



# Adobe Systems Investor Relations Data Sheet

Last Updated: March 23, 2010

	Description	Q1'10	Q2'10	Q3'10	Q4'10	FY2010 YTD	
<b>Revenue (\$Millions)</b>	Total Revenue	858.7				858.7	
<b>Revenue by Segment (\$Millions)</b>	Creative Solutions	432.0				432.0	
	Business Productivity Solutions	245.8				245.8	
	Omniture	87.7				87.7	
	Platform Revenue	46.6				46.6	
	Print & Publishing	46.6				46.6	
<b>Revenue by Segment (as % of total revenue)</b>	Creative Solutions	50%				50%	
	Business Productivity Solutions	28%				28%	
	Omniture	10%				10%	
	Platform	6%				6%	
	Print & Publishing	6%				6%	
<b>Supplementary Business Unit Data</b>	Knowledge Worker Revenue (\$Millions) *	165.9				165.9	
	Enterprise Revenue (\$Millions) *	79.9				79.9	
	* Effective FY2010, Connect revenue is reported as part of Enterprise segment revenue						
	Number of Server Transactions > \$50,000 **	149				149	
	** 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				1.23	
	Omniture Enterprise Customer Retention Rate	95%				95%	
Omniture SiteCatalyst as % of Omniture Revenue	59%				59%		
<b>Revenue by Geography (\$Millions)</b>	Americas	408.4				408.4	
	EMEA	275.4				275.4	
	Asia	174.9				174.9	
<b>Revenue by Geography (as % of total revenue)</b>	Americas	48%				48%	
	EMEA	32%				32%	
	Asia	20%				20%	
<b>Supplementary Cost of Revenue Data (\$Millions)</b>	Creative Solutions	22.8				22.8	
	Knowledge Worker	4.6				4.6	
	Enterprise	15.2				15.2	
	Omniture	42.1				42.1	
	Platform	2.2				2.2	
	Print & Publishing	2.5				2.5	
	Total	89.4				89.4	
<b>Stock-Based and Deferred Compensation Expenses (\$Millions)</b>	Direct Costs	0.9				0.9	
	Research & Development	27.6				27.6	
	Sales & Marketing	24.7				24.7	
	General & Administrative	11.7				11.7	
	Total	64.9				64.9	
<b>Other Data</b>	Worldwide Employees	8,355				8,355	
	Days Sales Outstanding - Trade Receivables	40				40	
	Diluted Shares Outstanding	532.6				532.6	

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## Adobe Systems Investor Relations Data Sheet

Income Statement - Reconciliation of Non-GAAP to GAAP  
Last Updated: March 23, 2010

	Description	Q1 '10	Q2 '10	Q3 '10	Q4 '10	FY2010 YTD
<b>GAAP</b> (\$Millions, except EPS)	Revenue	858.7				858.7
	Cost of revenue	89.4				89.4
	Gross profit	769.3				769.3
	Operating expenses	592.5				592.5
	Operating income	176.8				176.8
	Non-operating income	(10.6)				(10.6)
	Income before income taxes	166.2				166.2
	Provision for income taxes	39.1				39.1
	Net income	127.1				127.1
	Diluted Earnings per share	\$ 0.24				\$ 0.24
<b>Adjustments to Reconcile to Non-GAAP</b> (\$Millions)	Cost of revenue					
	Stock-based and deferred compensation	(0.9)				(0.9)
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	(17.8)				(17.8)
	Total adjustments to cost of revenue	(18.7)				(18.7)
	Operating expenses					
	Stock-based and deferred compensation	(63.9)				(63.9)
	Restructuring charges	(11.6)				(11.6)
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	(18.2)				(18.2)
	Total adjustments to operating expenses	(93.7)				(93.7)
Non-operating income	3.5				3.5	
Taxes	31.5				31.5	
<b>Non-GAAP</b> (\$Millions, except EPS)	Revenue	858.7				858.7
	Cost of revenue	70.6				70.6
	Gross profit	788.1				788.1
	Operating expenses	498.7				498.7
	Operating income	289.4				289.4
	Non-operating income	(7.1)				(7.1)
	Income before income taxes	282.3				282.3
	Provision for income taxes	70.6				70.6
	Net income	211.7				211.7
	Diluted Earnings per share	\$ 0.40				\$ 0.40
<b>Shares</b>	Diluted shares outstanding	532.6				532.6
<b>Reconciliation of Diluted Net Income Per Share, (\$)</b>	GAAP net income per share	0.24				0.24
	Stock-based and deferred compensation	0.12				0.12
	Restructuring charges	0.02				0.02
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	0.07				0.07
	R&D tax benefit	-				-
	Non-operating income	0.01				0.01
	Income tax adjustments	(0.06)				(0.06)
	Non-GAAP net income per share	0.40				0.40
<b>Reconciliation of GAAP to Non-GAAP Operating Margin</b>	GAAP operating margin	20.6%				20.6%
	Stock-based and deferred compensation	7.6%				7.6%
	Restructuring charges	1.4%				1.4%
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	4.1%				4.1%
	Non-GAAP operating margin	33.7%				33.7%

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.



