Adobe Q1 FY24 Financial Highlights
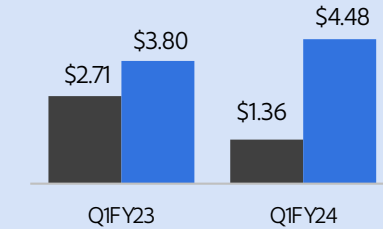
Total Revenue

$4.66B — Q1FY23
$5.18B — Q1FY24
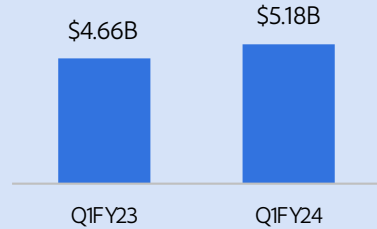
■ Total Revenue	+11% y/y	
Constant currency (cc)	+12% y/y	

Earnings Per Share
(EPS) - *Diluted*

$2.71 / $3.80 — Q1FY23
$1.36 / $4.48 — Q1FY24

■ GAAP EPS	-50% y/y	
■ Non-GAAP EPS	+18% y/y	

Operating Cash Flows
(Op cash)
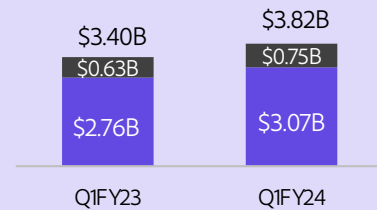
$1.69B — Q1FY23
$1.17B — Q1FY24
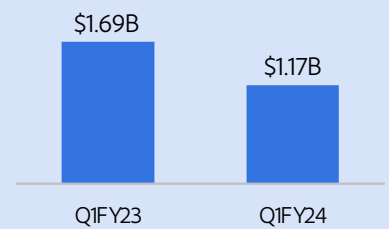
Q1FY24 GAAP EPS and Operating Cash Flows include the $1 billion payment resulting from the termination of the Figma transaction
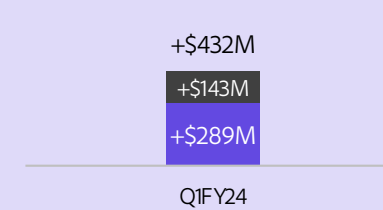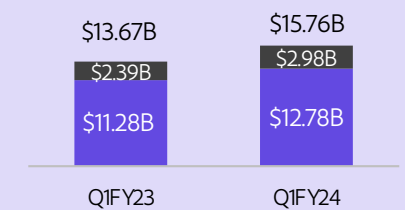
Digital Media (DMe)

Revenue

$3.40B ($0.63B / $2.76B) — Q1FY23
$3.82B ($0.75B / $3.07B) — Q1FY24

■ Document	+18% y/y	(+18% cc)
■ Creative	+11% y/y	(+12% cc)
DMe total	+12% y/y	(+13% cc)

Net New ARR*

+$432M (+$143M / +$289M) — Q1FY24

■ Document	+$143M
■ Creative	+$289M
DMe total	+$432M

Ending ARR*+

$13.67B ($2.39B / $11.28B) — Q1FY23
$15.76B ($2.98B / $12.78B) — Q1FY24

■ Document	+23% y/y cc
■ Creative	+12% y/y cc
DMe total	+14% y/y cc

* Annualized Recurring Revenue
+ Q1FY23 at December 2022 Currency Rates & Q1FY24 at December 2023 Currency Rates.

