



Adobe Investor Relations Data Sheet

Last Updated: December 13, 2018

	Description	Q1FY16	Q2FY16	Q3FY16	Q4FY16	FY2016	Q1FY17	Q2FY17	Q3FY17	Q4FY17	FY2017	Q1FY18	Q2FY18	Q3FY18	Q4FY18	FY2018
Revenue (\$Millions)	Total Revenue	1,383.3	1,398.7	1,464.0	1,608.4	5,854.4	1,681.6	1,772.2	1,841.1	2,006.6	7,301.5	2,078.9	2,195.4	2,291.1	2,464.6	9,030.0
Revenue by Segment (\$Millions)	Digital Media	931.7	943.1	990.0	1,076.2	3,941.0	1,138.1	1,212.0	1,270.2	1,390.3	5,010.6	1,460.5	1,546.4	1,608.9	1,709.5	6,325.3
	Digital Experience	377.3	385.4	404.0	464.7	1,631.4	477.3	495.4	507.8	549.9	2,030.4	554.1	586.0	614.0	689.7	2,443.8
	Publishing	74.3	70.2	70.0	67.5	282.0	66.2	64.8	63.1	66.4	260.5	64.3	63.0	68.2	65.4	260.9
Revenue by Segment (as % of total revenue)	Digital Media	68%	67%	68%	67%	67%	68%	68%	69%	69%	69%	70%	70%	70%	69%	70%
	Digital Experience	27%	28%	27%	29%	28%	28%	28%	28%	28%	28%	27%	27%	27%	28%	27%
	Publishing	5%	5%	5%	4%	5%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%
Supplementary Segment Data	Digital Media															
	Creative Revenue (\$Millions)	732.9	754.9	802.7	885.6	3,176.1	942.2	1,012.1	1,063.9	1,155.7	4,173.9	1,229.5	1,303.4	1,360.0	1,450.6	5,343.5
	Creative ARR^{1,2} (\$Millions) - Updated for December 2015 Currency Rates	2,735	2,998	3,256	3,539	-	-	-	-	-	-	-	-	-	-	-
	Creative ARR^{1,2} (\$Millions) - Updated for December 2016 Currency Rates	-	-	-	3,515	-	3,759	4,044	4,316	4,631	-	-	-	-	-	-
	Creative ARR^{1,2} (\$Millions) - Updated for December 2017 Currency Rates	-	-	-	-	-	-	-	-	4,771	-	5,074	5,370	5,659	6,032	-
	Creative ARR^{1,2} (\$Millions) - Updated for December 2018 Currency Rates	-	-	-	-	-	-	-	-	-	-	-	-	-	5,919	-
	Document Cloud Revenue (\$Millions)	198.8	188.2	187.3	190.6	764.9	195.9	199.9	206.3	234.6	836.7	231.0	243.0	248.9	258.9	981.8
	Document Cloud ARR^{2,3} (\$Millions) - Updated for December 2015 Currency Rates	393	415	442	475	-	-	-	-	-	-	-	-	-	-	-
	Document Cloud ARR^{2,3} (\$Millions) - Updated for December 2016 Currency Rates	-	-	-	472	-	493	520	556	600	-	-	-	-	-	-
	Document Cloud ARR^{2,3} (\$Millions) - Updated for December 2017 Currency Rates	-	-	-	-	-	-	-	-	614	-	647	694	744	801	-
	Document Cloud ARR^{2,3} (\$Millions) - Updated for December 2018 Currency Rates	-	-	-	-	-	-	-	-	-	-	-	-	-	791	-
	Total Digital Media ARR² (\$Millions) - Updated for December 2015 Currency Rates	3,128	3,413	3,698	4,014	-	-	-	-	-	-	-	-	-	-	-
	Total Digital Media ARR² (\$Millions) - Updated for December 2016 Currency Rates	-	-	-	3,987	-	4,252	4,564	4,872	5,231	-	-	-	-	-	-
	Total Digital Media ARR² (\$Millions) - Updated for December 2017 Currency Rates	-	-	-	-	-	-	-	-	5,385	-	5,721	6,064	6,403	6,833	-
Total Digital Media ARR² (\$Millions) - Updated for December 2018 Currency Rates	-	-	-	-	-	-	-	-	-	-	-	-	-	6,710	-	