## FY2010 Business Segment Classifications

Last Updated: March 23, 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/Standard	Photoshop Extended	
	Dreamweaver	Photoshop Lightroom	
	Encore	Premiere Elements	
	Fireworks	Premiere Pro	
	Flash Access	Scene7	
	Flash Professional	Soundbooth	
	Flash Media Interactive Server		
Business Productivity 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	Business Process Management	
	LiveCycle Forms ES2	LiveCycle Business Activity Monitoring ES2	
	LiveCycle Reader Extensions ES2	LiveCycle Content Services ES2	
	<i>Document and Information Security</i>		
	LiveCycle Digital Signatures ES2	LiveCycle ES2 Connectors for ECM	
	LiveCycle Rights Management ES2	LiveCycle Process Management ES2	
	<i>Communication Management</i>		
	LiveCycle PDF Generator ES2	<b>Rich Internet Application Services</b>	
	LiveCycle Production Print ES2	LiveCycle Mosaic ES2	
	LiveCycle Output ES2	LiveCycle Data Services ES2	
	Central Pro Output Server	LiveCycle Collaboration Services	
	Connect	Output Pak for mySAP.com	
		Web Output Pak	
	Omniture	DataWarehouse	Recommendations
		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	PageMaker	
	Captivate	PDF Print Engine	
	Contribute	PostScript	
	Director	Robohelp	
	Font Folio	Shockwave Player	
	FrameMaker	Technical Communication Suite	
	Freehand	Type	
	Jrun		

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## Adobe Systems Investor Relations Data Sheet

Historical Desktop Product Release Roadmap  
Last Updated: March 23, 2010

Product	Q1`06	Q2`06	Q3`06	Q4`06	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
Acrobat				8.0							9.0						
Acrobat Connect				6.0						Pro							
After Effects	7.0						CS3					CS4					
Audition	2.0							3.0									
Authorware																	
Captivate				2.0			3.0						4.0				
Contribute				4.0		CS3						CS4					
Creative Suite				2.3		CS3					3.3	CS4					
Director									11.0					11.5			
Dreamweaver						CS3						CS4					
Encore	2.0						CS3					CS4					
Fireworks						CS3						CS4					
Flash						CS3						CS4					
FrameMaker							8.0						9.0				
Illustrator						CS3						CS4					
InDesign						CS3						CS4					
Lightroom					1.0						2.0						
Photoshop						CS3						CS4					
Photoshop Extended						CS3						CS4					
Photoshop Elements				5.0				6.0				7.0				8.0	
Premiere Elements				3.0				4.0				7.0				8.0	
Premiere Pro	2.0						CS3					CS4					
RoboHelp								7.0					8.0				
Soundbooth							CS3					CS4					
Technical Communication Suite								1.0			1.3		2.0				

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## Adobe Systems Investor Relations Data Sheet