Digital Experience (DX)

Revenue

$1.18B ($1.04B) — Q1FY23
$1.29B ($1.16B) — Q1FY24
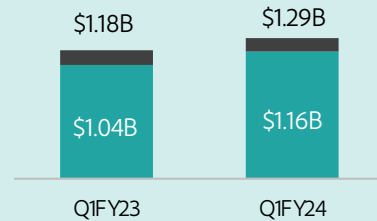
■ DX subscription	+12% y/y	(+12% cc)
DX total	+10% y/y	(+10% cc)

Remaining Performance Obligations (RPO)

$15.21B — Q1FY23
$17.58B — Q1FY24

RPO	+16% y/y

Total Revenue by Geo

Asia 15%
EMEA 25%
Americas 60%

Other Financial Highlights

Shares Repurchased	Operating Margin	Worldwide Employees
3.1 million	GAAP: 17.5% | Non-GAAP: 47.6%	30,076 +131 q/q

Adobe Investor Relations Data Sheet

Last Updated: March 14, 2024

Description	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY2022	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY2023	Q1FY24
Revenue ($Millions)											
Total Revenue	4,262	4,386	4,433	4,525	17,606	4,655	4,816	4,890	5,048	19,409	5,182
Revenue by Segment ($Millions)											
Digital Media	3,110	3,200	3,232	3,300	12,842	3,395	3,511	3,594	3,716	14,216	3,816
Digital Experience	1,057	1,095	1,120	1,150	4,422	1,176	1,222	1,229	1,266	4,893	1,289
Publishing and Advertising	95	91	81	75	342	84	83	67	66	300	77
Revenue by Segment (as % of total revenue)											
Digital Media	73%	73%	73%	73%	73%	73%	73%	74%	74%	73%	74%
Digital Experience	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Publishing and Advertising	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%
Supplementary Segment Data ($Millions)											
Digital Media											
Creative Revenue	2,548	2,605	2,625	2,681	10,459	2,761	2,852	2,909	2,995	11,517	3,066
Creative ARR[1,2] - *Updated for December 2021 Currency Rates*	10,539	-	-	-	-	-	-	-	-	-	-
Creative ARR[1,2,4] - *Updated for December 2021 Currency Rates and Russia-Ukraine war*	10,459	10,816	11,146	11,599	-	-	-	-	-	-	-
Creative ARR[1,2] - *Updated for December 2022 Currency Rates*	-	-	-	10,976	-	11,283	11,637	11,969	12,367	-	-
Creative ARR[1,2] - *Updated for December 2023 Currency Rates*	-	-	-	-	-	-	-	-	12,494	-	12,783
Document Cloud Revenue	562	595	607	619	2,383	634	659	685	721	2,699	750
Document Cloud ARR[2,3] - *Updated for December 2021 Currency Rates*	2,030	-	-	-	-	-	-	-	-	-	-
Document Cloud ARR[2,3,4] - *Updated for December 2021 Currency Rates and Russia-Ukraine War*	2,023	2,130	2,249	2,372	-	-	-	-	-	-	-
Document Cloud ARR[2,3] - *Updated for December 2022 Currency Rates*	-	-	-	2,283	-	2,386	2,502	2,634	2,805	-	-
Document Cloud ARR[2,3] - *Updated for December 2023 Currency Rates*	-	-	-	-	-	-	-	-	2,838	-	2,981
Total Digital Media ARR[2] - *Updated for December 2021 Currency Rates*	12,569	-	-	-	-	-	-	-	-	-	-
Total Digital Media ARR[2,4] - *Updated for December 2021 Currency Rates and Russia-Ukraine war*	12,482	12,946	13,395	13,971	-	-	-	-	-	-	-
Total Digital Media ARR[2] - *Updated for December 2022 Currency Rates*	-	-	-	13,259	-	13,669	14,139	14,603	15,172	-	-
Total Digital Media ARR[2] - *Updated for December 2023 Currency Rates*	-	-	-	-	-	-	-	-	15,332	-	15,764

[1] Creative Annualized Recurring Revenue ("ARR") = Annual Value of Creative Cloud Subscriptions and Services + Annual Value of Creative ETLA Contracts
[2] ARR is forecasted annually at currency rates determined in December, and currency rates are held constant through that fiscal year for measurement purposes; end-of-year actual ARR balances are revalued in December at new rates for the next fiscal year
[3] Document Cloud Annualized Recurring Revenue ("ARR") = Annual Value of Document Cloud Subscriptions and Services + Annual Value of Document Cloud ETLA Contracts
[4] As a result of the 2022 Russia-Ukraine war, subsequent to Q1 FY2022, ARR balances were reduced by amounts representing the entirety of Adobe's ARR in Russia, Belarus and Ukraine

