



# Adobe Systems Investor Relations Data Sheet

Last Updated: January 25, 2012

	Description	Q1'10	Q2'10	Q3'10	Q4'10	FY2010	Q1'11	Q2'11	Q3'11	Q4'11	FY2011
<b>Revenue</b> (\$Millions)	Total 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
<b>Revenue by Segment</b> (\$Millions)	Digital Media	630.9	721.3	739.6	742.8	2,834.6	761.1	754.1	745.9	827.3	3,088.4
	Digital Marketing	173.1	165.1	190.9	210.2	739.3	212.9	215.1	211.7	269.8	909.5
	Print & Publishing	54.7	56.6	59.8	55.0	226.1	53.7	54.0	55.6	55.1	218.4
<b>Revenue by Segment</b> (as % of total revenue)	Digital Media	74%	77%	75%	73%	75%	74%	73%	74%	72%	73%
	Digital Marketing	20%	18%	19%	21%	19%	21%	21%	21%	23%	22%
	Print & Publishing	6%	5%	6%	6%	6%	5%	6%	5%	5%	5%
<b>Supplementary Business Unit Data</b>	Document Services Revenue (\$Millions)	166.7	157.7	164.2	171.3	659.9	183.7	183.3	174.7	199.4	741.1
	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
	Digital Marketing User Transactions (Trillions)	1.23	1.26	1.26	1.32	5.07	1.38	1.42	1.37	1.49	5.66
	Digital Marketing Enterprise Customer Retention Rate	95%	93%	93%	95%	94%	95%	95%	95%	95%	95%
	SiteCatalyst as % of Digital Marketing Revenue	59%	57%	56%	53%	56%	52%	51%	50%	49%	51%
<b>Revenue by Geography</b> (\$Millions)	Americas	408.4	455.2	493.9	477.8	1,835.3	489.6	492.5	507.6	554.9	2,044.6
	EMEA	275.4	277.4	299.5	339.6	1,191.9	331.8	311.7	293.1	381.0	1,317.6
	Asia	174.9	210.4	196.9	190.6	772.8	206.3	219.0	212.5	216.3	854.1
<b>Revenue by Geography</b> (as % of total revenue)	Americas	48%	48%	50%	47%	48%	48%	48%	50%	48%	48%
	EMEA	32%	29%	30%	34%	31%	32%	30%	29%	33%	31%
	Asia	20%	23%	20%	19%	21%	20%	22%	21%	19%	21%
<b>Supplementary Cost of Revenue Data</b> (\$Millions)	Digital Media	25.9	41.1	31.6	36.8	135.4	30.7	36.3	26.4	35.5	128.9
	Digital Marketing	60.6	63.4	63.7	67.2	254.9	74.3	72.7	76.0	78.6	301.6
	Print & Publishing	2.9	3.3	3.8	3.2	13.2	2.6	0.2	2.3	2.3	7.4
	Total	89.4	107.8	99.1	107.2	403.5	107.6	109.2	104.7	116.4	437.9
<b>Stock-Based and Deferred Compensation Expenses</b> (\$Millions)	Direct Costs	0.9	1.6	1.1	1.4	5.0	3.7	4.2	3.9	4.0	15.8
	Research & Development	27.6	22.6	18.2	20.7	89.1	27.7	26.5	23.4	30.0	107.6
	Sales & Marketing	24.7	24.0	21.1	25.9	95.7	24.2	29.0	24.2	22.9	100.3
	General & Administrative	11.7	11.4	9.7	11.7	44.5	16.0	15.2	12.6	18.6	62.4
	Total	64.9	59.6	50.1	59.7	234.3	71.6	74.9	64.1	75.5	286.1
<b>Other Data</b>	Worldwide Employees	8,355	8,541	8,715	9,117	-	9,503	9,770	10,041	9,925	-
	Days Sales Outstanding - Trade Receivables	40	42	45	50	-	47	51	50	50	-
	Diluted Shares Outstanding	532.6	533.3	523.2	511.9	525.8	511.3	506.3	498.7	496.3	503.9