Last Updated: March 23, 2010

	Description	Q1'06	Q2'06	Q3'06	Q4'06	FY2006	Q1'07	Q2'07	Q3'07	Q4'07	FY2007	Q1'08	Q2'08	Q3'08	Q4'08	FY2008	Q1'09	Q2'09	Q3'09	Q4'09	FY2009	
<b>Revenue (\$Millions)</b>	<b>Total Revenue</b>	655.5	635.4	602.2	682.2	2,575.3	649.4	745.6	851.7	911.2	3,157.9	890.4	886.9	887.3	915.3	3,579.9	786.4	704.7	697.5	757.3	2,945.9	
<b>Revenue by Segment (\$Millions)</b>	Creative Solutions	382.1	360.1	331.6	364.1	1,437.9	346.4	436.6	545.5	570.5	1,899.0	543.5	527.2	493.6	508.7	2,073.0	460.7	411.7	400.4	429.3	1,702.1	
	Business Productivity Solutions	204.1	196.2	191.2	224.7	816.2	217.3	228.8	227.4	246.4	919.9	249.7	252.8	283.5	278.0	1,064.0	227.0	209.7	210.0	211.8	858.5	
	Omniure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26.3	26.3
	Platform Revenue	22.3	25.7	27.0	30.6	105.6	29.5	31.2	31.7	41.0	133.4	43.3	52.6	59.1	76.6	231.6	52.3	36.8	44.9	47.0	181.0	
	Print & Publishing	47.0	53.4	52.4	62.8	215.6	56.2	49.0	47.1	53.3	205.6	53.9	54.3	51.1	52.0	211.3	46.4	46.5	42.2	42.9	178.0	
<b>Revenue by Segment (as % of total revenue)</b>	Creative Solutions	58%	57%	55%	53%	56%	53%	59%	64%	63%	60%	61%	59%	56%	56%	58%	59%	58%	57%	57%	58%	
	Business Productivity Solutions	31%	31%	32%	33%	32%	33%	31%	27%	27%	29%	28%	29%	32%	30%	30%	29%	30%	30%	28%	29%	
	Omniure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3%	1%
	Platform	4%	4%	4%	5%	4%	5%	4%	4%	4%	4%	5%	6%	7%	8%	6%	7%	5%	7%	6%	6%	
	Print & Publishing	7%	8%	9%	9%	8%	9%	7%	5%	6%	7%	6%	6%	5%	6%	6%	5%	7%	6%	6%	6%	
<b>Supplementary Business Unit Data</b>	Knowledge Worker Revenue (\$Millions) *	156.2	151.4	142.3	169.0	618.9	161.3	173.1	165.8	180.1	680.3	182.1	185.4	203.9	186.3	757.7	149.9	137.8	138.1	131.8	557.6	
	Enterprise Revenue (\$Millions) *	47.9	44.8	48.9	55.7	197.3	56.0	55.7	61.6	66.3	239.6	67.6	67.4	79.6	91.7	306.3	77.1	71.9	71.9	80.0	300.9	
	* Effective FY2010, Knowledge Worker and Enterprise revenue amounts were restated to reflect the reporting of Connect revenue as part of Enterprise segment revenue																					
	Number of Server Transactions > \$50,000 **	113	97	82	104	396	110	101	104	154	469	123	131	163	189	606	104	124	139	159	526	
	** Based on LiveCycle, Flex, ColdFusion, Connect and Flash Media Server transactions greater than \$50,000 (excludes maintenance, support, and professional services)																					
Mobile & Device Revenue (\$Millions)***	8.6	7.6	9.2	12.1	37.5	13.7	12.3	13.0	13.5	52.5	15.2	22.2	27.5	48.2	113.1	26.1	8.4	8.4	8.3	51.2		
*** Effective FY2009, Mobile & Device revenue is included within reported Platform segment revenue																						
<b>Revenue by Geography (\$Millions)</b>	Americas	313.7	305.8	310.3	336.9	1,266.7	298.3	383.5	400.7	426.4	1,508.9	396.9	383.8	429.6	422.6	1,632.9	326.1	317.8	354.6	384.2	1,382.7	
