

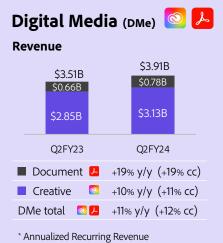
# **Adobe Q2 FY24 Financial Highlights**

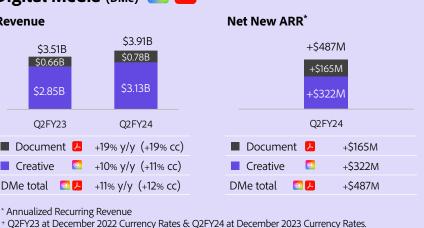
As of June 13, 2024 SUSD

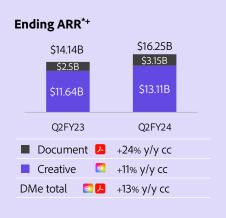


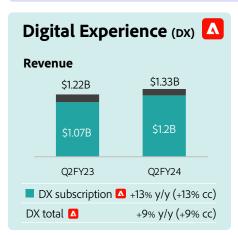




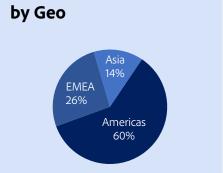












# Other Financial Highlights

**Shares Repurchased** 4.6 million

**Operating Margin** GAAP: **35.5%** | Non-GAAP: **46.0%** 

**Worldwide Employees 31,020** +944 g/g

**Total Revenue** 



# **Adobe Investor Relations Data Sheet**

	Description	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY2022	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY2023	Q1FY24	Q2FY24	FY2024 YTD
Revenue (\$Millions)	Total Revenue	4,262	4,386	4,433	4,525	17,606	4,655	4,816	4,890	5,048	19,409	5,182	5,309	10,491
	Digital Media	3,110	3,200	3,232	3,300	12,842	3,395	3,511	3,594	3,716	14,216	3,816	3,908	7,724
Revenue by Segment	Digital Experience	1,057	1,095	1,120	1,150	4,422	1,176	1,222	1,229	1,266	4,893	1,289	1,327	2,616
(\$Millions)	Publishing and Advertising	95	91	81	75	342	84	83	67	66	300	77	74	151
	Digital Media	73%	73%	73%	73%	73%	73%	73%	74%	74%	73%	74%	74%	74%
Revenue by Segment	Digital Experience	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
(as % of total revenue)	Publishing and Advertising	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%
	Digital Media								1	1		1		
	Creative Revenue	2,548	2,605	2,625	2,681	10,459	2,761	2,852	2,909	2,995	11,517	3,066	3,126	6,192
	Creative ARR <sup>1,2</sup> - Updated for December 2021 Currency Rates	10,539	-	-		-	-	-	-	-	-	-		
	Creative ARR <sup>1,2,4</sup> - Updated for December 2021 Currency Rates and Russia-Ukraine war	10,459	10,816	11,146	11,599	-	-	-	-	-	-	-		
	Creative ARR <sup>1,2</sup> - Updated for December 2022 Currency Rates	-	-	-	10,976	-	11,283	11,637	11,969	12,367	-	-	-	-
	Creative ARR <sup>1,2</sup> - Updated for December 2023 Currency Rates	-	-	-	-		-	-	-	12,494	-	12,783	13,105	
	Document Cloud Revenue	562	595	607	619	2,383	634	659	685	721	2,699	750	782	1,532
	Document Cloud ARR <sup>2,3</sup> - Updated for December 2021 Currency Rates	2,030	-		-	-	-	-	-	-	-	-	-	-
0	Document Cloud ARR <sup>2,3,4</sup> - Updated for December 2021 Currency Rates and Russia-Ukraine War	2,023	2,130	2,249	2,372	-	-	-	-	-	-	-	-	-
Supplementary Segment Data (\$Millions)	Document Cloud ARR <sup>2,3</sup> - Updated for December 2022 Currency Rates	-	-	-	2,283	-	2,386	2,502	2,634	2,805	-	-	-	-
(\$Millions)	Document Cloud ARR <sup>2,3</sup> - Updated for December 2023 Currency Rates	-	-	-	-	-	-	-	-	2,838	-	2,981	3,146	-
	Total Digital Media ARR <sup>2</sup> - Updated for December 2021 Currency Rates	12,569	-	-	-	-	-	-	-	-	-	-	-	-
	Total Digital Media ARR <sup>2,4</sup> - Updated for December 2021 Currency Rates and Russia-Ukraine war	12,482	12,946	13,395	13,971	-	-	-	-	-	-	-	-	
	Total Digital Media ARR <sup>2</sup> - Updated for December 2022 Currency Rates	-	-	-	13,259	-	13,669	14,139	14,603	15,172	-	-	-	
	Total Digital Media ARR <sup>2</sup> - Updated for December 2023 Currency Rates <sup>1</sup> Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic. <sup>2</sup> ARR is forecasted annuality at currency rates determined in December, and currency rates are						end-of-year a	- ctual ARR bala	ances are rev	15,332	mber at new ra	15,764	16,251	- r
	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates are Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were of Digital Experience	e held consta subscriptions a educed by an	nt through that and Services + nounts represe	t fiscal year for Annual Value nting the enti	or measurement of Document of Adobe	ent purposes; t Cloud ETLA 's ARR in Rus	Contracts sia, Belarus a	and Ukraine		alued in Dece		ates for the n	ext fiscal yea	
	<sup>1</sup> Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic <sup>2</sup> ARR is forecasted annually at currency rates determined in December, and currency rates are <sup>3</sup> Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud <sup>4</sup> As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r  Digital Experience  Digital Experience Subscription Revenue <sup>5</sup>	e held consta subscriptions a reduced by arr	nt through tha and Services + nounts represe	t fiscal year for Annual Value nting the enti	or measureme of Documen	ent purposes; t Cloud ETLA	Contracts		ances are rev		mber at new ra			2,368
