

Adobe (ADBE) up 58% in 2023

\$532.06

Adobe ninth best performer of NASDAQ-100 Index in 2023

Adobe Inc.'s stock price soared \$195.53 (or 58.1%) year-to-date (YTD) in 2023 to close at \$532.06.

Adobe is the NASDAQ's 2nd largest Computer Software company by market cap.

The stock was the ninth highest performer in the NASDAQ-100 Index which is up 31.7% in 2023, a YTD relative price increase of 26.4%. Adobe's market cap surged by \$85.8 billion to \$242.2 billion.

Average daily volume of 2.9 million shares so far in 2023 was 0.8 times the average daily volume in 2022.

Fig 1: Activities

Adobe Inc., previously Adobe Systems Incorporated (Adobe) is a diversified software companies. The Company offers a line of creative, business and mobile software and services used by creative professionals, knowledge workers, consumers, original equipment manufacturer (OEM) partners, developers and enterprises for creating, managing, delivering and engaging with content and experiences across multiple operating systems, devices and media. It distributes its products through a network of distributors, value-added resellers (VARs), systems integrators, independent software vendors (ISVs) and OEMs, direct to end users and through its own Website at www.adobe.com. It also licenses its technology to hardware manufacturers, software developers and service providers, and offer integrated software solutions to businesses of all sizes. Adobe has operations in the Americas, Europe, Middle East and Africa (EMEA) and Asia. In September 2008, it acquired YaWah ApS, a dynamic imaging software provider based in Denmark. It is the NASDAQ's 2nd largest Computer software company by market capitalisation.

Includes analysis of SEC Filings Form 13F as of Jun 30

Form 13F is a quarterly equity holding report for all institutional investment managers with at least \$100 million in AUM. Our analysis covers about 5,500 such institutions.
Next quarterly update - Inst ownership analysis Sep 30: Nov 17, 2023

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(left, top)

DATA & ARCHIVE DOWNLOAD CENTER

ADBE: EXCEL TABLES ARE AVAILABLE TO EXPORT DATA:

- PRICE VOLUME - 5-YEAR HISTORY
- FINANCIALS - 10-YEAR HISTORY [INCLUDING Q3/2023]
- INSTITUTIONAL SHAREHOLDERS - CATEGORISED AND COMPLETE LIST OF 1951 INSTITUTIONS AS AT Jun 30, 2023
- PEER COMPARISON - STOCK IN COMPUTER SOFTWARE SECTOR AND STOCK IN INDICES
- PATENTS - CATEGORISED LIST OF 5-YEAR HISTORY OF 2686 [INCLUDING 9 IN CURRENT WEEK]

ADBE: LINKS IN HTML TO FURTHER INFORMATION:

- NEWS ARCHIVES - ADBE PAST 4 YEARS IN HTML
- STOCK BUZZ IN HTML
- PRICE VOLUME CHARTS IN HTML
- SEC FILINGS
- NOTES to ACCOUNTS

"Your content offering is consistently in the top 10 of accessed publications." Refinitiv

Fig 2: ADOBE (ADBE) Stock Dashboard [traded in US Dollars, USD] End-of-Day

| | | | |
|--|----------------------------|--------------------------------|---|
| ADBE P/E | 52.5 | Market Cap | \$242 billion |
| EPS (FY2022) | \$10.13 | Exchange | NASDAQ [BATS, NYSE ARCA, Nasdaq, NSX] |
| Shares Outstanding | 455,300,000 | % of shares outstanding | 77.6% |
| Last | \$532.06 | Sector | Computer Software |
| Institutional Ownership | 353,927,478 | Independent Ratings | Ranked 376 in Forbes 2000; Ranked 235 in Fortune 500; Ranked 21 in Just Capital |
| ADBE in Indices | NASDAQ-100 [of 100 stocks] | PV\$1000 (1 yr) | \$1,671 |
| EPS Growth (Q3 2023 vs Q2 2023) | 8.5 | | |
| Ave Daily Volume | 3,207,052 shares | | |
| 52-Week Price Range | 278.23 - 574.40 | | |

A year ago the Adobe share price was \$318.50. \$1,000 would have bought 3.1 Adobe shares on that day. Those 3.1 shares would be worth \$1,671 at today's share price of \$532.06. PV\$1000= \$1,671.