	EMEA	207.0	181.3	165.4	218.4	770.1	215.7	210.9	281.5	318.3	1,026.4	323.9	294.6	296.0	314.7	1,229.2	277.5	215.2	196.2	240.0	928.9	
	Asia	134.8	148.3	126.5	128.9	538.5	135.4	151.2	169.5	166.5	622.6	169.6	208.5	161.7	178.0	717.8	182.8	171.7	146.7	133.1	634.3	
<b>Revenue by Geography (as % of total revenue)</b>	Americas	48%	48%	52%	49%	49%	46%	51%	47%	47%	48%	45%	43%	48%	46%	46%	41%	45%	51%	51%	47%	
	EMEA	32%	29%	27%	32%	30%	33%	28%	33%	35%	33%	36%	33%	33%	34%	34%	35%	31%	28%	32%	32%	
	Asia	20%	23%	21%	19%	21%	21%	21%	20%	18%	19%	19%	24%	19%	20%	20%	24%	24%	21%	17%	21%	
<b>Supplementary Cost of Revenue Data (\$Millions)</b>	Creative Solutions	37.5	33.0	31.4	36.5	138.4	30.1	32.8	40.1	44.1	147.1	36.0	34.3	53.7	36.5	160.5	42.8	39.6	34.9	35.7	153.0	
	Knowledge Worker + Enterprise	22.0	21.5	22.6	24.8	90.9	24.7	41.8	31.7	25.9	124.1	-	-	-	-	-	-	-	-	-	-	
	Knowledge Worker	-	-	-	-	-	-	-	-	-	-	9.8	9.7	13.2	11.1	43.8	7.8	7.8	7.0	6.6	29.2	
	Enterprise	-	-	-	-	-	-	-	-	-	-	18.9	20.9	23.3	21.9	85.0	15.4	14.4	13.9	15.3	59.0	
	Omniure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15.8	15.8	
	Platform	8.1	8.7	9.1	10.3	36.2	9.8	10.5	12.7	11.1	44.1	10.0	11.3	14.1	9.0	44.4	6.1	5.4	4.9	4.8	21.2	
	Print & Publishing	10.1	2.4	6.5	8.0	27.0	7.7	6.1	8.1	17.5	39.4	7.8	6.7	6.6	7.9	29.0	5.3	4.8	4.3	4.1	18.5	
	<b>Total</b>	<b>77.7</b>	<b>65.6</b>	<b>69.6</b>	<b>79.6</b>	<b>292.5</b>	<b>72.3</b>	<b>91.2</b>	<b>92.6</b>	<b>98.6</b>	<b>354.7</b>	<b>82.5</b>	<b>82.9</b>	<b>110.9</b>	<b>86.4</b>	<b>362.7</b>	<b>77.4</b>	<b>72.0</b>	<b>65.0</b>	<b>82.3</b>	<b>296.7</b>	
<b>Stock-Based and Deferred Compensation Expenses (\$Millions)</b>	Direct Costs	3.1	2.4	0.8	1.9	8.2	1.2	1.5	1.5	1.2	5.4	0.8	1.2	1.4	0.8	4.2	0.1	1.4	0.6	0.4	2.5	
	Research & Development	17.9	17.8	12.8	17.2	65.7	13.9	17.4	18.9	17.9	68.1	18.3	19.5	22.0	15.5	75.3	22.1	16.6	18.7	17.1	74.5	
	Sales & Marketing	17.6	14.4	23.1	13.2	68.3	11.0	12.3	11.7	12.9	47.9	14.4	16.9	15.9	11.2	58.4	13.8	14.9	14.1	16.5	59.3	
	General & Administrative	7.9	7.3	6.0	7.3	28.5	5.8	8.4	6.5	7.8	28.5	9.5	10.8	9.0	5.7	35.0	9.0	10.4	7.1	7.7	34.2	
	<b>Total</b>	<b>46.5</b>	<b>41.9</b>	<b>42.7</b>	<b>39.6</b>	<b>170.7</b>	<b>31.9</b>	<b>39.6</b>	<b>38.6</b>	<b>39.8</b>	<b>149.9</b>	<b>43.0</b>	<b>48.4</b>	<b>48.3</b>	<b>33.2</b>	<b>172.9</b>	<b>45.0</b>	<b>43.3</b>	<b>40.5</b>	<b>41.7</b>	<b>170.5</b>	
<b>Other Data</b>	Worldwide Employees	5,480	5,678	5,879	6,068	-	6,151	6,427	6,677	6,794	-	7,037	7,317	7,623	7,544	-	7,173	7,437	7,564	8,660	-	
	Days Sales Outstanding - Trade Receivables***	39	40	43	48	-	43	39	28	32	-	30	33	34	46	-	35	34	37	49	-	
	Diluted Shares Outstanding	621.8	613.8	600.9	602.2	612.2	604.2	603.4	597.3	587.9	598.8	571.3	542.4	541.3	534.9	548.6	527.8	528.0	531.8	532.0	530.6	