	<sup>1</sup> Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic <sup>2</sup> ARR is forecasted annually at currency rates determined in December, and currency rates are <sup>3</sup> Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud <sup>4</sup> As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r  Digital Experience  Digital Experience Subscription Revenue <sup>5</sup> Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp	e held consta subscriptions a reduced by arr 932 perience produ	nt through that and Services + nounts represe	t fiscal year for Annual Value nting the entire 981	or measureme of Documen rety of Adobe	ent purposes; t Cloud ETLA 's ARR in Rus 3,880	Contracts ssia, Belarus a 1,042	1,070	1,096	alued in Dece	4,331	1,164	ext fiscal yea	2,368
Revenue by	<sup>1</sup> Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic <sup>2</sup> ARR is forecasted annually at currency rates determined in December, and currency rates are <sup>3</sup> Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud <sup>4</sup> As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r  Digital Experience  Digital Experience Subscription Revenue <sup>5</sup> Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp  Americas	e held consta subscriptions a educed by am 932 perience produ	nt through tha and Services + nounts represe 961 ucts and service 2,524	t fiscal year for Annual Value nting the enting the entire that the entir	or measureme of Documen rety of Adobe 1,006	ent purposes; t Cloud ETLA 's ARR in Rus 3,880	Contracts saia, Belarus a	1,070 2,879	1,096	1,123 3,053	4,331	1,164 3,110	1,204 3,188	2,368
Revenue by Geography (SMillions)	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARP") = Annual Value of Document Cloud As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  Americas  EMEA	e held consta subscriptions a educed by arr 932 perience produ 2,446 1,136	nt through tha and Services 4 nounts represe 961 ucts and servic 2,524 1,157	t fiscal year fir- Annual Value nting the enti 981 2,600 1,143	or measureme e of Documen rety of Adobe 1,006 2,681 1,157	ent purposes; t Cloud ETLA 's ARR in Rus 3,880 10,251 4,593	2,779	1,070 2,879 1,213	1,096 2,943 1,229	1,123 3,053 1,266	4,331 11,654 4,881	1,164 3,110 1,319	1,204 3,188 1,361	2,368 6,298 2,680
	1 Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic 2 ARR is forecasted annually at currency rates and elemented in December, and currency rates are 3 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud 4 As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were or Digital Experience  Digital Experience Subscription Revenue 5 5 Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp Americas  EMEA  Asia	932 perience produ  2,446  1,136  680	nt through that and Services 4 nounts represent the services 4 nounts represent the services and service 2,524 1,157 705	t fiscal year fr Annual Value nting the enti 981 :es 2,600 1,143 690	or measurement of Document of Document of Adobe 1,006 2,681 1,157 687	ant purposes; t Cloud ETLA 's ARR in Rus 3,880 10,251 4,593 2,762	2,779 1,173 703	1,070 2,879 1,213 724	1,096 2,943 1,229 718	1,123 3,053 1,266 729	4,331 11,654 4,881 2,874	1,164 3,110 1,319 753	1,204 3,188 1,361 760	2,368 6,298 2,680 1,513
Geography (\$Millions)	1 Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic 2 ARR is forecasted annually at currency rates and elemented in December, and currency rates are 3 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud 4 As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were or Digital Experience  Digital Experience Subscription Revenue 5 9 Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp Americas  EMEA  Asia  Americas	932 932 perience produ 2,446 1,136 680 57%	nt through that and Services 4 toounts represe 961  ucts and service 2,524  1,157  705	2,600 1,143 690 59%	or measurement of Document of Document of Document of Adobe	nnt purposes; t Cloud ETLA 's ARR in Rus 3,880 10,251 4,593 2,762	1,042 2,779 1,173 703	1,070 2,879 1,213 724	1,096 2,943 1,229 718 60%	1,123 3,053 1,266 729 61%	4,331 11,654 4,881 2,874 60%	1,164 3,110 1,319 753 60%	1,204 3,188 1,361 760	2,368 6,298 2,680 1,513