Fig 3: LONG-TERM FUNDAMENTAL RANKING: 4 OUT OF 5 [5 is best]

Adobe is ranked number 2 out of 31 listed computer software companies in the United States with a market capitalization of \$242.2 billion.

It has a strong relative ROE of 33.8% and ROA of 17.5%. Finally, its earnings growth in the past 12 months has been a comparatively moderate 0.3%.

Stocks are scored on a set of parameters reflecting fundamental analytical tools involving valuation, size and financial performance. They are ranked according to the average values of those parameters. The highest ranking is 5 and the lowest ranking is 1.



The Past Quarter: SEC Filings

Fig 4: SEC Form 4 Filings: Insider Selling

Thu Oct 26, 2023

Adobe CAO Mark S. Garfield sells shares worth \$61,893

Thursday October 26, 2023 Adobe (NASDAQ:ADBE) Chief Administrative Officer, Corporate Controller and Senior Vice President Mark S. Garfield sold 116 shares worth \$61,893 on October 25. The selling price was \$533.56. The shares hit a 19-day low on the day.

Thu Oct 26, 2023

Adobe chief product officer Scott Belsky sells shares worth \$407,640

Thursday October 26, 2023 Adobe (NASDAQ:ADBE) Chief Product Officer, Executive Vice President and Creative Cloud Scott Belsky sold 764 shares worth \$407,640 on October 25. The selling price was \$533.56. The shares hit a 19-day low on the day.

Thu Oct 26, 2023

Adobe chief product officer Scott Belsky sells shares worth \$1.1 million

Thursday October 26, 2023 Adobe (NASDAQ:ADBE) Chief Product Officer, Executive Vice President and Creative Cloud Scott Belsky sold 1,991 shares worth \$1,083,880 on October 24. The selling price was \$544.39.

Tue Oct 17, 2023

Adobe CAO Mark S. Garfield sells shares worth \$53,105

Tuesday October 17, 2023 Adobe (NASDAQ:ADBE) Chief Administrative Officer, Corporate Controller and Senior Vice President Mark S. Garfield sold 96 shares worth \$53,105 on October 16. The selling price was \$553.18. The shares hit a five-day low on the day.

Tue Sep 19, 2023

Adobe CAO Mark S. Garfield sells shares worth \$138,521

Tuesday September 19, 2023 Adobe (NASDAQ:ADBE) Chief Administrative Officer, Corporate Controller and Senior Vice President Mark S. Garfield sold 264 shares worth \$138,521 on September 18. The selling price was \$524.70. The shares hit a one-month low on the day.

Mon Aug 07, 2023

Adobe CAO Mark S. Garfield sells shares worth \$156,969

Monday August 07, 2023 Adobe (NASDAQ:ADBE) Chief Administrative Officer, Corporate Controller and Senior Vice President Mark S. Garfield sold 298 shares worth \$156,969 on August 04. The selling price was \$526.74. The shares hit a seven-day low on the day.

Insider Selling Summary [past quarter]

| Name | No. of Shares | Price, \$ | Value, \$ |
|------------------------|---------------|-----------|-----------|
| Garfield Mark S. [CAO] | 774 | 530.3 | 410,488 |

The Past Quarter: Financials, Analyst Ratings

Fig 5: Quarterly Financials (Q3/2023)

Adobe EPS increases 8%

Release Date: September 27, 2023

Adobe (NASDAQ:ADBE), announced EPS of \$3.07 for the quarter-ended 01 September 2023 [Q3/2023], up 8.5% sequentially from \$2.83 in the previous quarter [Q2/2023].

Quarterly Report (Q3 2023)

| Quarter-ended | 01 Sep [Q3/2023] | 02 Jun [Q2/2023] | 03 Mar [Q1/2023] |
|-----------------------------------|------------------|------------------|------------------|
| EPS, \$ | 3.1 | 2.8 | 2.7 |
| Sequential growth in EPS % | 8.5 | 4.0 | 7.5 |
| Revenue, \$ billion | 4.9 | 4.8 | 4.7 |
| Sequential growth in Revenue % | 1.5 | 3.5 | 2.9 |
| Net Profit, \$ billion | 1.4 | 1.3 | 1.2 |
| Sequential growth in Net Profit % | 8.3 | 3.8 | 6.0 |

Compared with the Previous Corresponding Period [PCP; Q3/2022], year-over-year [y.o.y.] EPS was up 26.9%, Revenue was up 10.3% and Net Profit was up 23.5%.