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## Adobe Systems Investor Relations Data Sheet

Income Statement - Reconciliation of Non-GAAP to GAAP  
Last Updated: December 15, 2009

	Description	Q1'06	Q2'06	Q3'06	Q4'06	FY2006	Q1'07	Q2'07	Q3'07	Q4'07	FY2007	Q1'08	Q2'08	Q3'08	Q4'08	FY2008	Q1'09	Q2'09	Q3'09	Q4'09	FY2009
<b>GAAP</b> (\$Millions, except EPS)	Revenue	655.5	635.4	602.2	682.2	2,575.3	649.4	745.6	851.7	911.2	3,157.9	890.4	886.9	887.3	915.3	3,579.9	786.4	704.7	697.5	757.3	2,945.9
	Cost of revenue	77.7	65.6	69.5	79.6	292.4	72.3	91.2	92.6	98.6	354.7	82.5	82.9	110.9	86.4	362.7	77.4	72.0	65.0	82.3	296.7
	Gross profit	577.8	569.8	532.7	602.6	2,282.9	577.1	654.4	759.1	812.6	2,803.2	807.9	804.0	776.4	828.9	3,217.2	709.0	632.7	632.5	675.0	2,649.2
	Operating expenses	447.8	421.9	422.7	439.2	1,731.6	430.8	474.0	504.0	536.8	1,945.6	532.5	543.8	556.9	555.7	2,188.9	501.1	471.3	464.9	521.3	1,958.6
	Operating income	130.0	147.9	110.0	163.4	551.3	146.3	180.4	255.1	275.8	857.6	275.4	260.2	219.5	273.2	1,028.3	207.9	161.4	167.6	153.7	690.6
	Non-operating income	14.3	16.6	13.0	84.6	128.5	28.1	24.7	22.0	14.8	89.6	20.2	17.8	9.0	3.2	50.2	(4.8)	2.4	6.8	6.6	11.0
	Income before income taxes	144.3	164.5	123.0	248.0	679.8	174.4	205.1	277.1	290.6	947.2	295.6	278.0	228.5	276.4	1,078.5	203.1	163.8	174.4	160.3	701.6
	Provision for income taxes	39.2	41.4	28.6	64.8	174.0	30.6	52.6	71.8	68.5	223.5	76.3	63.1	36.9	30.4	206.7	46.7	37.7	38.4	192.3	315.1
	Net income	105.1	123.1	94.4	183.2	505.8	143.8	152.5	205.3	222.1	723.7	219.3	214.9	191.6	246.0	871.8	156.4	126.1	136.0	(32.0)	386.5
	Diluted Earnings per share	\$ 0.17	\$ 0.20	\$ 0.16	\$ 0.30	\$ 0.83	\$ 0.24	\$ 0.25	\$ 0.34	\$ 0.38	\$ 1.21	\$ 0.38	\$ 0.40	\$ 0.35	\$ 0.46	\$ 1.59	\$ 0.30	\$ 0.24	\$ 0.26	\$ (0.06)	\$ 0.73
<b>Adjustments to Reconcile to Non-GAAP</b> (\$Millions, except EPS)	Cost of revenue																				
	Stock-based and deferred compensation	(3.1)	(2.4)	(0.8)	(1.9)	(8.2)	(1.2)	(1.5)	(1.5)	(1.2)	(5.4)	(0.8)	(1.2)	(1.4)	(0.8)	(4.2)	(0.1)	(1.4)	(0.6)	(0.4)	(2.5)
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	(34.0)	(34.2)	(34.5)	(34.7)	(137.4)	(27.9)	(43.1)	(28.7)	(28.7)	(128.4)	(22.0)	(24.0)	(49.2)	(22.0)	(117.2)	(14.4)	(14.2)	(13.9)	(18.6)	(61.1)
	Total adjustments to cost of revenue	(37.1)	(36.6)	(35.3)	(36.6)	(145.6)	(29.1)	(44.6)	(30.2)	(29.9)	(133.8)	(22.8)	(25.2)	(50.6)	(22.8)	(121.4)	(14.5)	(15.6)	(14.5)	(19.0)	(63.6)
	Operating expenses																				
	Stock-based and deferred compensation	(43.4)	(39.5)	(41.8)	(37.6)	(162.3)	(30.6)	(38.1)	(37.2)	(38.6)	(144.5)	(42.2)	(47.2)	(46.8)	(32.4)	(168.6)	(44.9)	(41.9)	(39.9)	(41.3)	(168.0)
	Restructuring charges	(19.0)	(1.2)	-	-	(20.2)	-	-	(0.6)	-	(0.6)	(1.4)	-	(1.2)	(29.4)	(32.0)	(12.3)	(3.5)	(0.1)	(25.4)	(41.3)
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	(22.9)	(17.8)	(20.0)	(18.8)	(79.5)	(17.7)	(18.9)	(17.9)	(17.9)	(72.4)	(17.1)	(17.1)	(33.8)	(17.0)	(85.0)	(15.4)	(15.3)	(15.0)	(25.9)	(71.6)
	Total adjustments to operating expenses	(85.3)	(58.5)	(61.8)	(56.4)	(262.0)	(48.3)	(57.0)	(55.7)	(56.5)	(217.5)	(60.7)	(64.3)	(81.8)	(78.8)	(285.6)	(72.6)	(60.7)	(55.0)	(92.6)	(280.9)
	Non-operating income	1.3	(2.7)	5.1	(65.0)	(61.3)	(5.6)	(4.2)	0.7	1.9	(7.2)	(8.7)	(9.5)	(2.1)	3.9	(16.4)	17.2	1.8	(0.6)	(1.5)	16.9
Taxes	31.3	26.2	25.2	12.4	95.1	32.1	26.8	22.4	20.9	102.2	21.2	22.1	52.9	30.6	126.8	24.0	19.2	18.8	(128.7)	(66.7)	
<b>Non-GAAP</b> (\$Millions, except EPS)	Revenue	655.5	635.4	602.2	682.2	2,575.3	649.4	745.6	851.7	911.2	3,157.9	890.4	886.9	887.3	915.3	3,579.9	786.4	704.7	697.5	757.3	2,945.9