Geography (\$Millions)	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud  As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience  Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  Marricas  EMEA  Asia  Americas  EMEA	932  932  perience produced by am  2,446  1,136  680  57%  2,7%	nt through tha and Services 4 hounts represe 961 ucts and service 2,524 1,157 705 58% 26%	2,600 1,143 690 26%	2,681 1,157 687 26%	10,251 4,593 2,762 58% 26%	2,779 1,173 703 60%	1,070 2,879 1,213 724 60% 25%	1,096 2,943 1,229 718 60% 25%	1,123 3,053 1,266 729 61% 25%	4,331 11,654 4,881 2,874 60% 25%	1,164  3,110 1,319 753 60% 25%	1,204 3,188 1,361 760 60% 26%	2,368 6,298 2,680 1,513 60% 26%
Geography (\$Millions) Revenue by Geography	1 Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic 2 ARR is forecasted annually at currency rates and elemented in December, and currency rates are 3 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud 4 As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were or Digital Experience  Digital Experience Subscription Revenue 5 9 Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp Americas  EMEA  Asia  Americas	932 932 perience produ 2,446 1,136 680 57%	nt through that and Services 4 toounts represe 961  ucts and service 2,524  1,157  705	2,600 1,143 690 59%	or measurement of Document of Document of Document of Adobe	nnt purposes; t Cloud ETLA 's ARR in Rus 3,880 10,251 4,593 2,762	1,042 2,779 1,173 703	1,070 2,879 1,213 724	1,096 2,943 1,229 718 60%	1,123 3,053 1,266 729 61%	4,331 11,654 4,881 2,874 60%	1,164 3,110 1,319 753 60%	1,204 3,188 1,361 760	2,368 6,298 2,680 1,513
Geography (SMillions)  Revenue by Geography (as % of total revenue)	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud  As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience  Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  Marricas  EMEA  Asia  Americas  EMEA	932  932  perience produced by am  2,446  1,136  680  57%  2,7%	nt through tha and Services 4 hounts represe 961 ucts and service 2,524 1,157 705 58% 26%	2,600 1,143 690 26%	2,681 1,157 687 26%	10,251 4,593 2,762 58% 26%	2,779 1,173 703 60%	1,070 2,879 1,213 724 60% 25%	1,096 2,943 1,229 718 60% 25%	1,123 3,053 1,266 729 61% 25%	4,331 11,654 4,881 2,874 60% 25%	1,164  3,110 1,319 753 60% 25%	1,204 3,188 1,361 760 60% 26%	2,368 6,298 2,680 1,513 60% 26%
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Geography (SMillions)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp Americas EMEA Asia  Americas EMEA Asia  Digital IMedia  Digital Ixperience	932 932 erience productions and deduced by array of the second of the se	nt through than through than and Services 4 sounts represent 961 ucts and service 2,524 1,157 705 58% 26% 16% 141 374	1 fiscal year fr Annual Valuenting the entire year fr Annual Valuenting the entire year from the yea	2,681 1,157 687 26% 15% 391	10,251 4,593 2,762 58% 16% 561 1,502	2,779 1,173 703 60% 25% 142 404	1,070  2,879 1,213 724  60% 25% 15%	1,096  2,943 1,229 718 60% 25% 15%	1,123 3,053 1,266 729 61% 25% 14% 210 403	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603	1,164 3,110 1,319 753 60% 25% 15%	1,204  3,188 1,361 760 60% 26% 14%	2,368 6,298 2,680 1,513 60% 26% 14% 352
Geography (SMillions)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp Americas EMEA Asia  Americas EMEA Asia  Digital Experience Publishing and Advertising	932 erience production 1136 2,446 1,136 680 57% 27% 16% 134 352 26	nt through than through than and Services a sounds represe sounds represe 961 lucts and service 1,157 ro5 58% 26% 16% 141 374 24	1 fiscal year fr Annual Value filing the entire of the Annual Filing filing the Annual Filing fili	2,681 1,157 687 15% 15% 15%	10,251 10,251 4,593 2,762 58% 26% 16% 561 1,502	2,779 1,173 703 60% 25% 142 404 22	1,070 2,879 1,213 724 60% 25% 15% 152 399 21	1,096  2,943 1,229 718 60% 25% 15% 161 397 22	1,123 3,053 1,266 729 61% 25% 14% 210 403 21	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86	1,164 3,110 1,319 753 60% 25% 15% 171 397 22	1,204 3,188 1,361 760 60% 26% 14% 181 395 22	2,368 6,298 2,680 1,513 60% 26% 14% 352 792
Geography (SMillicras)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillicras)	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience  Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  EMEA  Asia  Americas  EMEA  Asia  Digital Media  Digital Experience  Publishing and Advertising  Total	932 932 932 9446 1,136 680 57% 27% 16% 134 352 26 512	1 through than through than through than and Services and Services 2,524 1,157 705 58% 26% 16% 141 374 24 539	1 fiscal year fr Annual Value of the control of the	2,681 1,157 687 26% 15% 15% 26% 15%	10,251 4,593 2,762 58% 26% 16% 1,502 1,025	Contracts 1,042 2,779 1,173 703 60% 25% 15% 142 404 22 568	1,070  2,879 1,213 724 60% 25% 15% 152 399 21 572	1,096  2,943 1,229 718 60% 25% 15% 161 397 22 580	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354	1,164  3,110 1,319 753 60% 25% 15% 171 397 22 590	1,204  3,188 1,361 760 60% 26% 14% 181 395 22 598	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44