| Quarter-ended | 01 Sep [Q3/2023] | 02 Sep [Q3/2022] |
|----------------------------|------------------|------------------|
| EPS, \$ | 3.1 | 2.4 |
| PCP growth in EPS % | 27 | -4.7 |
| Revenue, \$ billion | 4.9 | 4.4 |
| PCP growth in Revenue % | 10.3 | 12.7 |
| Net Profit, \$ billion | 1.4 | 1.1 |
| PCP growth in Net Profit % | 23.5 | -6.3 |

Fig 6: Analyst Recommendations: Past 20 days

| 2023 | Brokerage | Past Rating | Current Rating | Prev Target | Price Target |
|--------|----------------------|----------------|----------------|-------------|--------------|
| Oct 26 | DA Davidson | Neutral | Buy | 500 | 640 |
| Oct 26 | Oppenheimer | Market Perform | Outperform | | 660 |
| Oct 11 | Royal Bank of Canada | Outperform | Outperform | | 615 |
| Oct 11 | Stifel Nicolaus | Buy | Buy | | 600 |
| Oct 11 | Piper Sandler | Overweight | Overweight | | 650 |

Since June 2, Adobe has had fifty-eight analyst rating changes with fifty-three being upgrades. Adobe is up 21.9% since June 2.

The Past Quarter: Press Releases and Corporate Wire

Fig 7: Adobe issued 228 new patents in the past quarter

Adobe (ADBE) has been issued 228 new patents by the USPTO & EPO.

This corresponds to an average of 76 patents a month, up 100.0% from an average of 38 patents per month in 2022.

To view details, click on link shown in the DATA & ARCHIVE DOWNLOAD CENTER.

The Past Quarter: News and Buzz

Fig 8: Institutional News [Updated October 30, 2023]

The source data is compiled as an aggregation of SEC filings. So far in this quarter 2,162 institutions have reported their holdings at the end of quarter Q3. The remaining 4,483 institutions are expected to file by day 45 of Q4, the deadline date.

Fig 9: Top 5 Institutions increasing their holdings in Adobe shares [Q3/2023]

| Institution Name (CIK) | Rank on Jun 30, 2023 | Jun 30, 2023 | Sep 30, 2023 | Increase % | *Today's Market Value \$ million |
|--|----------------------|--------------|--------------|------------|----------------------------------|
| Sumitomo Mitsui Trust Holdings (0001475365) | 48 | 1,302,501 | 1,388,613 | 6.6 | 731.7 |
| Raymond James (0001084208) | 86 | 612,121 | 624,984 | 2.1 | 329.3 |
| Mirae Asset Global Investments. (0001569395) | 96 | 509,086 | 586,363 | 15.2 | 309 |
| Robeco Institutional Asset Management (0001418773) | 115 | 423,226 | 575,097 | 35.9 | 303 |
| TD Asset Management (0001056053) | 111 | 437,700 | 463,712 | 5.9 | 244.3 |

*Today's Market Value in \$ million of holdings as at September 30, 2023.

Fig 10: Top 5 Institutions decreasing their holdings in Adobe shares [Q3/2023]

| Institution Name (CIK) | Rank on Jun 30, 2023 | Jun 30, 2023 | Sep 30, 2023 | Decrease % | *Today's Market Value \$ |
|---|----------------------|--------------|--------------|------------|--------------------------|
| Bank of New York Mellon (0001390777) | 8 | 6,765,321 | 6,582,366 | 2.7 | 3.5 billion |
| Brown Advisory (0001345929) | 29 | 2,369,590 | 2,265,460 | 4.4 | 1.2 billion |
| The Wellcome Trust (0001026720) | 59 | 935,000 | 800,000 | 14.4 | 421.6 million |
| New York State Teachers Retirement System (0000314969) | 95 | 523,842 | 500,281 | 4.5 | 263.6 million |
| Zurcher Kantonalbank (Zurich Cantonalbank) (0001368163) | 124 | 390,862 | 371,479 | 5.0 | 195.7 million |

*Today's Market Value in \$ of holdings as at September 30, 2023.

