.19 0.06 - (0.01) (0.07) \$ 0.67 21.4% 6.5%	503.9 1.65 0.57 0.19 0.21 (0.01) (0.26) \$ 2.35 26.1% 6.8% 2.3%	500.4 0.37 0.15 (0.01) 0.06 - - - - \$ 0.57 27.6% 6.9%	501.4 0.45 0.14 - 0.06 - (0.01) (0.04) \$ 0.60 27.1% 6.3%	0.40 0.16 - 0.06 - (0.04) \$ 0.58 25.8% 7.5%	0.44 0.15 - 0.06 - (0.04) \$ 0.61	1.66 0.60 (0.01) 0.24 - (0.02) (0.12) \$ 2.35 26.8% 6.8%	0.13 0.17 - 0.11 - (0.06) \$ 0.35

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.

Last Updated: January 25, 2013

	Products						
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					
Media 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					
Adobe Marketing Cloud							
Adobe Analytics	Adobe Experience Manager	Adobe Video Solutions					
DataWarehouse	cq	Access					
Discover	CQ Social Communities	Auditude					
	CRX	Media Encoder					
Genesis							
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	Addictionates						
restaraiget 1.1							
arketing LiveCycle							
Document Services	<b>Business Process Management</b>	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	g						
•	Disk Internet Application Cornings						
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							
Authorware	Font Folio	PostScript					
Captivate	FrameMaker	Robohelp					
ColdFusion	Freehand	Shockwave Player					
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hing Contribute	JRun	Technical Communication Suite					
l Ox	JRun PageMaker	Technical Communication Suite  Type					