Geography (SMillicrs)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillicrs)  Stock-Based and Deferred Compensation	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates and currency rates and currency rates and currency rates are 30 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S as a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Comment of the Control of the Contr	932 932 932 946 1,136 680 57% 16% 134 352 26 512	1 through than through than through than and Services and Services 2,524 1,157 705 58% 26% 16% 141 374 24 539 24	1 fiscal year fr 4 fiscal year fr 4 fiscal year fr 4 fiscal year fr 5 fiscal year fr 6 fiscal year fr 6 fiscal year fr 6 fiscal year fisca	7 measurement or measurement or measurement of Document of Documen	10,251 4,593 2,762 58% 16% 1502 10,251 4,593 2,762 58% 26% 16% 561 1,502 102 2,165	2.779 1,173 703 60% 25% 15% 404 22 568	1,070  2,879 1,213 724 60% 25% 15% 152 399 21 572	1,096  2,943 1,229 718 60% 25% 15% 161 397 22 580	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354	1,164  3,110 1,319 753 60% 25% 15% 171 397 22 590	1,204 3,188 1,361 760 60% 26% 14% 181 395 22 598	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44 1,188
Geography (SMillions)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillions)  Stock-Based and Deferred	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates and currency rates and currency rates and currency rates and currency rates are 30 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud 4 As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reported by the Control of the 2022 Russia-Ukraine war, subsequent t	932	nt through than through than through than and Services and Services 2,524 1,157 705 58% 26% 16% 141 374 24 539	1 fiscal year fr Annual Valunting the entition of the entition	2,681 1,157 687 26% 150 391 27 568 25 201	10,251 4,593 2,762 58% 26% 10,251 4,593 2,762 58% 26% 16% 561 1,502 2,165 95	2.779 1,173 703 60% 25% 15% 404 22 568 30 209	1,070  2,879 1,213 724 60% 25% 15% 152 399 21 572 29	1,096  2,943  1,229  718  60%  25%  161  397  22  580  30  227	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634 27 219	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354 116 882	1,164  3,110 1,319 753 60% 25% 15% 171 397 22 590 30 236	1,204 3,188 1,361 760 60% 26% 14% 181 395 22 598 31 237	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44 1,188 61
Geography (SMillions)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillions)  Stock-Based and Deferred Compensation Expenses	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience  Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  EMEA  Asia  Americas  EMEA  Asia  Digital Media  Digital Experience  Publishing and Advertising  Total  Direct Costs  Research & Development  Sales & Marketing	932 932 932 946 1,136 680 57% 27% 16% 134 352 26 512 20 156 90	nt through than through than through than and Services and Services 2,524 1,157 705 58% 26% 16% 141 374 24 539 24 174 97	1 fiscal year fr 4 frace 1 year fr 4 frace 1 year fr 4 frace 1 year fr 4 frace 2 frace	2,681 1,157 687 26% 15% 26% 26% 26% 27% 26% 26% 27% 27% 28% 28% 29% 20% 21% 214	10,251 1,593 2,762 58% 26% 16% 561 1,502 2,165 95 717 411	2,779 1,173 703 60% 25% 15% 142 404 22 568 30 209 122	1,070 2,879 1,213 724 60% 25% 15% 152 399 21 572 29 227 125	1,096  2,943 1,229 718 60% 25% 15% 161 397 22 580 30 227 132	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634 27 219 121	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354 116 882 500	1,164  3,110 1,319 753 60% 25% 15% 171 397 22 590 30 236 136	1,204  3,188 1,361 760 60% 26% 14% 181 395 22 598 31 237	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44 1,188 61 473