	Cost of revenue	40.7	28.9	34.1	43.0	146.7	43.1	46.6	62.4	68.7	220.8	59.7	57.7	60.2	63.6	241.2	62.9	56.4	50.5	63.3	233.1
	Gross profit	614.8	606.5	568.1	639.2	2,428.6	606.3	699.0	789.3	842.5	2,937.1	830.7	829.2	827.1	851.7	3,338.7	723.5	648.3	647.0	694.0	2,712.8
	Operating expenses	362.4	363.4	360.8	382.8	1,469.4	382.4	417.0	448.4	480.3	1,728.1	471.8	479.5	475.1	476.8	1,903.2	428.6	410.6	409.9	428.8	1,677.9
	Operating income	252.4	243.1	207.3	256.4	959.2	223.9	282.0	340.9	362.2	1,209.0	358.9	349.7	352.0	374.9	1,435.5	294.9	237.7	237.1	265.2	1,034.9
	Non-operating income	15.5	13.9	18.1	19.6	67.1	22.5	20.6	22.7	16.8	82.6	11.5	8.3	6.9	7.1	33.8	12.5	4.2	6.2	5.1	28.0
	Income before income taxes	267.9	257.0	225.4	276.0	1,026.3	246.4	302.6	363.6	379.0	1,291.6	370.4	358.0	358.9	382.0	1,469.3	307.4	241.9	243.3	270.3	1,062.9
	Provision for income taxes	70.5	67.6	53.9	77.1	269.1	62.7	79.4	94.2	89.4	325.7	97.4	85.2	89.8	61.0	333.4	70.7	56.8	57.2	63.5	248.2
	Net income	197.4	189.4	171.5	198.9	757.2	183.7	223.2	269.4	289.6	965.9	273.0	272.8	269.1	321.0	1,135.9	236.7	185.1	186.1	206.8	814.7
	Diluted Earnings per share	\$ 0.32	\$ 0.31	\$ 0.29	\$ 0.33	\$ 1.24	\$ 0.30	\$ 0.37	\$ 0.45	\$ 0.49	\$ 1.61	\$ 0.48	\$ 0.50	\$ 0.50	\$ 0.60	\$ 2.07	\$ 0.45	\$ 0.35	\$ 0.35	\$ 0.39	\$ 1.54
<b>Shares</b>	Diluted shares outstanding	621.8	613.8	600.9	602.2	612.2	604.2	603.4	597.3	587.9	598.8	571.3	542.4	541.3	534.9	548.6	527.8	528.0	531.8	532.0	530.6
<b>Reconciliation of Diluted Net Income Per Share, (\$)</b>	GAAP net income per share	0.17	0.20	0.16	0.30	0.83	0.24	0.25	0.34	0.38	1.21	0.38	0.40	0.35	0.46	1.59	0.30	0.24	0.26	(0.06)	0.73
	Stock-based and deferred compensation	0.08	0.06	0.08	0.07	0.27	0.05	0.07	0.06	0.07	0.25	0.08	0.09	0.09	0.06	0.32	0.09	0.08	0.08	0.08	0.32
	Restructuring charges	0.03	-	-	-	0.03	-	-	-	-	0.00	-	-	-	0.06	0.06	0.02	0.01	-	0.05	0.08
	Amortization of purchased intangibles, technology license arrangements and incomplete technology	0.09	0.08	0.09	0.09	0.35	0.08	0.10	0.08	0.08	0.34	0.07	0.08	0.15	0.07	0.37	0.06	0.06	0.05	0.08	0.25
	Resolution of income tax audit	-	-	-	-	-	-	-	-	-	-	-	-	(0.04)	-	(0.04)	-	-	-	-	-
	R&D tax benefit	-	-	-	-	-	(0.02)	-	-	-	(0.02)	-	-	-	-	-	-	-	-	-	-
	Non-operating income	-	-	0.01	(0.11)	(0.10)	(0.01)	(0.01)	-	-	(0.01)	(0.02)	(0.02)	-	0.01	(0.03)	0.03	-	-	-	0.03
	Income tax adjustments	(0.05)	(0.03)	(0.05)	(0.02)	(0.14)	(0.04)	(0.04)	(0.04)	(0.03)	(0.04)	(0.16)	(0.03)	(0.05)	(0.06)	(0.20)	(0.05)	(0.04)	(0.04)	0.24	0.13
	Non-GAAP net income per share	0.32	0.31	0.29	0.33	1.24	0.30	0.37	0.45	0.49	1.61	0.48	0.50	0.50	0.60	2.07	0.45	0.35	0.35	0.39	1.54
	<b>Reconciliation of GAAP to Non-GAAP Operating Margin</b>	GAAP operating margin	19.8%	23.3%	18.3%	24.0%	21.4%	22.5%	24.2%	30.0%	30.3%	27.2%	30.9%	29.3%	24.7%	29.8%	28.7%	26.4%	22.9%	24.0%	20.3%
Stock-based and deferred compensation		7.1%	6.6%	7.1%	5.8%	6.6%	4.9%	5.3%	4.5%	4.4%	4.7%	4.8%	5.5%	5.4%	3.6%	4.8%	5.7%	6.1%	5.8%	5.5%	5.8%
Restructuring and other charges		2.9%	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%	3.2%	0.9%	1.6%	0.5%	0.0%	3.4%	1.4%
Amortization of purchased intangibles, technology license arrangements and incomplete technology		8.7%	8.2%	9.0%	7.8%	8.4%	7.1%	8.3%	5.4%	5.0%	6.4%	4.4%	4.6%	9.5%	4.4%	5.7%	3.8%	4.2%	4.2%	5.8%	4.5%
Non-GAAP operating margin		38.5%	38.3%	34.4%	37.6%	37.2%	34.5%	37.8%	40.0%	39.7%	38.3%	40.3%	39.4%	39.7%	41.0%	40.1%	37.5%	33.7%	34.0%	35.0%	35.1%