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Adobe  
Last Updated: January 25, 2012

## FY2012 Business Segment Classifications

Products				
Digital Media	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	
	Auditide	Flash Professional		
	Business Catalyst	Illustrator	Flash Access	
	Digital Publishing	InCopy	Pass for TV Everywhere	
	Typekit	InDesign	Media Server	
		Muse	Media Streaming Server	
	Photoshop Elements	Photoshop / Photoshop Extended		
	Premiere Elements	Premiere Pro	Collage	
	Photoshop Express	Soundbooth	Debut	
	Photoshop Lightroom	Story	Ideas	
	Photoshop Touch	Visual Communicator	Kuler	
	Revel (formerly Carousel)		Proto	
	<b><u>Document Services</u></b>			
	Acrobat Suite	Acrobat Standard	Document Exchange Services	
	Acrobat.com	Acrobat Pro	EchoSign	
	Digital Marketing	<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				
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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# Adobe Systems Investor Relations Data Sheet

Last Updated: December 15, 2011

	Description	Q1'09	Q2'09	Q3'09	Q4'09	FY2009	Q1'10	Q2'10	Q3'10	Q4'10	FY2010	Q1'11	Q2'11	Q3'11	Q4'11	FY2011
<b>Revenue (\$Millions)</b>	Total Revenue	786.4	704.7	697.5	757.3	2,945.9	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
<b>Revenue by Segment (\$Millions)</b>	Creative & Interactive	361.8	320.3	322.7	326.8	1,331.6	332.6	423.3	416.9	404.8	1,577.6	424.8	433.1	417.9	437.2	1,713.0
	Digital Media	137.8	114.2	108.5	134.1	494.6	130.6	139.3	157.7	165.9	593.5	151.7	136.7	151.1	186.4	625.9
	Digital Enterprise	226.3	208.9	209.3	211.0	855.5	244.8	231.9	256.1	273.3	1,006.1	286.6	283.5	270.4	342.4	1,182.9
	Omniure	7.1	7.6	7.7	34.1	56.5	96.0	91.9	99.8	109.0	396.7	110.9	115.9	118.2	131.1	476.1
	Print & Publishing	53.4	53.7	49.3	51.3	207.7	54.7	56.6	59.8	55.0	226.1	53.7	54.0	55.6	55.1	218.4
<b>Revenue by Segment (as % of total revenue)</b>	Creative & Interactive	46%	45%	46%	43%	45%	39%	45%	42%	40%	42%	41%	42%	41%	38%	41%
	Digital Media	18%	16%	16%	18%	17%	15%	15%	16%	16%	16%	15%	13%	15%	16%	15%
	Digital Enterprise	29%	30%	30%	28%	29%	29%	25%	26%	27%	26%	28%	28%	27%	30%	28%
	Omniure	1%	1%	1%	5%	2%	11%	10%	10%	11%	10%	11%	11%	12%	11%	11%
	Print & Publishing	6%	8%	7%	6%	7%	6%	5%	6%	6%	6%	5%	6%	5%	5%	5%
<b>Supplementary Business Unit Data</b>	Knowledge Worker Revenue (\$Millions)	149.9	137.8	138.1	131.8	557.6	165.9	156.0	162.6	169.9	654.4	181.8	182.0	174.6	201.7	740.1
	Enterprise Revenue (\$Millions)	76.4	71.1	71.2	79.2	297.9	78.9	75.9	93.5	103.4	351.7	104.8	101.5	95.8	140.7	442.8