Geography (SMillions)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillions)  Stock-Based and Deferred Compensation Expenses	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at 2 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  EMEA Asia  Americas  EMEA Asia  Digital Experience Publishing and Advertising Total  Direct Costs  Research & Development  Sales & Marketing  General & Administrative Total	932 932 932 946 1,136 680 57% 27% 16% 134 352 26 512 20 156 90	nt through than through than through than and Services and Services 2,524 1,157 705 58% 26% 141 374 24 539 24 1774 97 50	1 fiscal year fr fiscal year fiscal	2,681 1,157 687 26% 15% 26% 26% 275 280 275 281 275 281 275 281 275 281 275 281 275 281 275 281 275 281 281 281 281 281 281 281 281 281 281	10,251 1,593 2,762 58% 26% 16% 561 1,502 2,165 95 717 411 197	2,779 1,173 703 60% 25% 15% 142 404 22 568 30 209 122 56	2,879 1,213 724 60% 25% 15% 215 29 227 125 58 439	1,096  2,943 1,229 718 60% 25% 15% 161 397 22 580 30 227 132 59	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634 27 219 121 64 431	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354 116 882 500 237	1,164  3,110 1,319 753 60% 25% 171 397 22 590 30 236 136 67	1,204  3,188 1,361 760 60% 26% 14% 181 395 22 598 31 237 135 69	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44 1,188 61 473 271
Geography (SMillicres)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillicres)  Stock-Based and Defensed Compensation Expenses (SMillicres)	**Creative Annualized Recurring Revenue (**ARR**) = Annual Value of Creative Cloud Subscriptic **ARR is forecasted annually at currency rates determined in December, and currency rates at 2 Document Cloud Annualized Recurring Revenue (**ARR**) = Annual Value of Document Cloud ** As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience  Digital Experience Subscription Revenue*  **Primarily includes revenue from SaaS, managed service and term offerings for our Digital Exp  Americas  EMEA  Asia  Americas  EMEA  Asia  Digital Experience  Publishing and Advertising  Total  Direct Costs  Research & Development  Sales & Marketing  General & Administrative  Total  Remaining Performance Obligations (\$Millions)	932 932 946 1,136 680 57% 27% 16% 134 352 26 512 20 156 90 46 312	nt through than through than and Services = 961   961   1015   961   1025   961   1025   1025   1026   1026   1026   1026   1026   1026   1026   1026   1026   1026   1027   1027   1028	1 fiscal year fr fiscal year fiscal	2,681 1,157 687 15% 26% 275 289 201 1114 52 392	10,251 1,593 2,762 58% 26% 16% 561 1,502 2,165 95 717 411 197	2,779 1,173 703 60% 25% 142 404 22 568 30 209 122 56 417	1,070 2,879 1,213 724 60% 25% 15% 152 399 21 572 29 227 125 58	1,096  2,943  1,229  718  60%  25%  161  397  22  580  30  227  132  59  448	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634 27 219 121 64	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354 116 882 500 237	1,164 3,110 1,319 753 60% 25% 15% 171 397 22 590 30 236 136 67 469	1,204  3,188 1,361 760 60% 26% 14% 181 395 22 598 31 237 135 69 472	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44 1,188 61 473 271 136
Geography (SMillions)  Revenue by Geography (as % of total revenue)  Supplementary Cost of Revenue Data (SMillions)  Stock-Based and Deferred Compensation Expenses	Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptic ARR is forecasted annually at currency rates determined in December, and currency rates at 2 Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud S As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were r Digital Experience Digital Experience Subscription Revenue  Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience  EMEA Asia  Americas  EMEA Asia  Digital Experience Publishing and Advertising Total  Direct Costs  Research & Development  Sales & Marketing  General & Administrative Total	932 932 946 1,136 680 57% 27% 16% 134 352 26 512 20 156 90 46 312	nt through than through than and Services = 961   961   1.157   705   1.157   705   1.157   1.	1 fiscal year fr fiscal year fiscal	2,681 1,157 687 15% 26% 275 289 215 215 2114 522 392	10,251 1,593 2,762 58% 26% 16% 561 1,502 2,165 95 717 411 197	2,779 1,173 703 60% 25% 142 404 22 568 30 209 122 56 417	2,879 1,213 724 60% 25% 1552 399 21 572 29 227 125 58 439	1,096  2,943  1,229  718  60%  25%  161  397  22  580  30  227  132  59  448  15,718	1,123 3,053 1,266 729 61% 25% 14% 210 403 21 634 27 219 121 64 431	4,331 11,654 4,881 2,874 60% 25% 15% 665 1,603 86 2,354 116 882 500 237	1,164 3,110 1,319 753 60% 25% 15% 171 397 22 590 30 236 67 469	1,204  3,188 1,361 760 60% 26% 14% 181 395 22 598 31 237 135 69 472	2,368 6,298 2,680 1,513 60% 26% 14% 352 792 44 1,188 61 473 271 136