Description	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY2022	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY2023	Q1FY24
Digital Experience											
Digital Experience Subscription Revenue[5]	932	961	981	1,006	3,880	1,042	1,070	1,096	1,123	4,331	1,164

[5] Primarily includes revenue from SaaS, managed service and term offerings for our Digital Experience products and services

Description	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY2022	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY2023	Q1FY24
Revenue by Geography ($Millions)											
Americas	2,446	2,524	2,600	2,681	10,251	2,779	2,879	2,943	3,053	11,654	3,110
EMEA	1,136	1,157	1,143	1,157	4,593	1,173	1,213	1,229	1,266	4,881	1,319
Asia	680	705	690	687	2,762	703	724	718	729	2,874	753
Revenue by Geography (as % of total revenue)											
Americas	57%	58%	59%	59%	58%	60%	60%	60%	61%	60%	60%
EMEA	27%	26%	26%	26%	26%	25%	25%	25%	25%	25%	25%
Asia	16%	16%	15%	15%	16%	15%	15%	15%	14%	15%	15%
Supplementary Cost of Revenue Data ($Millions)											
Digital Media	134	141	136	150	561	142	152	161	210	665	171
Digital Experience	352	374	385	391	1,502	404	399	397	403	1,603	397
Publishing and Advertising	26	24	25	27	102	22	21	22	21	86	22
Total	512	539	546	568	2,165	568	572	580	634	2,354	590
Stock-Based and Deferred Compensation Expenses ($Millions)											
Direct Costs	20	24	26	25	95	30	29	30	27	116	30
Research & Development	156	174	186	201	717	209	227	227	219	882	236
Sales & Marketing	90	97	110	114	411	122	125	132	121	500	136
General & Administrative	46	50	49	52	197	56	58	59	64	237	67
Total	312	345	371	392	1,420	417	439	448	431	1,735	469
Other Data											
Remaining Performance Obligations ($Millions)	13,827	13,817	14,108	15,192	-	15,214	15,215	15,718	17,215	-	17,584
Worldwide Employees	26,527	28,066	28,783	29,239	-	29,328	30,078	30,007	29,945	-	30,076
Diluted Shares Outstanding (Millions)	475	473	469	466	471	460	459	459	459	459	456