	Omniure User Transactions (Trillions)	-	-	-	-	-	1.23	1.26	1.26	1.32	5.07	1.38	1.42	1.37	1.49	5.66
	Omniure Enterprise Customer Retention Rate	-	-	-	-	-	95%	93%	93%	95%	94%	95%	95%	95%	95%	95%
	Omniure SiteCatalyst as % of Omniure Revenue	-	-	-	-	-	59%	57%	56%	53%	56%	52%	51%	50%	49%	51%
<b>Revenue by Geography (\$Millions)</b>	Americas	326.1	317.8	354.6	384.2	1,382.7	408.4	455.2	493.9	477.8	1,835.3	489.6	492.5	507.6	554.9	2,044.6
	EMEA	277.5	215.2	196.2	240.0	928.9	275.4	277.4	299.5	339.6	1,191.9	331.8	311.7	293.1	381.0	1,317.6
	Asia	182.8	171.7	146.7	133.1	634.3	174.9	210.4	196.9	190.6	772.8	206.3	219.0	212.5	216.3	854.1
<b>Revenue by Geography (as % of total revenue)</b>	Americas	41%	45%	51%	51%	47%	48%	48%	50%	47%	48%	48%	48%	50%	48%	48%
	EMEA	35%	31%	28%	32%	32%	32%	29%	30%	34%	31%	32%	30%	29%	33%	31%
	Asia	24%	24%	21%	17%	21%	20%	23%	20%	19%	21%	20%	22%	21%	19%	21%
<b>Supplementary Cost of Revenue Data (\$Millions)</b>	Creative & Interactive	32.5	26.4	24.2	22.8	105.9	12.4	24.3	14.7	15.8	67.2	15.1	21.6	12.5	14.2	63.4
	Digital Media	11.4	13.0	10.5	12.6	47.5	8.9	11.7	12.0	15.4	48.0	9.8	9.8	9.0	15.1	43.7
	Knowledge Worker	6.3	6.3	5.6	5.3	23.5	4.6	5.1	4.9	5.7	20.3	5.8	5.0	5.0	6.6	22.4
	Enterprise	16.9	15.9	15.2	16.7	64.7	15.5	14.2	13.7	18.8	62.2	26.5	25.3	28.8	28.9	109.5
	Omniure	3.4	3.7	3.6	19.3	30.0	45.1	49.2	50.0	48.3	192.6	47.8	47.3	47.1	49.3	191.5
	Print & Publishing	6.9	6.7	5.9	5.6	25.1	2.9	3.3	3.8	3.2	13.2	2.6	0.2	2.3	2.3	7.4
	Total	77.4	72.0	65.0	82.3	296.7	89.4	107.8	99.1	107.2	403.5	107.6	109.2	104.7	116.4	437.9
<b>Stock-Based and Deferred Compensation Expenses (\$Millions)</b>	Direct Costs	0.1	1.4	0.6	0.4	2.5	0.9	1.6	1.1	1.4	5.0	3.7	4.2	3.9	4.0	15.8
	Research & Development	22.1	16.6	18.7	17.1	74.5	27.6	22.6	18.2	20.7	89.1	27.7	26.5	23.4	30.0	107.6
	Sales & Marketing	13.8	14.9	14.1	16.5	59.3	24.7	24.0	21.1	25.9	95.7	24.2	29.0	24.2	22.9	100.3
	General & Administrative	9.0	10.4	7.1	7.7	34.2	11.7	11.4	9.7	11.7	44.5	16.0	15.2	12.6	18.6	62.4
	Total	45.0	43.3	40.5	41.7	170.5	64.9	59.6	50.1	59.7	234.3	71.6	74.9	64.1	75.5	286.1
<b>Other Data</b>	Worldwide Employees	7,173	7,437	7,564	8,660	-	8,355	8,541	8,715	9,117	-	9,503	9,770	10,041	9,925	-
	Days Sales Outstanding - Trade Receivables	35	34	37	49	-	40	42	45	50	-	47	51	50	50	-
	Diluted Shares Outstanding	527.8	528.0	531.8	532.0	530.6	532.6	533.3	523.2	511.9	525.8	511.3	506.3	498.7	496.3	503.9

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## Adobe Systems Investor Relations Data Sheet

Income Statement - Reconciliation of Non-GAAP to GAAP  
Last Updated: December 15, 2011

