

# ADOBE PERFORMANCE

## Fiscal Year 2015



### ANNUAL REVENUE

**\$4.8**  
BILLION  
Record revenue

Adobe achieved record quarterly revenue in Q4 of \$1.31 billion

### YEAR-OVER-YEAR REVENUE GROWTH

**16%**

### DIGITAL MEDIA ANNUALIZED RECURRING REVENUE\*

**~\$3**  
BILLION

Adobe added record net new Digital Media ARR in Q4 of \$350 million

\* Measures already-contracted Creative Cloud and Document Cloud revenue to expected be reported in the next 12 months

### RECORD PRODUCT RESULTS

#### Creative Cloud Subscribers

**6.17** MILLION

Record annual Creative product revenue with 6.17 million Creative Cloud subscriptions exiting FY15

#### Marketing Cloud Revenue

**\$1.36** BILLION

Record Adobe Marketing Cloud revenue of \$1.36 billion and achieved our goal of ~30% annual bookings growth

### CASH FLOW

**~\$1.5**  
BILLION

Generated ~\$1.5 billion of operating cash flow during FY15

### OPERATING INCOME

**119%**

Grew annual GAAP operating income by 119% year-over-year

### RECURRING REVENUE AS A % OF BUSINESS

**74%**

### RECORD DEFERRED REVENUE

**~\$1.5**  
BILLION

Exited FY15 with ~\$1.5B of deferred revenue

### STOCK REPURCHASE

**8.1** MILLION SHARES

**\$627**  
MILLION

The company repurchased approximately 8.1 million shares in FY15 returning ~\$627 million of excess cash to stockholders



#### CREATIVE CLOUD

The value of the Creative Cloud service grew significantly in 2015 with the launch of Adobe Stock, hundreds of new features across Creative Cloud desktop apps, and new mobile apps like Photoshop Fix, Comp CC and Capture CC.



#### MARKETING CLOUD

Adobe Marketing Cloud manages over 40 trillion data transactions every year, and measures 80 percent of all online transactions from the top 100 U.S. retailers. We are viewed as an expert in reporting and predicting major consumer trends.



#### DOCUMENT CLOUD

Building on our PDF and Acrobat franchise, Adobe Document Cloud launched in 2015 to transform how work gets done. In Q4, Adobe eSign Services had a milestone release, with mobile app functionality and focus on enterprise mobility and control.



#### LEADERSHIP

Adobe was recognized on key lists such as Interbrand's "100 Best Global Brands," CR Magazine's "100 Best Corporate Citizens," FORTUNE's "100 Best Companies to Work for," Forbes' "The World's Most Innovative Companies," and NASDAQ's "Global Sustainability Index."

### FORWARD-LOOKING STATEMENT DISCLOSURE

This contains forward-looking statements, including those related to business momentum, product adoption and innovation, recurring revenue and revenue, all of which involve risks and uncertainties that could cause actual results to differ materially. Factors that might cause or contribute to such differences include, but are not limited to: failure to develop, market and distribute products and services that meet customer requirements, introduction of new products and business models by competitors, failure to successfully manage transitions to new business models and markets, fluctuations in subscription renewal rates, risks associated with cyber-attacks and information security, potential interruptions or delays in hosted services provided by us or third parties, uncertainty in economic conditions and the financial markets, and failure to realize the anticipated benefits of past or future acquisitions.

For a discussion of these and other risks and uncertainties, please refer to Adobe's Annual Report on Form 10-K for our fiscal year 2014 ended Nov. 28, 2014, and Adobe's Quarterly Reports on Form 10-Q issued in fiscal year 2015.

The financial information set forth in this press release reflects estimates based on information available at this time. These amounts could differ from actual reported amounts stated in Adobe's Annual Report on Form 10-K for our fiscal year ended Nov. 27, 2015, which Adobe expects to file in Jan. 2016.

Adobe assumes no obligation to, and does not currently intend to, update these forward-looking statements.

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