



Adobe Systems Investor Relations Data Sheet

Last Updated: December 12, 2013

	Description	Q1'11	Q2'11	Q3'11	Q4'11	FY2011	Q1'12	Q2'12	Q3'12	Q4'12	FY2012	Q1'13	Q2'13	Q3'13	Q4'13	FY2013
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	1,007.9	1,010.5	995.1	1,041.7	4,055.2
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	688.4	670.0	636.7	630.8	2,625.9
	Digital Marketing	216.8	220.0	215.8	275.1	927.7	265.8	256.8	263.7	298.8	1,085.1	267.7	285.4	311.7	364.1	1,228.9
	Print & Publishing	53.7	54.0	55.6	55.1	218.4	55.0	55.1	54.4	52.3	216.8	51.8	55.1	46.7	46.8	200.4
Revenue by Segment (as % of total revenue)	Digital Media	74%	73%	74%	71%	73%	70%	72%	71%	69%	70%	68%	66%	64%	61%	65%
	Digital Marketing	21%	22%	21%	24%	22%	25%	23%	24%	26%	25%	27%	28%	31%	35%	30%
	Print & Publishing	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	6%	5%	4%	5%
Supplementary Business Unit Data	Digital Media															
	Creative Cloud Subscriptions* (Thousands)	-	-	-	-	-	-	92	198	332	-	488	715	1,037	1,439	-
	Creative ARR** (\$Millions)	-	-	-	-	-	-	43	92	155	-	237	362	549	768	-
	* Creative Cloud Subscriptions and ARR were adjusted upwards slightly in Q3 FY13 and prior periods to reflect an adjustment that was made to insure certain subscriptions were appropriately counted based on Adobe's internal policy for reporting subscriptions															
	** Creative Annualized Recurring Revenue ("ARR") = [(# of Total Active Creative Cloud Subscriptions) x (Average Revenue Per Subscription Per Month) x 12] + [Annual Creative ETLA Contract Value]															
	Document Services Revenue (\$Millions)	184.6	184.3	176.9	203.7	749.5	183.3	206.7	185.5	210.2	785.7	188.2	199.3	182.7	198.4	768.6
	Document Services ARR*** (\$Millions)	-	-	-	-	-	-	-	-	49	-	63	82	106	143	-
	*** Document Services Annualized Recurring Revenue ("ARR") = Annual Acrobat ETLA Contract Value + Annual Value of Acrobat Cloud and EchoSign Services; Document Services ARR was adjusted in Q3 FY13 and prior periods to insure ARR was calculated based on Adobe's internal policy for calculating ARR															
	Total Digital Media (Creative + Document Services) ARR (\$Millions)	-	-	-	-	-	-	-	-	204	-	300	444	655	911	-
	Digital Marketing															
	Adobe Marketing Cloud Revenue (\$Millions)	134.7	145.6	142.0	172.4	594.7	180.2	195.8	199.0	228.8	803.8	215.4	229.6	254.9	316.2	1,016.1
	LiveCycle and Web Conferencing Revenue (\$Millions)	82.1	74.4	73.8	102.7	333.0	85.6	61.0	64.7	70.0	281.3	52.3	55.8	56.8	47.9	212.8
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	500.3	525.4	534.1	574.6	2,134.4
	EMEA	331.6	311.7	293.1	381.0	1,317.4	330.7	325.0	290.0	348.9	1,294.6	297.5	262.8	263.8	305.1	1,129.2
	Asia	206.5	219.0	212.5	216.3	854.3	211.4	248.1	232.3	220.9	912.7	210.1	222.3	197.2	162.0	791.6
Revenue by Geography (as % of total revenue)	Americas	48%	48%	50%	48%	48%	48%	49%	52%	51%	50%	50%	52%	54%	55%	53%
	EMEA	32%	30%	29%	33%	31%	32%	29%	27%	30%	29%	30%	26%	26%	29%	28%
	Asia	20%	22%	21%	19%	21%	20%	22%	21%	19%	21%	20%	22%	20%	16%	19%
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	53.7	34.9	41.4	40.8	170.8
	Digital Marketing	75.0	73.4	76.6	79.5	304.5	79.5	86.9	86.5	89.8	342.7	98.3	97.8	103.1	105.6	404.8
	Print & Publishing	2.7	0.2	2.7	2.1	7.7	3.1	2.1	3.4	2.3	10.9	4.7	2.6	2.6	1.1	11.0
	Total	107.6	109.2	104.7	116.4	437.9	108.3	130.9	119.6	125.0	483.8	156.7	135.3	147.1	147.5	586.6
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	5.0	4.8	5.1	2.6	17.5
	Research & Development	27.7	26.5	23.4	30.0	107.6	25.8	24.1	30.4	28.7	109.0	32.0	28.3	30.6	31.5	122.4
	Sales & Marketing	24.2	29.0	24.2	22.9	100.3	26.0	25.6	29.2	27.6	108.4	30.7	29.2	28.9	34.9	123.7
	General & Administrative	16.0	15.2	12.6	18.6	62.4	16.3	16.5	16.2	14.3	63.3	17.4	17.3	16.5	17.5	68.7
	Total	71.6	74.9	64.1	75.5	286.1	72.6	70.7	80.7	76.2	300.2	85.1	79.6	81.1	86.5	332.3
Other Data	Worldwide Employees	9,503	9,770	10,041	9,925	-	9,963	10,474	10,811	11,144	-	11,196	11,413	12,035	11,847	-
	Days Sales Outstanding - Trade Receivables	47	51	50	50	-	45	43	48	49	-	44	42	48	52	-
	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	512.4	514.1	511.1	513.5