¹ Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptions and Services + Annual Value of Creative ETLA Contracts + Annual Value of Digital Publishing Suite ("DPS") Contracts ² ARR is forecasted annually at December currency rates, and currency rates are held constant through that fiscal year for measurement purposes; end-of-year actual ARR balances are revalued at new December rates for the next fiscal year ³ Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud Subscriptions and Services + Annual Value of Acrobat ETLA Contracts																
Digital Experience	Experience Cloud Subscription Revenue⁴ (\$Millions)	265.8	264.0	287.2	306.2	1,123.2	352.9	377.1	395.2	427.3	1,552.5	430.9	469.4	494.6	554.4	1,949.3
	⁴ Includes revenue from SaaS, managed service and term offerings for Adobe Analytics Cloud, Adobe Marketing Cloud and Magento Commerce Cloud, as well as total revenue for Adobe Advertising Cloud															
Revenue by Geography (\$Millions)	Americas	806.5	820.0	851.9	921.7	3,400.1	975.8	1,026.7	1,063.1	1,151.0	4,216.6	1,170.7	1,239.6	1,299.6	1,406.9	5,116.8
	EMEA	385.6	380.6	400.2	452.7	1,619.1	459.1	475.9	500.8	549.2	1,985.0	587.2	621.8	646.7	694.3	2,550.0
	Asia	191.2	198.1	211.9	234.0	835.2	246.7	269.6	277.2	306.4	1,099.9	321.0	334.0	344.8	363.4	1,363.2
Revenue by Geography (as % of total revenue)	Americas	58%	59%	58%	57%	58%	58%	58%	58%	58%	58%	56%	56%	57%	57%	57%
	EMEA	28%	27%	27%	28%	28%	27%	27%	27%	27%	27%	28%	28%	28%	28%	28%
	Asia	14%	14%	15%	15%	14%	15%	15%	15%	15%	15%	16%	16%	15%	15%	15%
Supplementary Cost of Revenue Data (\$Millions)	Digital Media	54.6	58.2	56.8	61.6	231.1	55.0	58.4	69.5	57.1	240.0	55.5	54.7	61.4	77.8	249.4
	Digital Experience	136.4	136.4	139.2	147.9	559.9	176.8	175.1	187.6	207.5	747.0	198.8	220.7	227.7	275.2	922.4
	Publishing	7.6	7.5	6.7	7.1	28.9	5.5	5.9	5.8	6.3	23.5	4.6	5.9	6.4	6.3	23.2
	Total	198.6	202.1	202.7	216.6	819.9	237.3	239.4	262.9	270.9	1,010.5	258.9	281.3	295.5	359.3	1,195.0
Stock-Based and Deferred Compensation Expenses (\$Millions)	Direct Costs	5.5	5.3	5.0	5.3	21.1	7.4	8.7	8.3	8.9	33.3	9.7	9.6	10.2	12.6	42.1
	Research & Development	32.8	30.2	30.6	30.9	124.5	38.6	48.0	48.4	50.9	185.9	60.0	69.8	73.7	74.4	277.9
	Sales & Marketing	33.6	33.0	32.2	32.2	131.0	37.7	40.8	41.0	40.6	160.1	44.4	48.5	56.1	57.0	206.0
	General & Administrative	19.8	18.7	18.3	18.2	75.0	19.9	21.1	20.3	21.8	83.1	22.3	18.9	21.1	22.6	84.9
	Total	91.7	87.2	86.1	86.6	351.6	103.6	118.6	118.0	122.2	462.4	136.4	146.8	161.1	166.5	610.8
Other Data	Worldwide Employees	14,154	14,844	15,381	15,706	-	16,637	17,322	17,788	17,973	-	18,133	18,681	19,560	21,357	-
	Days Sales Outstanding - Trade Receivables	42	43	45	47	-	46	46	50	55	-	47	44	41	49	-
	Diluted Shares Outstanding	505.7	504.7	503.7	501.2	504.3	500.9	500.4	500.4	500.1	501.1	499.4	498.3	496.9	495.1	497.8