### **Adobe Investor Relations Data Sheet**

Income Statement - Reconciliation of GAAP to Non-GAAP Last Updated: June 13, 2024

	Description	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY2022	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY2023	Q1FY24	Q2FY24	FY2024 YTD
	Revenue	4,262	4,386	4,433	4,525	17,606	4,655	4,816	4,890	5,048	19,409	5,182	5,309	10,491
	Cost of revenue	512	539	546	568	2,165	568	572	580	634	2,354	590	598	1,188
GAAP (\$Millions, except EPS)	Gross profit	3,750	3,847	3,887	3,957	15,441	4,087	4,244	4,310	4,414	17,055	4,592	4,711	9,303
	Operating expenses	2,170	2,318	2,403	2,452	9,343	2,501	2,620	2,613	2,671	10,405	3,685	2,826	6,511
	Operating income	1,580	1,529	1,484	1,505	6,098	1,586	1,624	1,697	1,743	6,650	907	1,885	2,792
	Non-operating income (expense)	(37)	(37)	(28)	12	(90)	12	26	46	65	149	61	45	106
	Income before income taxes	1,543	1,492	1,456	1,517	6,008	1,598	1,650	1,743	1,808	6,799	968	1,930	2,898
	Provision for (benefit from) income taxes	277	314	320	341	1,252	351	355	340	325	1,371	348	357	705
	Net income	1,266	1,178	1,136	1,176	4,756	1,247	1,295	1,403	1,483	5,428	620	1,573	2,193
	Diluted earnings per share	\$ 2.66	\$ 2.49	\$ 2.42	\$ 2.53	\$ 10.10	\$ 2.71	\$ 2.82	\$ 3.05	\$ 3.23	\$ 11.82	\$ 1.36	\$ 3.49	\$ 4.83
	Cost of revenue													
	Stock-based and deferred compensation	(20) (59)	(24)	(26)	(25) (58)	(95) (232)	(30)	(29)	(30) (50)	(27) (49)	(116) (205)	(30) (41)	(31) (42)	(61) (83)
	Amortization of intangibles Loss contingency	(59)	(58)	(57)	(56)	(232)	(53)	(53)	(50)	(49)	(44)	(41)	(42)	(1)
	Total adjustments to cost of revenue	(79)	(82)	(83)	(83)	(327)	(83)	(82)	(80)	(120)		(72)	(73)	(145)
Adjustments to Reconcile to	Operating expenses													
Non-GAAP	Stock-based and deferred compensation	(292)	(321)	(345)	(367)	(1,325)	(387)	(410)	(418)	(404)	(1,619)	(439)	(441)	(880)
(\$Millions)	Amortization of intangibles	(42)	(42)	(43)	(42)	(169)	(42)	(42)	(42)	(42)	(168)	(42)	(42)	(84)
	Acquisition-related expenses	(00.4)	(000)	(000)	(26)	(26)	(33)	(22)	(27)	(34)	(116)	(1,007)	- (400)	(1,007)
	Total adjustments to operating expenses	(334)	(363)	(388)	(435)	(1,520)	(462)	(474)	(487)	(480)	(1,903)	(1,488)	(483)	(1,971)
	Investment losses (gains), net	9	8	6	(4)	19	(1)	(5)	(6)	(4)	(16)	(18)	(4)	(22)
	Provision for (benefit from) income taxes	86	46	18	15	165	45	52	86	120	303	116	102	218
	Revenue	4,262	4,386	4,433	4,525	17,606	4,655	4,816	4,890	5,048	19,409	5,182	5,309	10,491