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: March 14, 2024

	Description	Q1FY22	Q2FY22	Q3FY22	Q4FY22	FY2022	Q1FY23	Q2FY23	Q3FY23	Q4FY23	FY2023	Q1FY24
GAAP ($Millions, except EPS)	Revenue	4,262	4,386	4,433	4,525	17,606	4,655	4,816	4,890	5,048	19,409	5,182
	Cost of revenue	512	539	546	568	2,165	568	572	580	634	2,354	590
	Gross profit	3,750	3,847	3,887	3,957	15,441	4,087	4,244	4,310	4,414	17,055	4,592
	Operating expenses	2,170	2,318	2,403	2,452	9,343	2,501	2,620	2,613	2,671	10,405	3,685
	Operating income	1,580	1,529	1,484	1,505	6,098	1,586	1,624	1,697	1,743	6,650	907
	Non-operating income (expense)	(37)	(37)	(28)	12	(90)	12	26	46	65	149	61
	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
	Provision for (benefit from) income taxes	277	314	320	341	1,252	351	355	340	325	1,371	348
	Net income	1,266	1,178	1,136	1,176	4,756	1,247	1,295	1,403	1,483	5,428	620
	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
Adjustments to Reconcile to Non-GAAP ($Millions)	Cost of revenue											
	Stock-based and deferred compensation	(20)	(24)	(26)	(25)	(95)	(30)	(29)	(30)	(27)	(116)	(30)
	Amortization of intangibles	(59)	(58)	(57)	(58)	(232)	(53)	(53)	(50)	(49)	(205)	(41)
	Loss contingency	-	-	-	-	-	-	-	-	(44)	(44)	(1)
	Total adjustments to cost of revenue	(79)	(82)	(83)	(83)	(327)	(83)	(82)	(80)	(120)	(365)	(72)
	Operating expenses											
	Stock-based and deferred compensation	(292)	(321)	(345)	(367)	(1,325)	(387)	(410)	(418)	(404)	(1,619)	(439)
	Amortization of intangibles	(42)	(42)	(43)	(42)	(169)	(42)	(42)	(42)	(42)	(168)	(42)
	Acquisition-related expenses	-	-	-	(26)	(26)	(33)	(22)	(27)	(34)	(116)	(1,007)
	Total adjustments to operating expenses	(334)	(363)	(388)	(435)	(1,520)	(462)	(474)	(487)	(480)	(1,903)	(1,488)
	Investment losses (gains), net	9	8	6	(4)	19	(1)	(5)	(6)	(4)	(16)	(18)
	Provision for (benefit from) income taxes	86	46	18	15	165	45	52	86	120	303	116
Non-GAAP ($Millions, except EPS)	Revenue	4,262	4,386	4,433	4,525	17,606	4,655	4,816	4,890	5,048	19,409	5,182
	Cost of revenue	433	457	463	485	1,838	485	490	500	514	1,989	518
	Gross profit	3,829	3,929	3,970	4,040	15,768	4,170	4,326	4,390	4,534	17,420	4,664
	Operating expenses	1,836	1,955	2,015	2,017	7,823	2,039	2,146	2,126	2,191	8,502	2,197
	Operating income	1,993	1,974	1,955	2,023	7,945	2,131	2,180	2,264	2,343	8,918	2,467
	Non-operating income (expense)	(28)	(29)	(22)	8	(71)	11	21	40	61	133	43
	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
	Provision for (benefit from) income taxes	363	360	338	356	1,417	396	407	426	445	1,674	464
	Net income	1,602	1,585	1,595	1,675	6,457	1,746	1,794	1,878	1,959	7,377	2,046
	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
Shares	Diluted shares outstanding (millions)	475	473	469	466	471	460	459	459	459	459	456
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
	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
	Amortization of intangibles	0.21	0.21	0.21	0.21	0.85	0.21	0.21	0.20	0.20	0.81	0.18
	Acquisition-related expenses	-	-	-	0.06	0.05	0.07	0.05	0.06	0.07	0.25	2.21
	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)
	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)
	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
Reconciliation of GAAP to Non-GAAP Operating Margin	GAAP operating margin	37.1%	34.9%	33.5%	33.3%	34.6%	34.1%	33.7%	34.7%	34.5%	34.3%	17.5%
	Stock-based and deferred compensation	7.3%	7.9%	8.4%	8.7%	8.1%	9.0%	9.1%	9.2%	8.5%	8.9%	9.1%
	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%
	Acquisition-related expenses	-	-	-	0.6%	0.1%	0.7%	0.5%	0.5%	0.7%	0.6%	19.4%
	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%

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.
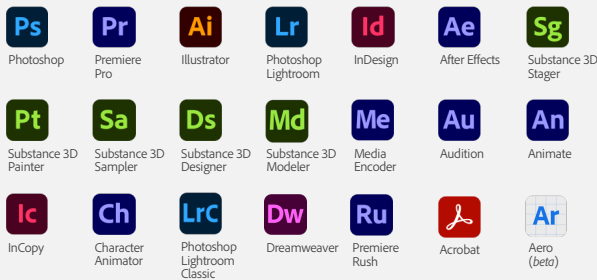
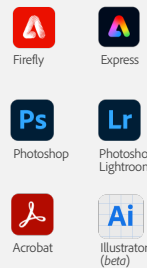# FY2024 Business Segment Classifications