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 Investor Relations Data Sheet

Income Statement - Reconciliation of GAAP to Non-GAAP
Last Updated: December 13, 2018

	Description	Q1FY16	Q2FY16	Q3FY16	Q4FY16	FY2016	Q1FY17	Q2FY17	Q3FY17	Q4FY17	FY2017	Q1FY18	Q2FY18	Q3FY18	Q4FY18	FY2018
GAAP (\$Millions, except EPS)	Revenue	1,383.3	1,398.7	1,464.0	1,608.4	5,854.4	1,681.6	1,772.2	1,841.1	2,006.6	7,301.5	2,078.9	2,195.4	2,291.1	2,464.6	9,030.0
	Cost of revenue	198.6	202.1	202.7	216.5	819.9	237.3	239.4	262.9	270.9	1,010.5	258.9	281.3	295.5	359.3	1,195.0
	Gross profit	1,184.8	1,196.6	1,261.3	1,391.9	5,034.5	1,444.3	1,532.8	1,578.2	1,735.7	6,291.0	1,820.0	1,914.0	1,995.6	2,105.4	7,835.0
	Operating expenses	877.0	852.4	891.9	919.6	3,540.9	975.3	1,028.7	1,032.5	1,086.4	4,122.9	1,117.3	1,215.5	1,277.0	1,384.8	4,994.6
	Operating income	307.8	344.2	369.3	472.3	1,493.6	469.0	504.1	545.7	649.3	2,168.1	702.7	698.5	718.6	720.5	2,840.4
	Non-operating income (expense)	(15.5)	(14.4)	(13.0)	(15.6)	(58.5)	(8.4)	(11.5)	(4.3)	(6.3)	(30.5)	(0.2)	(7.7)	(17.2)	(21.3)	(46.5)
	Income before income taxes	292.3	329.8	356.3	456.7	1,435.1	460.6	492.6	541.4	643.0	2,137.6	702.5	690.8	701.4	699.2	2,793.9
	Provision for income taxes	38.0	85.7	85.5	57.1	266.3	62.2	118.2	121.8	141.5	443.7	119.4	27.6	35.1	21.0	203.1
	Net income	254.3	244.1	270.8	399.6	1,168.8	398.4	374.4	419.6	501.5	1,693.9	583.1	663.2	666.3	678.2	2,590.8
	Diluted earnings per share	\$ 0.50	\$ 0.48	\$ 0.54	\$ 0.80	\$ 2.32	\$ 0.80	\$ 0.75	\$ 0.84	\$ 1.00	\$ 3.38	\$ 1.17	\$ 1.33	\$ 1.34	\$ 1.37	\$ 5.20
Adjustments to Reconcile to Non-GAAP (\$Millions)	Cost of revenue															
	Stock-based and deferred compensation	(5.5)	(5.3)	(5.0)	(5.3)	(21.1)	(7.4)	(8.7)	(8.3)	(8.9)	(33.2)	(9.7)	(9.6)	(10.2)	(12.6)	(42.1)
	Amortization of purchased intangibles and technology license arrangements	(17.9)	(13.6)	(13.4)	(12.6)	(57.5)	(16.3)	(17.2)	(17.2)	(16.1)	(66.9)	(14.6)	(15.2)	(20.9)	(32.5)	(83.2)
	Total adjustments to cost of revenue	(23.4)	(18.9)	(18.4)	(17.9)	(78.7)	(23.7)	(26.0)	(25.5)	(25.0)	(100.2)	(24.3)	(24.8)	(31.1)	(45.1)	(125.3)
	Operating expenses															
	Stock-based and deferred compensation	(86.2)	(81.9)	(81.1)	(81.3)	(330.4)	(96.2)	(109.9)	(109.7)	(113.3)	(429.1)	(126.7)	(137.2)	(150.9)	(154.0)	(568.8)
	Restructuring and other charges	0.4	0.5	0.3	0.3	1.5	-	0.1	-	0.4	0.5	-	-	-	-	-
	Amortization of purchased intangibles and technology license arrangements	(18.4)	(19.0)	(22.7)	(18.5)	(78.5)	(19.1)	(19.3)	(19.4)	(18.7)	(76.6)	(17.1)	(17.1)	(23.9)	(32.9)	(91.1)
	Total adjustments to operating expenses	(104.2)	(100.4)	(103.5)	(99.5)	(407.4)	(115.4)	(129.1)	(129.1)	(131.6)	(505.2)	(143.8)	(154.3)	(174.8)	(186.9)	(659.9)
	Non-operating income (expense)	1.2	3.3	(1.5)	(1.4)	1.6	(2.6)	(1.7)	(1.0)	(2.3)	(7.6)	(3.0)	(1.1)	(2.3)	3.1	(3.2)