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 12, 2013

	Description	Q1'11	Q2'11	Q3'11	Q4'11	FY2011	Q1'12	Q2'12	Q3'12	Q4'12	FY2012	Q1'13	Q2'13	Q3'13	Q4'13	FY2013
GAAP (Millions, except EPS)	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	1,010.5	995.1	1,041.7	4,055.2
	Cost of revenue	107.6	109.2	104.7	116.4	437.9	108.2	130.9	119.6	125.0	483.7	156.7	135.3	147.1	147.5	586.6
	Gross profit	920.1	914.0	908.5	1,035.8	3,778.4	937.0	993.5	961.0	1,028.4	3,919.9	851.2	875.2	848.0	894.2	3,468.6
	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	763.9	737.6	791.3	3,045.8
	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	111.3	110.4	102.9	422.8
	Non-operating income (expense)	(16.2)	(17.5)	(17.4)	(13.0)	(64.1)	(18.6)	(10.6)	(15.1)	(17.1)	(61.4)	(14.7)	(20.2)	(17.1)	(14.6)	(66.6)
	Income before income taxes	286.2	259.2	256.7	233.1	1,035.2	270.4	294.5	263.2	290.6	1,118.7	83.5	91.1	93.3	88.3	356.2
	Provision for income taxes	51.5	29.8	61.6	59.5	202.4	85.2	70.7	61.8	68.3	286.0	18.4	14.6	10.3	23.0	66.3
	Net income	234.7	229.4	195.1	173.6	832.8	185.2	223.8	201.4	222.3	832.7	65.1	76.5	83.0	65.3	289.9
	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	\$ 0.15	\$ 0.16	\$ 0.13	\$ 0.56
Adjustments to Reconcile to Non-GAAP (Millions)	Cost of revenue															
	Stock-based and deferred compensation	(3.7)	(4.2)	(3.9)	(4.0)	(15.8)	(4.5)	(4.5)	(4.9)	(5.6)	(19.5)	(5.0)	(4.8)	(5.1)	(2.6)	(17.5)
	Amortization of purchased intangibles and technology license arrangements	(15.9)	(15.0)	(13.7)	(16.6)	(61.2)	(16.4)	(18.1)	(18.1)	(18.6)	(71.2)	(44.9)	(18.6)	(19.3)	(18.8)	(101.6)
	Total adjustments to cost of revenue	(19.6)	(19.2)	(17.6)	(20.6)	(77.0)	(20.9)	(22.6)	(23.0)	(24.2)	(90.7)	(49.9)	(23.4)	(24.4)	(21.4)	(119.1)
	Operating expenses															
	Stock-based and deferred compensation	(67.9)	(70.7)	(60.2)	(71.4)	(270.2)	(68.1)	(66.2)	(75.8)	(70.7)	(280.8)	(80.1)	(74.8)	(76.0)	(83.9)	(314.8)
	Restructuring and other related charges	-	0.6	(3.8)	(94.5)	(97.7)	2.8	2.2	(2.4)	0.3	2.9	-	(25.0)	0.8	(2.3)	(26.5)
	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)	(48.6)	(12.5)	(12.8)	(13.1)	(14.0)	(52.4)
	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)	(112.6)	(88.3)	(100.2)	(393.7)
	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)	4.2	2.1	(1.5)	4.0
Taxes	32.6	49.1	15.3	34.3	131.3	(2.6)	16.3	22.7	21.0	57.4	28.8	33.9	33.3	20.8	116.8	
Non-GAAP (Millions, except EPS)	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	1,010.5	995.1	1,041.7	4,055.2
	Cost of revenue	88.1	90.1	87.0	95.8	361.0	87.3	108.3	96.6	100.7	392.9	106.7	111.9	122.7	126.1	467.4
	Gross profit	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	901.2	898.6	872.4	915.6	3,587.8
	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	651.3	649.4	691.2	2,652.4
	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	247.3	223.0	224.4	935.4
	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)	(15.9)	(15.0)	(16.0)	(62.5)
	Income before income taxes	382.3	358.8	349.7	426.4	1,517.2	367.0	386.6	375.8	397.2	1,526.6	225.1	231.4	208.0	208.4	872.9