	Description	Q1'09	Q2'09	Q3'09	Q4'09	FY2009	Q1'10	Q2'10	Q3'10	Q4'10	FY2010	Q1'11	Q2'11	Q3'11	Q4'11	FY2011
<b>GAAP</b> (Millions, except EPS)	Revenue	786.4	704.7	697.5	757.3	2,945.9	858.7	943.0	990.3	1,007.9	3,799.9	1,027.7	1,023.2	1,013.2	1,152.2	4,216.3
	Cost of revenue	77.4	72.0	65.0	82.3	296.7	89.4	107.8	99.1	107.2	403.5	107.6	109.2	104.7	116.4	437.9
	Gross profit	709.0	632.7	632.5	675.0	2,649.2	769.3	835.2	891.2	900.7	3,396.4	920.1	914.0	908.5	1,035.8	3,778.4
	Operating expenses	501.1	471.3	464.9	521.3	1,958.6	592.5	607.9	589.2	613.8	2,403.4	617.7	637.3	634.4	789.7	2,679.1
	Operating income	207.9	161.4	167.6	153.7	690.6	176.8	227.3	302.0	286.9	993.0	302.4	276.7	274.1	246.1	1,099.3
	Non-operating income (expense)	(4.8)	2.4	6.8	6.6	11.0	(10.6)	(33.1)	(5.2)	(0.9)	(49.8)	(16.2)	(17.5)	(17.4)	(13.0)	(64.1)
	Income before income taxes	203.1	163.8	174.4	160.3	701.6	166.2	194.2	296.8	286.0	943.2	286.2	259.2	256.7	233.1	1,035.2
	Provision for income taxes	46.7	37.7	38.4	192.3	315.1	39.1	45.6	66.7	17.2	168.6	51.5	29.8	61.6	59.5	202.4
	Net income	156.4	126.1	136.0	(32.0)	386.5	127.1	148.6	230.1	268.8	774.6	234.7	229.4	195.1	173.6	832.8
	Diluted Earnings per share	\$ 0.30	\$ 0.24	\$ 0.26	\$ (0.06)	\$ 0.73	\$ 0.24	\$ 0.28	\$ 0.44	\$ 0.53	\$ 1.47	\$ 0.46	\$ 0.45	\$ 0.39	\$ 0.35	\$ 1.65
<b>Adjustments to Reconcile to Non-GAAP</b> (Millions)	Cost of revenue															
	Stock-based and deferred compensation	(0.1)	(1.4)	(0.6)	(0.4)	(2.5)	(0.9)	(1.6)	(1.1)	(1.4)	(5.0)	(3.7)	(4.2)	(3.9)	(4.0)	(15.8)
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	(14.4)	(14.2)	(13.9)	(18.6)	(61.1)	(17.8)	(17.9)	(17.3)	(16.9)	(69.9)	(15.9)	(15.0)	(13.7)	(16.6)	(61.2)
	Total adjustments to cost of revenue	(14.5)	(15.6)	(14.5)	(19.0)	(63.6)	(18.7)	(19.5)	(18.4)	(18.3)	(74.9)	(19.6)	(19.2)	(17.6)	(20.6)	(77.0)
	Operating expenses															
	Stock-based and deferred compensation	(44.9)	(41.9)	(39.9)	(41.3)	(168.0)	(63.9)	(58.0)	(49.0)	(58.4)	(229.3)	(67.9)	(70.7)	(60.2)	(71.4)	(270.2)
	Restructuring charges	(12.3)	(3.5)	(0.1)	(25.4)	(41.3)	(11.6)	(11.5)	2.1	(2.2)	(23.2)	-	0.6	(3.8)	(94.5)	(97.7)
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	(15.4)	(15.3)	(15.0)	(25.9)	(71.6)	(18.2)	(18.1)	(17.6)	(18.2)	(72.1)	(10.2)	(10.4)	(10.4)	(11.8)	(42.8)
	Total adjustments to operating expenses	(72.6)	(60.7)	(55.0)	(92.6)	(280.9)	(93.7)	(87.6)	(64.5)	(78.8)	(324.6)	(78.1)	(80.5)	(74.4)	(177.7)	(410.7)
	Non-operating income	17.2	1.8	(0.6)	(1.5)	16.9	3.5	10.7	(3.5)	(4.6)	6.1	(1.6)	(0.1)	1.0	(5.2)	(5.9)
Taxes	24.0	19.2	18.8	(128.7)	(66.7)	31.5	32.3	25.5	75.5	164.8	32.6	49.1	15.3	34.3	131.3	
<b>Non-GAAP</b> (Millions, except EPS)	Revenue	786.4	704.7	697.5	757.3	2,945.9	858.7	943.0	990.3	1,007.9	3,799.9	1,027.7	1,023.2	1,013.2	1,152.2	4,216.3