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.



# Adobe Systems Historical Investor Relations Data Sheet (Pre-Adobe/Macromedia integration)

Last Updated: December 15, 2005

	Description	FY2000	Q1'01	Q2'01	Q3'01	Q4'01	FY2001	Q1'02	Q2'02	Q3'02	Q4'02	FY2002	Q1'03	Q2'03	Q3'03	Q4'03	FY2003	Q1'04	Q2'04	Q3'04	Q4'04	FY2004	Q1'05	Q2'05	Q3'05	Q4'05	FY2005	
<b>Total (\$Millions)</b>	Revenue	1,266.4	329.0	344.1	292.1	264.5	1,229.7	267.9	317.4	284.9	294.7	1,164.8	296.9	320.1	319.1	358.6	1,294.7	423.3	410.1	403.7	429.5	1,666.6	472.9	496.0	487.0	510.4	1,966.3	
<b>Revenue By Segment (\$Millions)</b>	Digital Imaging & Video	476.7	128.6	122.6	104.2	84.3	439.7	83.8	130.6	96.0	101.6	411.9	96.2	95.3	88.3	112.6	392.4	113.5	100.3	98.4	118.0	430.2	106.6	115.9	95.6	114.7	432.8	
	Creative Professional	450.6	111.6	102.8	87.7	91.1	393.3	87.6	90.1	86.6	86.9	351.3	85.8	93.7	82.0	107.0	368.5	158.1	153.4	150.4	151.2	613.1	160.7	184.4	206.3	192.4	743.8	
	Intelligent Documents	207.6	61.7	90.0	74.3	65.9	291.9	74.0	75.6	78.6	84.4	312.5	90.9	108.1	127.0	118.1	444.1	130.3	136.1	135.5	139.9	541.8	184.9	176.2	165.8	181.1	708.0	
	OEM PostScript & Other	131.5	27.0	28.7	25.9	23.2	104.8	22.5	21.1	23.7	21.8	89.0	24.0	23.0	21.8	20.9	89.7	21.4	20.3	19.4	20.4	81.5	20.7	19.5	19.3	22.2	81.7	
<b>Revenue By Segment (as % of total revenue)</b>	Digital Imaging & Video	38%	39%	36%	36%	32%	36%	31%	41%	34%	34%	35%	32%	30%	27%	31%	30%	27%	25%	24%	27%	26%	23%	23%	20%	22%	22%	
	Creative Professional	36%	34%	30%	30%	34%	32%	33%	28%	30%	30%	30%	29%	29%	26%	30%	29%	37%	37%	37%	35%	37%	34%	37%	42%	38%	38%	
	Intelligent Documents	16%	19%	26%	25%	25%	24%	28%	24%	28%	29%	27%	31%	34%	40%	33%	34%	31%	33%	34%	33%	32%	39%	36%	34%	36%	36%	
	OEM PostScript & Other	10%	8%	8%	9%	9%	8%	8%	7%	8%	7%	8%	8%	7%	7%	6%	7%	5%	5%	5%	5%	5%	4%	4%	4%	4%	4%	
<b>Revenue By Geography (\$Millions)</b>	Americas	659.1	151.1	158.9	154.8	126.8	591.5	124.1	158.0	156.2	145.5	583.8	146.5	157.4	156.8	179.5	640.2	183.5	182.5	195.9	208.7	770.6	218.0	242.4	228.3	251.0	939.7	
	EMEA	323.0	98.1	78.5	71.6	78.3	326.5	74.9	82.2	68.4	92.1	317.6	89.3	86.6	84.3	110.0	370.2	144.1	134.3	123.5	139.6	541.5	150.5	145.1	153.0	164.1	612.7	
	Asia	284.3	79.8	106.7	65.7	59.5	311.7	68.8	77.1	60.3	57.1	263.4	61.1	76.1	78.0	69.1	284.3	95.7	93.3	84.3	81.2	354.5	104.4	108.5	105.7	95.3	413.9	
<b>Revenue By Geography (as % of total revenue)</b>	Americas	52%	46%	46%	53%	48%	48%	46%	50%	55%	49%	50%	49%	49%	49%	50%	49%	43%	44%	48%	49%	46%	46%	49%	47%	49%	48%	
	EMEA	26%	30%	23%	25%	30%	27%	28%	26%	24%	31%	27%	30%	27%	26%	31%	29%	34%	33%	31%	32%	33%	32%	29%	31%	32%	31%	
	Asia	22%	24%	31%	22%	22%	25%	26%	24%	21%	20%	23%	21%	24%	25%	19%	22%	23%	23%	21%	19%	21%	22%	22%	22%	19%	21%	
<b>Intelligent Documents Data</b>	Desktop Revenue (\$Millions)	-	-	-	-	-	-	-	-	-	-	-	75.5	91.6	109.5	98.6	375.2	109.0	112.8	105.8	110.6	438.2	160.7	149.8	135.5	147.8	593.8	
	Server Revenue (\$Millions)	-	-	-	-	-	-	-	-	-	-	-	-	15.4	16.5	17.5	19.5	68.9	21.3	23.3	29.7	29.3	103.6	24.2	26.4	30.3	33.3	114.2
	Licensing as a % of Desktop Revenue	-	-	-	-	-	-	-	-	-	27.6%	30.6%	-	36.7%	31.8%	38.7%	40.4%	-	45.2%	43.1%	45.9%	47.2%	-	41.1%	47.2%	52.0%	57.2%	-
