



## Adobe Systems Investor Relations Data Sheet

Last Updated: September 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	YTD FY2009
<b>Revenue (\$Millions)</b>	Total 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	2,188.6
<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	1,272.8
	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	646.7
	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	134.0
	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	135.1
<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%	58%
	Business Productivity Solutions	31%	31%	32%	33%	32%	33%	31%	27%	27%	29%	28%	29%	32%	30%	30%	29%	30%	30%	30%
	Platform	4%	4%	4%	5%	4%	5%	4%	4%	4%	4%	5%	6%	7%	8%	6%	7%	5%	7%	6%
	Print & Publishing	7%	8%	9%	9%	8%	9%	7%	5%	6%	7%	6%	6%	5%	6%	6%	5%	7%	6%	6%
<b>Supplementary Business Unit Data</b>	Knowledge Worker Revenue (\$Millions)	166.3	160.1	150.5	180.9	657.8	174.8	184.8	176.8	192.1	728.5	195.5	198.4	218.0	199.0	810.9	163.1	156.0	154.5	473.6
	Enterprise Revenue (\$Millions)	37.8	36.1	40.7	43.8	158.4	42.5	44.0	50.6	54.3	191.4	54.2	54.4	65.5	79.0	253.1	63.9	53.7	55.5	173.1
	Number of Server Transactions > \$50,000 *	113	97	82	104	396	110	101	104	154	469	123	131	163	189	606	104	124	139	367
	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	42.9
<small>* Based on LiveCycle, Flex, ColdFusion, Acrobat Connect and Flash Media Server transactions greater than \$50,000 (excludes maintenance, support, and professional services) ** Effective FY2009, Mobile &amp; Device revenue is included within reported Platform segment revenue</small>																				
<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	998.5
	EMEA	207.0	181.3	165.4	216.4	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	688.9
	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	501.2
<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%	46%
	EMEA	32%	29%	27%	32%	30%	33%	28%	33%	35%	33%	36%	33%	33%	34%	34%	35%	31%	28%	31%
	Asia	20%	23%	21%	19%	21%	21%	21%	20%	18%	19%	19%	24%	19%	20%	20%	24%	24%	21%	23%
<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	117.3
	Knowledge Worker	9.8	7.9	9.3	10.0	37.0	10.7	20.8	16.0	10.2	57.7	11.7	12.0	15.8	13.8	53.3	9.9	10.3	9.9	30.1
	Enterprise	12.2	13.6	13.3	14.8	53.9	14.0	21.0	15.7	15.7	66.4	17.0	18.6	20.7	19.2	75.5	13.3	11.9	11.0	36.2
	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	16.4
	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	14.4
	Total	77.7	65.6	69.6	79.6	292.5	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	214.4
<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	2.1
	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	57.4
	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	42.8
	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	26.5
	Total	46.5	41.9	42.7	39.6	170.7	31.9	39.6	38.6	39.8	149.9	43.0	48.4	48.3	33.2	172.9	45.0	43.3	40.5	128.8
<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	-
	Days Sales Outstanding - Trade Receivables	39	40	43	48	-	43	39	28	32	-	30	33	34	46	-	35	34	37	-
	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	532.8

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

## Adobe Systems Investor Relations Data Sheet

Income Statement - Reconciliation of Non-GAAP to GAAP

Last Updated: September 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	YTD FY2009
<b>GAAP</b> (SMillions, 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	2,188.6
	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	214.4
	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	1,974.2
	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	1,437.3
	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	536.9
	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	4.4
	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	541.3
	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	122.8
	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	418.5
	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	\$ 0.79
<b>Adjustments to Reconcile to Non-GAAP</b> (SMillions, 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)	(2.1)
	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)	(42.5)
	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)	(44.6)
	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)	(126.7)
	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)	(15.9)
	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)	(45.7)
	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)	(188.3)
	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)	18.4
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	62.0	
<b>Non-GAAP</b> (SMillions, 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	2,188.6
	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	169.8
	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	2,018.8
	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	1,249.1
	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	769.7
	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	22.9
	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	792.6
	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	184.7
	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	607.9
	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	\$ 1.14
<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	532.8
<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	0.79
	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	0.24
	Restructuring charges	0.03	-	-	-	0.03	-	-	-	-	0.00	-	-	-	0.06	0.06	0.02	0.01	-	0.03
	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	0.17
	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)	(0.02)	-	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)	(0.03)	(0.04)	(0.16)	(0.03)	(0.05)	(0.05)	(0.06)	(0.20)	(0.05)	(0.04)	(0.04)	(0.12)
	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	1.14
	<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%
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%	5.9%
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%	0.7%
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%	4.1%
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%	35.2%

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.



# FY2009 Business Segment Classifications

Last Updated: June 16, 2009

Products		
<b>Creative Solutions</b>	After Effects	OnLocation
	Audition	Photoshop
	Creative Suite Design Premium/Standard	Photoshop.com
	Creative Suite Master Collection	Photoshop Elements
	Creative Suite Production Premium	Photoshop Extended
	Creative Suite Web Premium/Standard	Photoshop Express
	Dreamweaver	Photoshop Lightroom
	Encore	Premiere Elements
	Fireworks	Premiere Express
	Flash Professional	Premiere Pro
	Flash Media Interactive Server	Scene7
	Flash Video Streaming Service	Soundbooth
	Illustrator	Ultra
	InDesign	Visual Communicator
	Media Player	Vlog It!
	<b>Business Productivity Solutions</b>	<u><b>Knowledge Worker Segment</b></u>
Acrobat Standard		Acrobat Connect Pro
Acrobat Pro		Adobe Document Center
Acrobat Pro Extended		Acrobat.com
<u><b>Enterprise Segment</b></u>		
LiveCycle Barcoded Forms ES		LiveCycle Output ES
LiveCycle Business Activity Monitoring ES		LiveCycle PDF Generator ES
LiveCycle Content Services ES		LiveCycle PDF Generator 3D ES
LiveCycle Data Services ES		LiveCycle Process Management ES
LiveCycle Digital Signatures ES		LiveCycle Production Print ES
LiveCycle ES Connectors for ECM		LiveCycle Reader Extensions ES
LiveCycle Forms ES		LiveCycle Rights Management ES
BlazeDS		Output Pak for mySAP.com
Central Pro Output Server		Web Output Pak
<b>Platform</b>		AIR
	Cold Fusion	Flex
	Flash Catalyst	Flash Builder (formerly Flex Builder)
	Flash Cast	Flash Lite
	Flash Home	Flash Player SDK
<b>Print &amp; Publishing</b>	Authorware	PageMaker
	Captivate	PDF Print Engine
	Contribute	PostScript
	Director	Robohelp
	Font Folio	Shockwave Player
	FrameMaker	Technical Communication Suite
	Freehand	Type
	Jrun	

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

Historical Desktop Product Release Roadmap  
 Last Updated: September 15, 2009

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
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			
Premiere Elements				3.0				4.0				7.0			
Premiere Pro	2.0						CS3					CS4			
RoboHelp								7.0					8.0		
Soundbooth							CS3					CS4			
Technical Communication Suite								1.0			1.3		2.0		

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.



## 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)	Research & Development	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.