	Cost of revenue	62.9	56.4	50.5	63.3	233.1	70.6	88.3	80.7	89.0	328.6	88.1	90.1	87.0	95.8	361.0
	Gross profit	723.5	648.3	647.0	694.0	2,712.8	788.1	854.7	909.6	918.9	3,471.3	939.6	933.1	926.2	1,056.4	3,855.3
	Operating expenses	428.6	410.6	409.9	428.8	1,677.9	498.7	520.2	524.7	535.0	2,078.6	539.5	556.7	560.1	611.9	2,288.2
	Operating income	294.9	237.7	237.1	265.2	1,034.9	289.4	334.5	384.9	383.9	1,392.7	400.1	376.4	366.1	444.5	1,587.1
	Non-operating income (expense)	12.5	4.2	6.2	5.1	28.0	(7.1)	(22.4)	(8.8)	(5.6)	(43.9)	(17.8)	(17.6)	(16.4)	(18.1)	(69.9)
	Income before income taxes	307.4	241.9	243.3	270.3	1,062.9	282.3	312.1	376.1	378.3	1,348.8	382.3	358.8	349.7	426.4	1,517.2
	Provision for income taxes	70.7	56.8	57.2	63.5	248.2	70.6	77.9	92.2	92.7	333.4	84.1	78.9	76.9	93.8	333.7
	Net income	236.7	185.1	186.1	206.8	814.7	211.7	234.2	283.9	285.6	1,015.4	298.2	279.9	272.8	332.6	1,183.5
	Diluted Earnings per share	\$ 0.45	\$ 0.35	\$ 0.35	\$ 0.39	\$ 1.54	\$ 0.40	\$ 0.44	\$ 0.54	\$ 0.56	\$ 1.93	\$ 0.58	\$ 0.55	\$ 0.55	\$ 0.67	\$ 2.35
<b>Shares</b>	Diluted shares outstanding	527.8	528.0	531.8	532.0	530.6	532.6	533.3	523.2	511.9	525.8	511.3	506.3	498.7	496.3	503.9
<b>Reconciliation of Diluted Net Income Per Share, (\$)</b>	GAAP net income per share	0.30	0.24	0.26	(0.06)	0.73	0.24	0.28	0.44	0.53	1.47	0.46	0.45	0.39	0.35	1.65
	Stock-based and deferred compensation	0.09	0.08	0.08	0.08	0.32	0.12	0.11	0.10	0.12	0.45	0.14	0.15	0.13	0.15	0.57
	Restructuring charges	0.02	0.01	-	0.05	0.08	0.02	0.02	-	-	0.04	-	-	0.01	0.19	0.19
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	0.06	0.06	0.05	0.08	0.25	0.07	0.07	0.07	0.07	0.27	0.05	0.05	0.05	0.06	0.21
	Resolution of an income tax audit	-	-	-	-	-	-	-	-	(0.08)	(0.08)	-	-	-	-	-
	Non-operating income (expense)	0.03	-	-	-	0.03	0.01	0.02	(0.01)	(0.01)	0.01	-	-	-	(0.01)	(0.01)
	Income tax adjustments	(0.05)	(0.04)	(0.04)	0.24	0.13	(0.06)	(0.06)	(0.06)	(0.07)	(0.23)	(0.07)	(0.10)	(0.03)	(0.07)	(0.26)
	Non-GAAP net income per share	0.45	0.35	0.35	0.39	1.54	0.40	0.44	0.54	0.56	1.93	0.58	0.55	0.55	0.67	2.35
<b>Reconciliation of GAAP to Non-GAAP Operating Margin</b>	GAAP operating margin	26.4%	22.9%	24.0%	20.3%	23.4%	20.6%	24.1%	30.5%	28.5%	26.1%	29.4%	27.0%	27.1%	21.4%	26.1%
	Stock-based and deferred compensation	5.7%	6.1%	5.8%	5.5%	5.8%	7.6%	6.3%	5.1%	5.9%	6.2%	7.0%	7.3%	6.3%	6.5%	6.8%
	Restructuring charges	1.6%	0.5%	0.0%	3.4%	1.4%	1.4%	1.2%	(0.2%)	0.2%	0.6%	-	-0.1%	0.4%	8.2%	2.3%
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	3.8%	4.2%	4.2%	5.8%	4.5%	4.1%	3.9%	3.5%	3.5%	3.7%	2.5%	2.6%	2.3%	2.5%	2.4%
	Non-GAAP operating margin	37.5%	33.7%	34.0%	35.0%	35.1%	33.7%	35.5%	38.9%	38.1%	36.6%	38.9%	36.8%	36.1%	38.6%	37.6%