Last Updated: March 14, 2024

Adobe Creative Cloud

APPS

Desktop Apps

- Photoshop (Ps)
- Premiere Pro (Pr)
- Illustrator (Ai)
- Photoshop Lightroom (Lr)
- InDesign (Id)
- After Effects (Ae)
- Substance 3D Stager (Sg)
- Substance 3D Painter (Pt)
- Substance 3D Sampler (Sa)
- Substance 3D Designer (Ds)
- Substance 3D Modeler (Md)
- Media Encoder (Me)
- Audition (Au)
- Animate (An)
- InCopy (Ic)
- Character Animator (Ch)
- Photoshop Lightroom Classic (LrC)
- Dreamweaver (Dw)
- Premiere Rush (Ru)
- Acrobat
- Aero (beta) (Ar)

Web Apps

- Firefly
- Express
- Photoshop (Ps)
- Photoshop Lightroom (Lr)
- Acrobat
- Illustrator (beta) (Ai)

Mobile Apps

- Express
- Photoshop (iPad) (Ps)
- Illustrator (iPad) (Ai)
- Photoshop Lightroom (Lr)
- Aero (Ar)
- Photoshop Express (Ps)
- Capture (Ca)
- Fresco (Fr)
- Premiere Rush (Ru)
- Acrobat

CLOUD SERVICES

Content
- Adobe Color
- Adobe Fonts
- Adobe Stock
- Adobe Portfolio

Community
- Behance
- Adobe Live
- Training

Generative AI
- Image 1 & 2 Models
- Vector 1 Model
- Design 1 Model

Teams
- Creative Cloud Libraries
- Share for Review
- Adobe Bridge
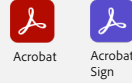- Frame.io

Adobe Document Cloud

PDF CAPABILITIES

- Convert to PDF
- Word to PDF
- PPT to PDF
- Excel to PDF
- PDF to JPG
- Edit PDF
- Rotate PDF Pages
- Delete PDF Pages
- Extract PDF Pages
- Insert PDF Pages
- Automatically Tag PDF
- JPG to PDF
- PDF to Word
- PDF to PPT
- PDF to Excel
- Reorder PDF Pages
- Compress PDF
- Merge PDFs
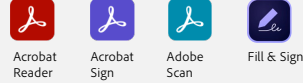- Split PDF
- Request Signatures
- Fill & Sign
- Protect PDF

APPS

Desktop
- Acrobat Reader
- Acrobat Pro
- Acrobat Standard

Web
- Acrobat
- Acrobat Sign

Mobile
- Acrobat Reader
- Acrobat Sign
- Adobe Scan
- Fill & Sign

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

- AI Assistant (BETA)
- Generative Summary (BETA)

INTEGRATIONS & ECOSYSTEM

Acrobat:
Microsoft
(Edge, M365, OneDrive/SharePoint, Teams, Purview Information Protection),
Google
(Chrome, Google Drive)

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

APIs:
Microsoft Power Automate

Adobe Experience Cloud

CLOUD — Adobe Experience Cloud

CATEGORIES	Marketing Planning & Workflow		Data Insights & Activation				Content & Commerce		Customer Journeys			
APPLICATIONS	Adobe Workfront	Adobe Mix Modeler	Adobe Analytics	Adobe Customer Journey Analytics	Adobe Real-Time CDP	Adobe Audience Manager	Adobe Experience Manager	Adobe Commerce	Adobe Target	Adobe Campaign	Adobe Journey Optimizer	Adobe Marketo Engage

PLATFORM

Unified Profile	Common Identity	Experimentation	Composable	Multi-Cloud	API-First / Headless	Data Sovereignty	Privacy & Governance

Adobe Experience Platform

Data | Content | Sensei

Publishing and Advertising

- Captivate
- Captivate Prime
- ColdFusion
- Connect
- Font Folio
- FrameMaker
- LiveCycle
- PostScript
- Robohelp
- Technical Communication Suite
- Type
- Adobe Primetime
- Adobe Advertising