## Adobe Investor Relations Data Sheet

**Last Updated:** June 18, 2019, financial results beginning in FY2019 are being reported based on Accounting Standards Codification (ASC) 606; prior fiscal year results were reported based on ASC 605

### Revenue by Segment (Dollars) ($Millions)

<table>
<thead>
<tr>
<th>Description</th>
<th>Q1FY17</th>
<th>Q2FY17</th>
<th>Q3FY17</th>
<th>Q4FY17</th>
<th>FY2017</th>
<th>Q1FY18</th>
<th>Q2FY18</th>
<th>Q3FY18</th>
<th>Q4FY18</th>
<th>FY2018</th>
<th>Q1FY19</th>
<th>Q2FY19</th>
<th>Q3FY19</th>
<th>Q4FY19</th>
<th><strong>% Change</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>1,681.6</td>
<td>1,722.2</td>
<td>1,841.1</td>
<td>2,060.6</td>
<td>7,305.1</td>
<td>2,078.9</td>
<td>2,195.4</td>
<td>2,291.1</td>
<td>2,464.6</td>
<td>9,030.0</td>
<td>2,600.3</td>
<td>2,744.3</td>
<td>5,878.6</td>
<td>2018</td>
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</table>

#### Digital Media

<table>
<thead>
<tr>
<th>Description</th>
<th>($Millions)</th>
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<th>($Millions)</th>
<th>($Millions)</th>
<th>($Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative ARR</td>
<td>942.2</td>
<td>1,012.1</td>
<td>1,063.9</td>
<td>1,155.7</td>
<td>1,417.3</td>
<td>1,229.5</td>
<td>1,330.4</td>
<td>1,360.5</td>
<td>1,490.9</td>
<td>5,343.5</td>
<td>1,494.9</td>
<td>1,594.9</td>
<td>3,088.9</td>
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</tr>
<tr>
<td>Creative ARR</td>
<td>3,759</td>
<td>4,044</td>
<td>4,316</td>
<td>4,631</td>
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<tr>
<td>Digital Experience</td>
<td>477.2</td>
<td>495.4</td>
<td>527.8</td>
<td>549.9</td>
<td>2,030.4</td>
<td>506.1</td>
<td>586.0</td>
<td>614.0</td>
<td>699.7</td>
<td>2,443.8</td>
<td>743.3</td>
<td>783.3</td>
<td>1,528.6</td>
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<tr>
<td>Publishing</td>
<td>66.2</td>
<td>64.8</td>
<td>63.1</td>
<td>66.4</td>
<td>260.5</td>
<td>64.3</td>
<td>63.0</td>
<td>68.2</td>
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<td>81.0</td>
<td>70.6</td>
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#### Publishing

<table>
<thead>
<tr>
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<tbody>
<tr>
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<tr>
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<tr>
<td>Digital Experience</td>
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<tr>
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### Digital Experience

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<tr>
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<tbody>
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</tbody>
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### Digital Media

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<tr>
<th>Description</th>
<th>($Millions)</th>
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<td>81.0</td>
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### Supplementary Segment Data

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</thead>
<tbody>
<tr>
<td>Digital Experience</td>
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<td>377.1</td>
<td>395.2</td>
<td>427.3</td>
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<td>1,949.3</td>
<td>611.9</td>
<td>654.0</td>
<td>1,285.9</td>
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**Note:** For a full explanation of this data, you are encouraged to review Adobe's Form 10-K and 10-Q SEC filings.
### Income Statement - Reconciliation of GAAP to Non-GAAP

Last Updated: June 18, 2019; financial results beginning in FY2019 are being reported based on Accounting Standards Codification (ASC) 606; prior fiscal year results were reported based on ASC 605