	Cost of revenue Gross profit	433 3,829	457 3,929	463 3,970	485 4,040	1,838 15,768	485 4,170	490 4,326	500 4,390	514 4,534	1,989 17,420	518 4,664	525 4,784	1,043 9,448
	Operating expenses	1,836	1,955	2,015	2,017	7,823	2,039	2.146	2,126	2,191	8,502	2.197	2,343	4,540
	Operating income	1,993	1,974	1,955	2,023	7.945	2,131	2,180	2,264	2,343	8,918	2,467	2,441	4,908
Non-GAAP	, ,					, , ,		,	, ,		.,.	, ,	, , , , , , , , , , , , , , , , , , ,	
(\$Millions, except EPS)	Non-operating income (expense)	(28)	(29)	(22)	8	(71)	11	21	40	61	133	43	41	84
	Income before income taxes	1,965	1,945	1,933	2,031	7,874	2,142	2,201	2,304	2,404	9,051	2,510	2,482	4,992
	Provision for (benefit from) income taxes	363	360	338	356	1,417	396	407	426	445	1,674	464	459	923
	Net income	1,602	1,585	1,595	1,675	6,457	1,746	1,794	1,878	1,959	7,377	2,046	2,023	4,069
	Diluted earnings per share	\$ 3.37	\$ 3.35	\$ 3.40	\$ 3.60	\$ 13.71	\$ 3.80	\$ 3.91	\$ 4.09	\$ 4.27	\$ 16.07	\$ 4.48	\$ 4.48	\$ 8.96
Shares	Diluted shares outstanding (millions)	475	473	469	466	471	460	459	459	459	459	456	451	454
Reconciliation of Diluted Earnings Per Share (\$)	GAAP diluted earnings per share	\$ 2.66	\$ 2.49	\$ 2.42	\$ 2.53	\$ 10.10	\$ 2.71	\$ 2.82	\$ 3.05	\$ 3.23	\$ 11.82	\$ 1.36	\$ 3.49	
	Stock-based and deferred compensation	0.66	0.73	0.79	0.84	3.02	0.91	0.96	0.98	0.94	3.78	1.03	1.04	2.07
	Amortization of intangibles Acquisition-related expenses	0.21	0.21	0.21	0.21 0.06	0.85 0.05	0.21 0.07	0.21 0.05	0.20 0.06	0.20 0.07	0.81 0.25	0.18 2.21	0.19	0.37 2.22
	Loss contingency	_	-	-	-	-	-	-	-	0.10	0.10	-	-	-
	Investment losses (gains), net	0.02	0.02	0.01	(0.01)	0.04	-	(0.01)	(0.01)	(0.01)	(0.03)	(0.04)	(0.01)	(0.05)
	Income tax adjustments	(0.18)	(0.10)	(0.03)	(0.03)	(0.35)	(0.10)	(0.12)	(0.19)	(0.26)	(0.66)	(0.26)	(0.23)	(0.48)
	Non-GAAP diluted earnings per share	\$ 3.37	\$ 3.35	\$ 3.40	\$ 3.60	\$ 13.71	\$ 3.80	\$ 3.91	\$ 4.09	\$ 4.27	\$ 16.07	\$ 4.48	\$ 4.48	\$ 8.96
Reconciliation of GAAP to Non-GAAP Operating Margin	GAAP operating margin	37.1% 7.3%	34.9% 7.9%	33.5% 8.4%	33.3% 8.7%	34.6% 8.1%	34.1% 9.0%	33.7% 9.1%	34.7% 9.2%	34.5% 8.5%	34.3% 8.9%	17.5% 9.1%	35.5% 8.9%	26.6% 9.0%
	Stock-based and deferred compensation Amortization of intangibles	2.4%	2.2%	2.2%	2.1%	2.3%	2.0%	2.0%	1.9%	1.8%	1.9%	1.6%	1.6%	1.6%
	Acquisition-related expenses		- 2.2/0	- 2.2/0	0.6%	0.1%	0.7%	0.5%	0.5%	0.7%	0.6%	19.4%	- 1.5 /6	9.6%
	Loss contingency	-	-	-	-	-	- "	-	-	0.9%	0.2%	-	-	-
	Non-GAAP operating margin	46.8%	45.0%	44.1%	44.7%	45.1%	45.8%	45.3%	46.3%	46.4%	45.9%	47.6%	46.0%	46.8%