	Number of Server Transactions > \$50,000 *	-	-	-	-	-	-	-	-	-	17	-	21	32	29	35	-	29	34	39	44	-	39	60	56	63	-	
	Average Server Transaction Size *	-	-	-	-	-	-	-	-	-	145	-	100	113	120	114	-	205	236	184	219	-	150	119	191	162	-	
* Based on server transactions greater than \$50,000 (excludes maintenance, support, and professional services). Average rounded to \$Thousands																												
<b>Margin (as a % of total revenue)</b>	Gross Profit Margin	93.1%	93.9%	93.5%	93.1%	92.8%	93.4%	92.2%	92.1%	88.9%	91.0%	91.0%	92.5%	92.7%	93.1%	93.0%	92.8%	94.3%	93.4%	94.2%	93.2%	93.7%	94.3%	94.5%	94.4%	94.0%	94.3%	
	Operating Expenses (as % of total revenue)	19.0%	16.9%	17.3%	18.6%	20.7%	18.2%	22.1%	19.8%	21.0%	21.8%	21.1%	22.2%	21.6%	21.6%	20.4%	21.4%	17.7%	18.5%	19.8%	18.6%	18.7%	18.3%	18.0%	19.4%	18.5%	18.6%	
	Sales & Marketing	31.7%	31.6%	31.8%	32.7%	35.8%	32.8%	33.3%	32.7%	32.9%	31.7%	32.7%	33.0%	33.0%	33.3%	31.7%	32.7%	30.1%	31.8%	30.5%	32.7%	31.3%	31.2%	31.2%	29.5%	28.8%	30.2%	
	General & Administrative	9.2%	9.2%	9.0%	8.9%	10.6%	9.4%	9.6%	9.2%	9.4%	9.1%	9.3%	10.1%	9.5%	9.5%	8.8%	9.5%	7.9%	8.4%	9.1%	7.8%	8.3%	8.7%	8.5%	7.7%	9.0%	8.5%	
<b>Headcount</b>	Worldwide Employees	2,947	3,066	3,161	3,233	3,043	3,043	3,054	3,510	3,557	3,319	3,319	3,377	3,440	3,486	3,515	3,515	3,518	3,646	3,749	3,848	3,848	4,016	4,207	4,286	4,285	4,285	
<b>Platform Mix (as % of total revenue)</b>	Windows	63%	66%	71%	71%	73%	70%	73%	69%	72%	73%	71%	74%	73%	77%	73%	74%	71%	72%	73%	75%	73%	76%	74%	73%	76%	75%	
	Macintosh	37%	34%	29%	29%	27%	30%	27%	31%	28%	27%	29%	26%	27%	23%	27%	26%	29%	28%	27%	25%	27%	24%	26%	27%	24%	25%	
<b>Total (Millions)</b>	Diluted Shares Outstanding*	511.5	507.2	500.2	497.2	486.8	498.3	490.5	495.4	486.8	476.8	486.2	470.6	478.5	481.0	491.0	482.9	492.2	493.9	494.2	500.6	495.6	506.2	508.2	507.8	508.6	508.1	
* Split adjusted																												
<b>DSO Ratio</b>	Days Sales Outstanding (Trade Receivables)	36	41	39	46	42	42	48	38	46	36	36	41	36	31	37	37	28	23	25	30	30	27	32	29	31	31	

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 Historical Investor Relations Data Sheet (Pre-Adobe/Macromedia integration)

Historical Desktop Product Release Roadmap

Last Updated: December 15, 2005

Product	Q1'00	Q2'00	Q3'00	Q4'00	Q1'01	Q2'01	Q3'01	Q4'01	Q1'02	Q2'02	Q3'02	Q4'02	Q1'03	Q2'03	Q3'03	Q4'03	Q1'04	Q2'04	Q3'04	Q4'04	Q1'05	Q2'05	Q3'05	Q4'05	
Acrobat						5.0								6.0							7.0				
After Effects						5.0			5.5						6.0			6.5							
Audition															1.0			1.5							
Creative Suite																1.0						2.0			
Encore DVD															1.0			1.5							
FrameMaker		6.0								7.0															
GoLive			5.0						6.0							CS						CS2			
Illustrator			9.0					10.0								CS						CS2			
InDesign		1.5							2.0							CS						CS2			
PageMaker							7.0																		
Photoshop				6.0						7.0						CS						CS2			
Photoshop Album													1.0			2.0									
Photoshop Elements						1.0					2.0										3.0				4.0
Premiere					6.0						6.5														
Premiere Elements																					1.0				2.0
Premiere Pro															1.0			1.5							

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.