	Provision for income taxes	84.1	78.9	76.9	93.8	333.7	82.5	87.0	84.6	89.3	343.4	47.2	48.5	43.6	43.8	183.1
	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	182.9	164.4	164.6	689.8
	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	\$ 0.36	\$ 0.32	\$ 0.32	\$ 1.34
Shares	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	512.4	514.1	511.1	513.5
Reconciliation of Diluted Earnings Per Share (\$)	GAAP 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	0.15	0.16	0.13	0.56
	Stock-based and deferred compensation	0.14	0.15	0.13	0.15	0.57	0.15	0.14	0.16	0.15	0.60	0.17	0.16	0.16	0.17	0.65
	Restructuring and other charges	-	-	0.01	0.19	0.19	(0.01)	-	-	-	(0.01)	-	0.05	-	-	0.05
	Amortization of purchased intangibles and technology license arrangements	0.05	0.05	0.05	0.06	0.21	0.06	0.06	0.06	0.06	0.24	0.11	0.06	0.06	0.06	0.30
	Non-operating income (expense)	-	-	-	(0.01)	(0.01)	-	(0.01)	-	-	(0.02)	-	0.01	-	-	0.01
	Resolution of income tax examinations	-	-	-	-	-	-	-	-	-	-	-	-	-	0.02	0.01
	Income tax adjustments	(0.07)	(0.10)	(0.03)	(0.07)	(0.26)	(0.04)	(0.04)	(0.04)	(0.04)	(0.12)	(0.06)	(0.07)	(0.08)	(0.05)	(0.24)
Non-GAAP 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	\$ 0.36	\$ 0.32	\$ 0.32	\$ 1.34	
Reconciliation of GAAP to Non-GAAP Operating Margin	GAAP operating margin	29.4%	27.0%	27.1%	21.4%	26.1%	27.6%	27.1%	25.8%	26.7%	26.8%	9.7%	11.0%	11.1%	9.9%	10.4%
	Stock-based and deferred compensation	7.0%	7.3%	6.3%	6.5%	6.8%	6.9%	6.3%	7.5%	6.6%	6.8%	8.4%	7.9%	8.2%	8.3%	8.2%
	Restructuring and other charges	-	(0.1%)	0.4%	8.2%	2.3%	(0.3%)	(0.2%)	0.2%	-	(0.1%)	-	2.5%	(0.1%)	0.2%	0.7%
	Amortization of purchased intangibles and technology license arrangements	2.5%	2.6%	2.3%	2.5%	2.4%	2.8%	2.8%	2.8%	2.6%	2.8%	5.8%	3.1%	3.2%	3.1%	3.8%
	Non-GAAP operating margin	38.9%	36.8%	36.1%	38.6%	37.6%	37.0%	36.0%	36.3%	35.9%	36.3%	23.9%	24.5%	22.4%	21.5%	23.1%

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.



FY2013 Business Segment Classifications

Last Updated: December 12, 2013

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	Consumer Apps
	Digital Publishing Suite	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 Primetime
	DataWarehouse	CQ	PayTV Pass
	Discover	CQ Social Communities	DRM
	Genesis	CRX	Ad Insertion / Ad Serving
	Insight	Digital Asset Management	Video Analytics
	ReportBuilder	LandingPages	Audience Management
	Site Catalyst	Scene7	Player & Packaging SDKs
	Adobe Target	Adobe Media Optimizer	Adobe Social
	Recommendations	AdLens	Social
	Search&Promote	AudienceManager	
	Test&Target	AudienceResearch	Adobe Campaign (formerly Neolane)
	Test&Target 1:1		
	LiveCycle		
	Document Services	Business Process Management	Other
	<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	Rich Internet Application Services	
	LiveCycle Rights Management	LiveCycle Mosaic	
	<i>Communication Management</i>	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	

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