Taxes	50.4	9.3	14.6	63.1	137.4	63.2	17.4	24.1	26.0	130.7	(24.0)	15.8	10.2	7.1	9.1	
Non-GAAP (\$Millions, except EPS)	Revenue	1,383.3	1,398.7	1,464.0	1,608.4	5,854.4	1,681.6	1,772.2	1,841.1	2,006.6	7,301.5	2,078.9	2,195.4	2,291.1	2,464.6	9,030.0
	Cost of revenue	175.2	183.2	184.3	198.6	741.2	213.7	213.4	237.4	245.9	910.4	234.6	256.5	264.4	314.2	1,069.8
	Gross profit	1,208.1	1,215.5	1,279.7	1,409.8	5,113.2	1,468.0	1,558.8	1,603.7	1,760.7	6,391.2	1,844.3	1,938.8	2,026.7	2,150.4	7,960.2
	Operating expenses	772.8	752.0	788.5	820.1	3,133.5	859.9	899.7	903.4	954.7	3,617.7	973.5	1,061.2	1,102.2	1,197.9	4,334.8
	Operating income	435.3	463.5	491.1	589.7	1,979.7	608.0	659.1	700.3	806.0	2,773.4	870.9	877.6	924.5	952.4	3,625.4
	Non-operating income (expense)	(14.3)	(11.1)	(14.6)	(16.9)	(56.9)	(10.9)	(13.2)	(5.3)	(8.6)	(38.0)	(3.2)	(8.8)	(19.5)	(18.2)	(49.7)
	Income before income taxes	421.0	452.4	476.6	572.8	1,922.8	597.1	645.9	695.0	797.4	2,735.4	867.6	868.9	905.0	934.2	3,575.7
	Provision for income taxes	88.4	95.0	100.1	120.2	403.7	125.4	135.6	146.0	167.4	574.4	95.4	43.4	45.3	28.0	212.1
	Net income	332.6	357.4	376.5	452.6	1,519.1	471.7	510.3	549.1	629.9	2,161.0	772.2	825.4	859.8	906.2	3,363.6
	Diluted earnings per share	\$ 0.66	\$ 0.71	\$ 0.75	\$ 0.90	\$ 3.01	\$ 0.94	\$ 1.02	\$ 1.10	\$ 1.26	\$ 4.31	\$ 1.55	\$ 1.66	\$ 1.73	\$ 1.83	\$ 6.76
Shares	Diluted shares outstanding	505.7	504.7	503.7	501.2	504.3	500.9	500.4	500.4	500.1	501.1	499.4	498.3	496.9	495.1	497.8
Reconciliation of Diluted Earnings Per Share (\$)	GAAP diluted earnings per share	0.50	0.48	0.54	0.80	2.32	0.80	0.75	0.84	1.00	3.38	1.17	1.33	1.34	1.37	5.20
	Stock-based and deferred compensation	0.18	0.17	0.17	0.17	0.70	0.21	0.23	0.24	0.24	0.92	0.27	0.29	0.32	0.34	1.23
	Amortization of purchased intangibles and technology license arrangements	0.07	0.06	0.07	0.06	0.27	0.07	0.07	0.07	0.07	0.29	0.06	0.06	0.09	0.13	0.35
	Non-operating income (expense)	-	0.01	-	-	-	(0.01)	-	-	-	(0.02)	-	-	-	0.01	(0.01)
	Income tax adjustments	(0.09)	(0.01)	(0.03)	(0.13)	(0.28)	(0.13)	(0.03)	(0.05)	(0.05)	(0.26)	0.05	(0.02)	(0.02)	(0.02)	(0.01)
Non-GAAP diluted earnings per share	\$ 0.66	\$ 0.71	\$ 0.75	\$ 0.90	\$ 3.01	\$ 0.94	\$ 1.02	\$ 1.10	\$ 1.26	\$ 4.31	\$ 1.55	\$ 1.66	\$ 1.73	\$ 1.83	\$ 6.76	
Reconciliation of GAAP to Non-GAAP Operating Margin	GAAP operating margin	22.2%	24.6%	25.2%	29.4%	25.5%	27.9%	28.4%	29.6%	32.4%	29.7%	33.8%	31.8%	31.4%	29.2%	31.5%
	Stock-based and deferred compensation	6.6%	6.2%	5.9%	5.4%	6.0%	6.2%	6.7%	6.4%	6.1%	6.3%	6.6%	6.7%	7.0%	6.8%	6.8%
	Amortization of purchased intangibles and technology license arrangements	2.7%	2.3%	2.4%	1.9%	2.3%	2.1%	2.1%	2.0%	1.7%	2.0%	1.5%	1.5%	2.0%	2.6%	1.8%
	Non-GAAP operating margin	31.5%	33.1%	33.5%	36.7%	33.8%	36.2%	37.2%	38.0%	40.2%	38.0%	41.9%	40.0%	40.4%	38.6%	40.1%