Fig 11: Stock Buzz

Source: Other Publishers

| Oct | Headline | Publisher |
|--------|--|---------------|
| Tue 31 | Adobe Stock Price Prediction 2024, 2025, 2026, 2027, 2030 and Forecast (ADBE) | weinvestsmart |
| Tue 31 | Adobe Inc. (ADBE) Shareholder Notice: Robbins LLP Reminds Investors of Class Action Against Adobe Inc. | Business Wire |
| Tue 31 | The Volatility of Adobe Inc s (ADBE) Stock: A -2.49% Ratio for the Week | newsheater |
| Tue 31 | UK extends deadline on in-depth probe into Adobe s \$20 billion deal for Figma | Investing |
| Tue 31 | Bemeir Collaborates with Aircall to Launch Integration for Adobe Commerce and Magento Open Source | Channel Biz |
| Mon 30 | Here s Why Madison Investors Fund Exited Adobe (ADBE) | YAHOO!Finance |

Please view more Stock Buzz stories in [DATA DOWNLOAD CENTER](#)

SEC Form 10-K: Management's Discussion & Analysis

Fig 12: SEC Form 10-K: Management's Discussion & Analysis

MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS:

The following discussion should be read in conjunction with our Consolidated Financial Statements and Notes thereto. Discussion regarding our financial condition and results of operations for fiscal 2021 as compared to fiscal 2020 is included in Item 7 of our Annual Report on Form 10-K for the fiscal year ended December 3, 2021, filed with the SEC on January 21, 2022.

CRITICAL ACCOUNTING POLICIES AND ESTIMATES:

In preparing our Consolidated Financial Statements in accordance with GAAP and pursuant to the rules and regulations of the SEC, we make assumptions, judgments and estimates that affect the reported amounts of assets, liabilities, revenue and expenses, and related disclosures of contingent assets and liabilities. We base our assumptions, judgments and estimates on historical experience and various other factors that we believe to be reasonable under the circumstances. Actual results could differ materially from these estimates under different assumptions or conditions. We evaluate our assumptions, judgments and estimates on a regular basis. We also discuss our critical accounting policies and estimates with the Audit Committee of the Board of Directors.

We believe that the assumptions, judgments and estimates involved in the accounting for revenue recognition, business combinations and income taxes have the greatest potential impact on our Consolidated Financial Statements. These areas are key components of our results of operations and are based on complex rules requiring us to make judgments and estimates, and consequently, we consider these to be our critical accounting policies. Historically, our assumptions, judgments and estimates relative to our critical accounting policies have not differed materially from actual results.

Revenue Recognition:

Our contracts with customers may include multiple goods and services. For example, some of our offerings include both on-premise and/or on-device software licenses and cloud services. Determining whether the software licenses and the cloud services are distinct from each other, and therefore performance obligations to be accounted for separately, or not distinct from each other, and therefore part of a single performance obligation, may require significant judgment. We have concluded that the on-premise/on-device software licenses and cloud services provided in our Creative Cloud and Document Cloud subscription offerings are not distinct from each other such that revenue from each offering should be recognized ratably over the subscription period for which the cloud services are provided. In reaching this conclusion, we considered the nature of our promise to Creative Cloud and Document Cloud customers, which is to provide a complete end-to-end creative design or document workflow solution that operates seamlessly across multiple devices and teams. We fulfill this promise by providing access to a solution that integrates cloud-based and on-premise/on-device features that, together through their integration, provide functionalities, utility and workflow efficiencies that could not be obtained from either the on-premise/on-device software or cloud services on their own.

Cloud-based features that are integral to our Creative Cloud and Document Cloud offerings and that work together with the on-premise/on-device software include, but are not limited to: Creative Cloud Libraries, which enable customers to access their work, settings, preferences and other assets seamlessly across desktop and mobile devices and collaborate across teams in real time; shared reviews which enable simultaneous editing and commenting of digital assets across desktop, mobile and web; automatic cloud rendering of a design which enables it to be worked on in multiple mediums; and Sensei, Adobe's cloud-hosted artificial intelligence and machine learning framework, which enables features such as automated photo-editing, photograph content-awareness, natural language processing, optical character recognition and automated document tagging.

Accounting for Income Taxes:

We use the asset and liability method of accounting for income taxes. Under this method, income tax expense is recognized for the amount of taxes payable or refundable for the current year. In addition, deferred tax assets and liabilities are recognized for the expected future tax consequences of temporary differences between the financial reporting and tax bases of assets and liabilities, and for operating loss and tax credit carryforwards. Significant judgment is required in determining our current provision for income taxes and deferred tax assets or liabilities. We record a valuation allowance to reduce deferred tax assets to an amount for which realization is more likely than not.