#### Description

<table>
<thead>
<tr>
<th>Description</th>
<th>Q1FY17</th>
<th>Q2FY17</th>
<th>Q3FY17</th>
<th>Q4FY17</th>
<th>FY2017</th>
<th>Q1FY18</th>
<th>Q2FY18</th>
<th>Q3FY18</th>
<th>Q4FY18</th>
<th>FY2018</th>
<th>Q1FY19</th>
<th>Q2FY19</th>
<th>YTD</th>
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</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>1,772.2</td>
<td>1,722.4</td>
<td>1,841.1</td>
<td>2,006.6</td>
<td>7,306.1</td>
<td>2,079.8</td>
<td>2,195.4</td>
<td>2,291.1</td>
<td>2,464.6</td>
<td>9,376.9</td>
<td>2,009.5</td>
<td>2,744.3</td>
<td>5,462.5</td>
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<tr>
<td>Cost of revenue</td>
<td>237.3</td>
<td>239.4</td>
<td>262.9</td>
<td>270.9</td>
<td>1,010.5</td>
<td>258.9</td>
<td>281.3</td>
<td>295.5</td>
<td>359.3</td>
<td>1,165.0</td>
<td>397.3</td>
<td>407.5</td>
<td>804.8</td>
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<tr>
<td>Gross profit</td>
<td>1,534.9</td>
<td>1,483.0</td>
<td>1,578.2</td>
<td>1,735.7</td>
<td>6,291.0</td>
<td>1,820.0</td>
<td>1,914.0</td>
<td>1,995.6</td>
<td>2,105.4</td>
<td>7,231.9</td>
<td>1,612.2</td>
<td>2,336.8</td>
<td>4,540.5</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>975.3</td>
<td>1,028.7</td>
<td>1,032.5</td>
<td>1,086.4</td>
<td>4,122.9</td>
<td>1,117.3</td>
<td>1,215.7</td>
<td>1,277.0</td>
<td>1,384.8</td>
<td>4,944.6</td>
<td>1,508.8</td>
<td>1,587.2</td>
<td>3,096.1</td>
</tr>
<tr>
<td>Non-operating income (expense)</td>
<td>469.0</td>
<td>504.1</td>
<td>545.7</td>
<td>649.3</td>
<td>2,168.1</td>
<td>702.7</td>
<td>698.5</td>
<td>718.8</td>
<td>720.5</td>
<td>2,840.4</td>
<td>694.8</td>
<td>749.5</td>
<td>1,444.4</td>
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<tr>
<td>Net income</td>
<td>398.4</td>
<td>374.4</td>
<td>419.6</td>
<td>501.5</td>
<td>1,693.9</td>
<td>583.1</td>
<td>622.6</td>
<td>666.3</td>
<td>678.2</td>
<td>2,590.8</td>
<td>674.2</td>
<td>632.6</td>
<td>1,306.8</td>
</tr>
</tbody>
</table>

#### GAAP ($Millions, except EPS)

| Cost of revenue              | (7.4)  | (8.7)  | (8.3)  | (8.9)  | (33.2) | (9.7)  | (9.6)  | (10.2) | (12.6) | (42.1) | (12.4) | (13.9) | (26.3) |
| Amortization of purchased intangibles and technology license arrangements | (16.3) | (17.2) | (17.2) | (16.1) | (66.9) | (14.6) | (15.2) | (20.9) | (32.5) | (83.2) | (56.1) | (53.7) | (109.8) |
| Total adjustments to cost of revenue | (23.7) | (26.0) | (25.5) | (25.0) | (109.2) | (24.3) | (24.8) | (31.1) | (45.1) | (125.3) | (68.5) | (67.6) | (136.1) |
| Operating expenses           | 962.2  | 909.9  | 907.7  | 113.3  | 429.1  | (126.7)| (137.2)| (150.9)| (154.0)| (568.8)| (174.7)| (189.8)| (364.5) |
| Stock-based and deferred compensation | (0.1)  | 0.4    | 0.5    | -      | 0.4     | 0.5   | 0.5   | 0.5   | 0.5   | 0.5   | 0.5   | 0.5   | 0.5   |
| Restructuring and other charges | -      | -      | -      | -      | -      | -    | -    | -    | -    | -    | -    | -    | -    |
| Amortization of purchased intangibles and technology license arrangements | (19.1) | (19.3) | (19.4) | (18.7) | (76.6) | (17.1) | (17.1) | (23.9) | (32.9) | (91.1) | (46.6) | (43.0) | (89.6) |
| Total adjustments to operating expenses | (115.4) | (129.1) | (129.1) | (131.6) | (505.2) | (143.8) | (154.3) | (174.8) | (186.9) | (659.3) | (221.3) | (232.8) | (454.1) |
| Non-operating income (expense) | (2.5)  | (1.7)  | (1.0)  | (2.3)  | (7.5)  | (3.0)  | (1.1)  | (2.3)  | (3.1)  | (3.2)  | (4.3)  | (0.8)  | (4.3)  |
| Taxes                        | 62.2   | 17.4   | 24.1   | 26.0   | 130.7  | 53.0   | 61.2   | 71.5   | 70.1   | 76.2   | 32.1   | 109.3  | 5.30  |