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.



Adobe  
Historical Desktop Product Release Roadmap  
Last Updated: December 15, 2011

## Adobe Systems Investor Relations Data Sheet

Product	Q1'07	Q2'07	Q3'07	Q4'07	Q1'08	Q2'08	Q3'08	Q4'08	Q1'09	Q2'09	Q3'09	Q4'09	Q1'10	Q2'10	Q3'10	Q4'10	Q1'11	Q2'11	Q3'11	Q4'11
Acrobat							9.0									X				
After Effects			CS3					CS4						CS5				CS5.5		
Captivate			3.0						4.0						5.0			5.5		
Contribute		CS3						CS4						CS5						
Creative Suite		CS3					3.3	CS4						CS5				CS5.5		
Director					11.0					11.5										
Dreamweaver		CS3						CS4						CS5				CS5.5		
eLearning Suite									1.0						2.0			2.5		
Encore			CS3					CS4						CS5				CS5.5		
Fireworks		CS3						CS4						CS5				CS5.5		
Flash Professional		CS3						CS4						CS5				CS5.5		
Flash Catalyst														CS5				CS5.5		
FrameMaker			8.0						9.0											
Illustrator		CS3						CS4						CS5				CS5.5		
InDesign		CS3						CS4						CS5				CS5.5		
Lightroom	1.0						2.0								3.0					
Photoshop		CS3						CS4						CS5				CS5.5		
Photoshop Extended		CS3						CS4						CS5				CS5.5		
Photoshop Elements				6.0				7.0				8.0				9.0				10.0
Premiere Elements				4.0				7.0				8.0				9.0				10.0
Premiere Pro			CS3					CS4						CS5				CS5.5		
Soundbooth			CS3					CS4						CS5				CS5.5		
Technical Communication Suite				1.0			1.3		2.0								3.0			

Adobe provides this information as of the modification date above and makes no commitment to update the information subsequently. This desktop product release information corresponds to initial English version launch dates in the United States.