Our assumptions, judgments and estimates relative to the current provision for income taxes take into account our interpretation and application of current tax laws and possible outcomes of current and future examinations conducted by domestic and foreign tax authorities. We have established reserves for income taxes to address potential exposures involving tax positions that could be challenged by tax authorities. We regularly assess the likelihood of outcomes resulting from these examinations to determine the adequacy of our provision for income taxes and associated reserves. To the extent that the final determination of any of these examinations is different from the amounts recorded, such differences will affect the provision for income taxes and the effective tax rate in the period in which such determination is made.

Recent Accounting Pronouncements:

See Note 1 of our Notes to Consolidated Financial Statements for information regarding recent accounting pronouncements that are of significance, or potential significance to us.

ACQUISITIONS:

In the fourth quarter of fiscal 2021, we completed the acquisition of Frame.io, a privately held company that provides a cloud-based video collaboration platform, for approximately \$1.24 billion and we began integrating Frame.io into our Digital Media reportable segment. In the first quarter of fiscal 2021, we completed the acquisition of Workfront, a privately held company that provides a workflow platform, for approximately \$1.52 billion in cash consideration and we began integrating Workfront into our Digital Experience reportable segment. See Note 3 of our Notes to Consolidated Financial Statements for further information regarding these acquisitions.

RESULTS OF OPERATIONS:

Overview of 2022:

For our fiscal 2022, we experienced strong demand across our Digital Media and Digital Experience offerings, driven by the ongoing shift towards a digital-first world. As we execute on our long-term growth initiatives, we have continued to experience growth in software-based subscription revenue across our portfolio of offerings.

Digital Media:

In our Digital Media segment, we are a market leader with Creative Cloud, our subscription-based offering which provides desktop tools, mobile apps and cloud-based services for designing, creating and publishing rich content and immersive 3D experiences. Starting in December 2021, Creative Cloud includes Adobe Express, a web and mobile application designed to enable a broad spectrum of users, including novice content creators, communicators and creative professionals, to create, edit and customize content quickly and easily with content-first, task-based solutions. Creative Cloud delivers value with deep, cross-product integration, frequent product updates and feature enhancements, cloud-enabled services including storage and syncing of files across users' devices, machine learning and artificial intelligence, access to marketplace, social and community-based features with our Adobe Stock and Behance services, app creation capabilities, tools which assist with enterprise deployments and team collaboration, and affordable pricing for cost-sensitive customers.

We offer Creative Cloud for individuals, students, teams and enterprises. We expect Creative Cloud will drive sustained long-term revenue growth through a continued expansion of our customer base by attracting new users with new features and products like Adobe Express that make creative tools accessible to first-time creators and communicators, and delivering new features and technologies to existing customers with our latest releases such as share for review. We have also built out a marketplace for Creative Cloud subscribers to enable the delivery and purchase of stock content in our Adobe Stock service. Overall, our strategy with Creative Cloud is designed to enable us to increase our revenue with users, attract more new customers, and grow our recurring and predictable revenue stream that is recognized ratably.

We continue to implement strategies that are designed to accelerate awareness, consideration and purchase of subscriptions to our Creative Cloud offerings. These strategies include increasing the value Creative Cloud users receive, such as offering new desktop, web and mobile applications, as well as targeted promotions and offers that attract past customers and potential users to experience and ultimately subscribe to Creative Cloud. Because of the shift towards Creative Cloud subscriptions and Enterprise Term License Agreements ("ETLAs"), revenue from perpetual licensing of our Creative products has been immaterial to our business.

We are also a market leader with our Document Cloud offerings built around our Adobe Acrobat family of products, with a set of integrated mobile apps and cloud-based document services which enable users to create, review, approve, sign and track documents regardless of platform or application source type. Document Cloud, which enhances the way people manage critical documents at home, in the office and across devices, includes Adobe Acrobat, Adobe Acrobat Sign and Adobe Scan. Adobe Acrobat is offered both through subscription and perpetual licenses.

As part of our Creative Cloud and Document Cloud strategies, we utilize a data-driven operating model ("DDOM") and our Adobe Experience Cloud solutions to raise awareness of our products, drive new customer acquisition, engagement and retention, and optimize customer journeys, and it continues to contribute strong growth in the business.