#### Adjustments to Reconcile to Non-GAAP ($Millions)

| Revenue                      | 1,681.1| 1,772.2| 1,841.1| 2,006.6| 7,306.1| 2,079.8| 2,195.4| 2,291.1| 2,464.6| 9,376.9| 2,009.5| 2,744.3| 5,462.5|
| Cost of revenue              | 237.3  | 239.4  | 262.9  | 270.9  | 1,010.5| 258.9  | 281.3  | 295.5  | 359.3  | 1,165.0| 397.3  | 407.5  | 804.8 |
| Gross profit                 | 1,443.8| 1,532.8| 1,578.2| 1,735.7| 6,291.0| 1,820.0| 1,914.0| 1,995.6| 2,105.4| 7,231.9| 1,612.2| 2,336.8| 4,540.5|
| Operating expenses           | 975.3  | 1,028.7| 1,032.5| 1,086.4| 4,122.9| 1,117.3| 1,215.7| 1,277.0| 1,384.8| 4,944.6| 1,508.8| 1,587.2| 3,096.1|

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

### Adobe Experience Cloud

#### Adobe Media Optimizer
- Media Optimizer Search
- Media Optimizer DCO
- Media Optimizer DSP (TubeMogul)

#### Adobe Analytics Cloud
- Adobe Analytics
  - Standard
  - Premium
  - Video
  - Mobile Apps

#### Adobe Audience Manager
- Audience Manager
  - Adobe Audience Manager

### Adobe Marketing Cloud

#### Adobe Campaign
- Campaign
- Ad Insertion, Ad Decisioning

#### Adobe Experience Manager
- Assets
- Communities
- Forms
- Livefyre
- Mobile
- Sites

### Magento Commerce Cloud
- Magento Commerce
- Business Intelligence
- Order Management

### Consumer Products
- Consumer Products
  - Photoshop Elements
  - Premiere Elements

### Adobe Document Cloud
- Acrobat Pro DC
- Acrobat Standard DC
- Reader DC

### Adobe Analytics Cloud
- Adobe Analytics
  - Standard
  - Premium
  - Video
  - Mobile Apps

### Adobe Audience Manager
- Audience Manager
  - Adobe Audience Manager

### Adobe Experience Cloud
- Adobe Experience Cloud
  - Adobe Experience Cloud
    - Adobe Experience Cloud
      - Adobe Experience Cloud
        - Adobe Experience Cloud
          - Adobe Experience Cloud

### Adobe Marketing Cloud
- Adobe Marketing Cloud
  - Adobe Marketing Cloud
    - Adobe Marketing Cloud
      - Adobe Marketing Cloud
        - Adobe Marketing Cloud
          - Adobe Marketing Cloud

### Adobe Experience Manager
- Adobe Experience Manager
  - Adobe Experience Manager
    - Adobe Experience Manager
      - Adobe Experience Manager
        - Adobe Experience Manager
          - Adobe Experience Manager

### Magento Commerce Cloud
- Magento Commerce
  - Business Intelligence
  - Order Management

### Adobe Document Cloud
- Acrobat Pro DC
- Acrobat Standard DC
- Reader DC

### Adobe Analytics Cloud
- Adobe Analytics
  - Standard
  - Premium
  - Video
  - Mobile Apps

### Adobe Audience Manager
- Audience Manager
  - Adobe Audience Manager

### Adobe Experience Cloud
- Adobe Experience Cloud
  - Adobe Experience Cloud
    - Adobe Experience Cloud
      - Adobe Experience Cloud
        - Adobe Experience Cloud
          - Adobe Experience Cloud

### Adobe Marketing Cloud
- Adobe Marketing Cloud
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    - Adobe Marketing Cloud
      - Adobe Marketing Cloud
        - Adobe Marketing Cloud
          - Adobe Marketing Cloud

### Magento Commerce Cloud
- Magento Commerce
  - Business Intelligence
  - Order Management

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.