# FY2011 Business Segment Classifications

Last Updated: June 21, 2011

Products		
<b>Creative and Interactive Solutions</b>	Creative Suite Design Premium/Standard AIR	
	Creative Suite Master Collection Flash Player	
	Creative Suite Web Premium Flash Access	
	CS Live Services Flash Builder	
	Dreamweaver Flash Catalyst	
	Flash Professional Flash Lite	
	Fireworks Flash Media Server	
	Ideas Flash Platform Services	
	Illustrator Flash Media Streaming Server	
	InCopy Flash Video Streaming Service	
	InDesign Flex	
	Business Catalyst Digital Publishing Suite	
<b>Digital Media Solutions</b>	After Effects Photoshop Elements	
	Audition Photoshop Lightroom	
	Creative Suite Production Premium Premiere Elements	
	Photoshop / Photoshop Extended Premiere Pro	
	Photoshop Express Soundbooth	
<b>Digital Enterprise Solutions</b>	<b>Knowledge Worker Segment</b>	
	Acrobat Standard Acrobat Pro Extended	
	Acrobat Pro Acrobat.com	
	<b>Enterprise Segment</b>	
	<b>Document Services</b>	
	<i>Forms Automation</i>	<b>Business Process Management</b>
	LiveCycle Barcoded Forms LiveCycle Business Activity Monitoring	
	LiveCycle Forms LiveCycle Content Services	
	LiveCycle Reader Extensions LiveCycle Connectors for ECM	
	<i>Document and Information Security</i>	LiveCycle Process Management
	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	<b>Web Content Management</b>
	LiveCycle Output	CQ5
	<b>Web Conferencing</b>	CQ5 Digital Asset Management
	Connect CQ5 Social Collaboration	
	<b>Other</b>	CQ5 Web Content Management
	Central Pro Output Server CQ5 CRX	
	Output Pak for mySAP.com	
	Web Output Pak	
<b>Omniure</b>	<b>Visitor Acquisition</b>	<b>Online Analytics</b>
	SearchCenter DigitalPulse	
	<b>Conversion</b>	Discover
	Merchandising SiteCatalyst	
	Publish SocialAnalytics	
	Recommendations Survey	
	Scene7 Tag Manager	
	Search&Promote	<b>Multi-Channel Analytics</b>
	Test&Target Insight	
	<b>Open Business Analytics Platform</b>	Insight for Retail
	DataWarehouse	
Genesis		
<b>Print &amp; Publishing</b>	Authorware Jun	
	Captivate PageMaker	
	ColdFusion PDF Print Engine	
	Contribute PostScript	
	Director Robohelp	
	eLearning Suite Shockwave Player	
	Font Folio Technical Communication Suite	
	FrameMaker Type	
	Freehand	

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# Adobe Systems Investor Relations Data Sheet

Last Updated: December 20, 2010

	Description	Q1'10	Q2'10	Q3'10	Q4'10	FY2010	
<b>Revenue (\$Millions)</b>	Total Revenue	858.7	943.0	990.3	1,008.0	3,800.0	
<b>Revenue by Segment (\$Millions)</b>	Creative Solutions	432.0	532.7	549.7	542.1	2,056.5	
	Digital Enterprise Solutions	245.8	232.7	256.8	274.1	1,009.4	
	Omniture	87.7	83.5	91.0	98.4	360.6	
	Platform Revenue	46.6	45.4	40.7	46.1	178.8	
	Print & Publishing	46.6	48.7	52.1	47.3	194.7	
<b>Revenue by Segment (as % of total revenue)</b>	Creative Solutions	50%	56%	56%	54%	54%	
	Digital Enterprise Solutions	28%	25%	26%	27%	27%	
	Omniture	10%	9%	9%	10%	9%	
	Platform	6%	5%	4%	4%	5%	
	Print & Publishing	6%	5%	5%	5%	5%	
<b>Supplementary Business Unit Data</b>	Knowledge Worker Revenue (\$Millions) *	165.9	156.0	162.6	169.9	654.4	
	Enterprise Revenue (\$Millions) *	79.9	76.7	94.2	104.2	355.0	
	* Effective FY2010, Connect revenue is reported as part of Enterprise segment revenue						
	Number of Server Transactions > \$50,000 **	149	124	173	163	609	
	** Based on LiveCycle, Flex, ColdFusion, Connect and Flash Media Server transactions greater than \$50,000 (excludes maintenance, support, and professional services)						
	Omniture User Transactions (Trillions)	1.23	1.26	1.26	1.32	5.07	
	Omniture Enterprise Customer Retention Rate	95%	93%	93%	95%	94%	
Omniture SiteCatalyst as % of Omniture Revenue	59%	57%	56%	53%	56%		
<b>Revenue by Geography (\$Millions)</b>	Americas	408.4	455.2	502.5	492.9	1,859.0	
	EMEA	275.4	277.4	290.9	324.5	1,168.2	
	Asia	174.9	210.4	196.9	190.6	772.8	
<b>Revenue by Geography (as % of total revenue)</b>	Americas	48%	48%	51%	49%	49%	
	EMEA	32%	29%	29%	32%	31%	
	Asia	20%	23%	20%	19%	20%	
<b>Supplementary Cost of Revenue Data (\$Millions)</b>	Creative Solutions	22.8	36.9	28.4	32.6	120.7	
	Knowledge Worker	4.6	5.1	4.9	5.6	20.2	
	Enterprise	15.2	14.1	13.5	18.8	61.6	
	Omniture	42.1	46.0	46.7	44.6	179.4	
	Platform	2.2	2.9	2.2	2.6	9.9	
	Print & Publishing	2.5	2.8	3.4	3.0	11.7	
	Total	89.4	107.8	99.1	107.2	403.5	
<b>Stock-Based and Deferred Compensation Expenses (\$Millions)</b>	Direct Costs	0.9	1.6	1.1	1.4	5.0	
	Research & Development	27.6	22.6	18.2	20.7	89.1	
	Sales & Marketing	24.7	24.0	21.1	25.9	95.7	
	General & Administrative	11.7	11.4	9.7	11.7	44.5	
	Total	64.9	59.6	50.1	59.7	234.3	
<b>Other Data</b>	Worldwide Employees	8,355	8,541	8,715	9,117	-	
	Days Sales Outstanding - Trade Receivables	40	42	45	50	-	
	Diluted Shares Outstanding	532.6	533.3	523.2	511.9	525.8	