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.



# **FY2024 Business Segment Classifications**

Last Updated: June 13, 2024



# **Adobe Creative Cloud**

**APPS** 

### **Desktop Apps**













































Web Apps







**Mobile Apps** 















Me











Teams





### CLOUD **SERVICES**

### Content

Adobe Color

f Adobe Fonts

Adobe Stock Pf Adobe Portfolio

IPG to PDF

Split PDF

Fill & Sign

Request Signatures

### Community

Bē Behance

Adobe Live ■ Training

# Generative Al

- Image 3 Model (preview)
- Vector 1 Model Design 1 Model

# Creative Cloud Libraries

- Share for Review
- Adobe Bridge Br
- Frame.io

# **Adobe Document Cloud**

## **PDF CAPABILITIES**

- Convert to PDF Word to PDF 7
  - PDF to Word PDF to PPT
- PPT to PDF Excel to PDF
- PDF to JPG
- Edit PDF
- 3 Rotate PDF Pages
- Delete PDF Pages
- Extract PDF Pages
- lnsert PDF Pages ☐ Automatically Tag PDF ☐ Protect PDF

# Acrobat Reader PDF to Excel





Acrobat

**APPS** 

Desktop





Acrobat Pro





Acrobat





## **DOCUMENT SERVICES THROUGH APIS**

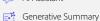
API Access to Embeddable Acrobat Viewer API Access to PDF Services & Acrobat Sign

Adobe PDF Embed API Adobe Document Generation API Adobe PDF Extract API

Adobe PDF Accessibility Auto-Tag API Adobe PDF Electronic Seal API

# **GENERATIVE AI**





### INTEGRATIONS & ECOSYSTEM

# Acrobat:

Microsoft

(Edge, M365, OneDrive/SharePoint, Teams, Purview Information Protection),

Google (Chrome, Google Drive)

Key systems of record, including Salesforce, Workday, Veeva, Microsoft Dynamics

APIs:

Microsoft Power Automate

# A Adobe Experience Cloud



# **Publishing and Advertising**

Captivate Captivate Prime ColdFusion Connect

Font Folio FrameMaker LiveCycle

PostScript Robohelp **Technical Communication Suite**  Type Adobe Primetime Adobe Advertising