



Investor Relations Data Sheet

Last Updated: September 17, 2007

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	Description	Q1'06	Q2'06	Q3'06	Q4'06	FY2006	Q1'07	Q2'07	Q3'07	FY2007 YTD
Revenue (\$Millions)	Total Revenue	655.5	635.5	602.2	682.2	2,575.3	649.4	745.6	851.7	2,246.7
Revenue by Segment (\$Millions)	Creative Solutions	382.1	360.1	331.6	364.1	1,437.9	346.4	436.6	545.5	1,328.5
	Knowledge Worker Solutions	166.3	160.1	150.6	180.9	657.9	174.8	184.8	176.8	536.4
	Enterprise and Developer Solutions	45.0	42.9	49.4	52.0	189.3	50.9	52.3	59.3	162.5
	Mobile and Device Solutions	8.6	7.7	9.1	12.1	37.5	13.7	12.3	13.0	39.0
	Other	53.5	64.7	61.5	73.1	252.7	63.6	59.6	57.1	180.3
Revenue by Segment (as % of total revenue)	Creative Solutions	58%	57%	55%	53%	56%	53%	58%	64%	59%
	Knowledge Worker Solutions	26%	25%	25%	26%	26%	27%	25%	21%	24%
	Enterprise and Developer Solutions	7%	7%	8%	8%	7%	8%	7%	7%	7%
	Mobile and Device Solutions	1%	1%	2%	2%	1%	2%	2%	1%	2%
	Other	8%	10%	10%	11%	10%	10%	8%	7%	8%
Revenue by Geography (\$Millions)	Americas	313.7	305.9	310.3	336.9	1,266.7	298.3	383.5	400.7	1,082.5
	EMEA	207.0	181.3	165.4	216.4	770.1	215.7	210.9	281.5	708.1
	Asia	134.8	148.3	126.5	128.9	538.5	135.4	151.2	169.5	456.1
Revenue by Geography (as % of total revenue)	Americas	48%	48%	52%	49%	49%	46%	52%	47%	48%
	EMEA	32%	29%	27%	32%	30%	33%	28%	33%	32%
	Asia	20%	23%	21%	19%	21%	21%	20%	20%	20%
Enterprise KPI	Number of Server Transactions > \$50,000 *	113	97	82	104	396	110	101	104	315
<small>* Based on LiveCycle, Flex, ColdFusion, Acrobat Connect and Flash Media Server transactions greater than \$50,000 (excludes maintenance, support, and professional services)</small>										
Acquisition Related Expenses (\$Millions)	Direct Costs	36.6	36.0	34.8	35.9	143.3	28.7	43.9	29.4	102.0
	Research & Development	14.0	6.1	3.1	4.7	27.9	2.3	2.4	2.2	6.9
	Sales & Marketing	9.5	5.7	14.1	3.3	32.6	2.9	2.3	2.1	7.3
	General & Administrative	3.2	2.2	0.3	1.4	7.1	0.9	1.0	0.9	2.8
	Amortization of Purchased Intangibles	17.1	17.3	17.7	17.7	69.8	17.7	17.4	17.9	53.0
	Acquired R&D	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	1.5
	Restructuring	19.0	1.2	0.0	(0.5)	19.7	0.0	0.0	0.6	0.6
SFAS 123R Stock Compensation Expenses (\$Millions)	Direct Costs	0.5	0.7	0.6	0.7	2.5	0.4	0.8	0.9	2.1
	Research & Development	9.7	12.1	12.0	13.5	47.3	11.6	14.9	16.6	43.1
	Sales & Marketing	8.1	8.8	9.0	9.9	35.8	8.0	10.0	9.6	27.6
	General & Administrative	4.7	5.0	5.6	5.9	21.2	4.9	7.4	5.7	18.0
	TOTAL	23.0	26.6	27.2	30.0	106.8	24.9	33.1	32.8	90.8
Shares (Millions)	Diluted Shares Outstanding	621.8	613.8	600.9	602.2	612.2	604.2	603.4	597.3	602.3
Headcount	Worldwide Employees	5,480	5,678	5,879	6,068	6,068	6,151	6,427	6,677	6,677
DSO Ratio	Days Sales Outstanding - Trade Receivables	39	40	43	48	-	43	39	28	-

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.



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
Total (\$Millions)	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
Revenue By Segment (\$Millions)	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
Revenue By Segment (as % of total revenue)	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%
Revenue By Geography (\$Millions)	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
Revenue By Geography (as % of total revenue)	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%
Intelligent Documents Data	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

Margin (as a % of total revenue)	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%
	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%
Headcount	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
Platform Mix (as % of total revenue)	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%
Total (Millions)	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
DSO Ratio	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

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Adobe Systems Incorporated

Historical Desktop Product Release Roadmap

Last Updated: September 17, 2007

Product	Q1`06	Q2`06	Q3`06	Q4`06	Q1`07	Q2`07	Q3`07
Acrobat				8.0			
Acrobat 3D	7.0					8.0	
After Effects	7.0						CS3
Audition	2.0						
Authorware							
Captivate				2.0			3.0
Connect (formerly Breeze)				6.0			
Contribute				4.0		CS3	
Creative Suite				2.3		CS3	
Director							
Dreamweaver						CS3	
Encore	2.0						CS3
Fireworks						CS3	
Flash						CS3	
FrameMaker							8.0
FreeHand							
GoLive							
Illustrator						CS3	
InDesign						CS3	
Lightroom					1.0		
PageMaker							
Photoshop						CS3	
Photoshop Extended						CS3	
Photoshop Elements				5.0			
Premiere Elements				3.0			
Premiere Pro	2.0						CS3
Soundbooth							CS3
Visual Communicator							

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Adobe Systems Incorporated

Historical Desktop Product Release Roadmap (Pre Adobe/Macromedia integration)

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															CS2	
Illustrator			9.0					10.0																	CS2
InDesign		1.5							2.0																CS2
PageMaker							7.0																		
Photoshop				6.0						7.0															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							

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