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.



# FY2010 Business Segment Classifications

Last Updated: September 21, 2010

	Products	
Creative Solutions	After Effects	Flash Video Streaming Service
	Audition	Illustrator
	Business Catalyst	InDesign
	Creative Suite Design Premium/Standard	Photoshop
	Creative Suite Master Collection	Photoshop.com
	Creative Suite Production Premium	Photoshop Elements
	Creative Suite Web Premium	Photoshop Extended
	Dreamweaver	Photoshop Lightroom
	Encore	Premiere Elements
	Fireworks	Premiere Pro
	Flash Access	Scene7
	Flash Professional	Soundbooth
	Flash Media Interactive Server	
Digital Enterprise Solutions	<b><u>Knowledge Worker Segment</u></b>	
	Acrobat Standard	Acrobat.com
	Acrobat Pro	
	Acrobat Pro Extended	
	<b><u>Enterprise Segment</u></b>	
	<b>Document Services</b>	
	<i>Forms Automation</i>	
	LiveCycle Barcoded Forms ES2	LiveCycle Business Activity Monitoring ES2
	LiveCycle Forms ES2	LiveCycle Content Services ES2
	LiveCycle Reader Extensions ES2	LiveCycle ES2 Connectors for ECM
	<i>Document and Information Security</i>	
	LiveCycle Digital Signatures ES2	LiveCycle Process Management ES2
	LiveCycle Rights Management ES2	
	<i>Communication Management</i>	
	LiveCycle PDF Generator ES2	LiveCycle Mosaic ES2
	LiveCycle Production Print ES2	LiveCycle Data Services ES2
	LiveCycle Output ES2	LiveCycle Collaboration Services
	Central Pro Output Server	Output Pak for mySAP.com
	Connect	Web Output Pak
	Omniture	DataWarehouse
Digital Pulse		SearchCenter
Discover		SiteCatalyst
Genesis		SiteSearch
Insight		Survey
Merchandising		Test & Target
Publish		
Platform	AIR	Flash Lite
	Cold Fusion	Flash Platform Services
	Flash Builder	Flash Player
	Flash Catalyst	Flex
	Flash Home	
Print & Publishing	Authorware	Jrun
	Captivate	PageMaker
	Contribute	PDF Print Engine
	Director	PostScript
	eLearning Suite	Robohelp
	Font Folio	Shockwave Player
	FrameMaker	Technical Communication Suite
	Freehand	Type

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