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.



FY2019 Business Segment Classifications

Last Updated: December 13, 2018

Products			
Digital Media	Creative		
	Creative Cloud	Creative Cloud Desktop Apps	Creative Cloud Mobile Apps
	Creative Cloud for individuals	Acrobat Pro DC	Behance
	Creative Cloud for students and teachers	After Effects	Capture
	Creative Cloud for teams	Animate	Comp
	Creative Cloud for enterprises	Audition	XD (Experience Design)
	Creative Cloud for education	Bridge	Gemini (Beta)
	Creative Cloud Photography plan	Character Animator	Illustrator Draw
		Dimension	Photoshop Express
		Dreamweaver	Photoshop Fix
	Services	XD (Experience Design)	Photoshop Lightroom for mobile
	AIR/Flash Player	Fireworks CS6	Photoshop Mix
	Behance	Fuse (Beta)	Photoshop Sketch
	Creative SDK	Illustrator	Portfolio
	Digital Publishing Suite	InCopy	Prelude Live Logger
	Extendscript Toolkit	InDesign	Premiere Clip
	Extension Manager	Ink & Slide	Premiere Rush
	Flash Builder	Media Encoder	Preview
	Fonts	Muse	Scout
	Gaming SDK	Photoshop	Spark Page
PhoneGap Build	Photoshop Lightroom	Spark Post	
Portfolio	Prelude	Spark Video	
Stock	Premiere Pro		
Story Plus	Scout	Consumer Products	
Talent	Story	Photoshop Elements	
		Premiere Elements	
Adobe Document Cloud			
Acrobat Pro DC	Document Cloud ExportPDF	Scan	
Acrobat Standard DC	Document Cloud Send	Sign	
Reader DC	PDF Pack		
Digital Experience	Adobe Experience Cloud		
	Adobe Advertising Cloud	Adobe Analytics Cloud	
	Adobe Media Optimizer	Adobe Analytics	Adobe Audience Manager
	Media Optimizer Search	Standard	Audience Manager
	Media Optimizer DCO	Premium	
	Media Optimizer DSP (TubeMogul)	Video	
		Mobile Apps	
	Adobe Marketing Cloud		
	Adobe Campaign	Adobe Primetime	Adobe Target
	Campaign	PayTV Pass	Targeting & Personalization
		TV SDKs (Player, DRM, Packaging)	Search & Merchandising
	Adobe Experience Manager	Ad Insertion, Ad Decisioning	Mobile App Targeting & Optimization
	Assets		
	Communities	Adobe Social	Marketo Engagement Platform
	Forms	Social	Marketing Suite
	Livefyre		Sales Suite
	Mobile		
Sites			
Magento Commerce Cloud			
Magento Commerce	Business Intelligence	Social	
Order Management	Shipping		
Publishing	Authorware	eLearning Suite	PostScript
	Captivate	Font Folio	Robohelp
	ColdFusion	FrameMaker	Shockwave Player
	Connect	JRun	Technical Communication Suite
	Contribute	LiveCycle	Type
	Director	PageMaker	

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