Revolving Credit Agreement:

During 2022, we entered into a credit agreement (the "Revolving Credit Agreement") with a syndicate of lenders, providing for a five-year \$1.5 billion senior unsecured revolving credit facility through June 30, 2027, which replaces our previous five-year \$1 billion senior unsecured revolving credit agreement dated as of October 17, 2018. Subject to the agreement of lenders, we may obtain up to an additional \$500 million in commitments, for a maximum aggregate commitment of \$2 billion. As of December 2, 2022, there were no outstanding borrowings under this credit agreement and the entire \$1.5 billion credit line remains available for borrowing.

Under the terms of our Revolving Credit Agreement, we are not prohibited from paying cash dividends unless payment would trigger an event of default or if one currently exists. We do not anticipate paying any cash dividends in the foreseeable future.

Senior Notes:

We have \$4.15 billion senior notes outstanding, which rank equally with our other unsecured and unsubordinated indebtedness. As of December 2, 2022, the carrying value of our senior notes was \$4.13 billion and our maximum commitment for interest payments was \$416 million for the remaining duration of our outstanding senior notes. Interest is payable semi-annually, in arrears on February 1 and August 1. Our senior notes do not contain any financial covenants. See Note 17 of our Notes to Consolidated Financial Statements for further details regarding our debt.

During the first quarter of fiscal 2022, we reclassified the senior notes due February 1, 2023 as current debt in our Consolidated Balance Sheets. As of December 2, 2022, the carrying value of our current debt was \$500 million, net of the related discount and issuance costs. We intend to repay the current portion of our debt on or before the due date.

Contractual Obligations:

Our purchase obligations consist of agreements to purchase goods and services entered into in the ordinary course of business. As of December 2, 2022, the value of our non-cancellable unconditional purchase obligations was \$6.09 billion, primarily relating to contracts with vendors for third-party hosting and data center services. See Note 16 of our Notes to Consolidated Financial Statements for additional information regarding our purchase obligations.

We lease certain facilities and data centers under non-cancellable operating lease arrangements that expire at various dates through 2032. As of December 2, 2022, the value of our obligations under operating leases was \$548 million. See Note 18 of our Notes to Consolidated Financial Statements for additional information regarding our lease obligations.

Other:

Our transition tax liability related to historical undistributed foreign earnings, which was accrued as a result of the U.S. Tax Act, was approximately \$313 million as of December 2, 2022 and is payable in installments through fiscal 2026. As we repatriate foreign earnings for use in the United States, the distributions will generally be exempt from federal income taxes. In addition, the U.S. Tax Act requires companies to capitalize and amortize research and development expenditures starting fiscal 2023. If not modified, we anticipate an adverse impact to our effective rates for income taxes paid, which will be partially offset by the increase in the foreign-derived intangible income deduction, for fiscal 2023 and beyond.

The Inflation Reduction Act enacted on August 16, 2022 introduced new provisions including a corporate book minimum tax effective for us beginning in fiscal 2024 and an excise tax on net stock repurchases made after December 31, 2022. We continue to monitor developments and evaluate impacts, if any, of these provisions to our results of operations and cash flows.

Stock Repurchase Program:

To facilitate our stock repurchase program, designed to return value to our stockholders and minimize dilution from stock issuances, we may repurchase our shares in the open market or enter into structured repurchase agreements with third parties. In December 2020, our Board of Directors granted authority to repurchase up to \$15 billion in our common stock through the end of fiscal 2024.

During fiscal 2022, we repurchased a total of 15.7 million shares, including approximately 10.4 million shares at an average price of \$375.03 through structured repurchase agreements entered into during fiscal 2021 and fiscal 2022, as well as 5.3 million shares at an average purchase price of \$451.55 through an accelerated share repurchase agreement entered into during the first quarter of fiscal 2022.

During the fourth quarter of fiscal 2022, we entered into a structured stock repurchase agreement with a large financial institution whereupon we provided them with a prepayment of \$1.75 billion. As of December 2, 2022, \$583 million of prepayment remained under our outstanding structured stock repurchase agreement.

Subsequent to December 2, 2022, as part of the December 2020 stock repurchase authority, we entered into an accelerated share repurchase agreement with a large financial institution whereupon we provided them with a prepayment of \$1.4 billion and received an initial delivery of 3.2 million shares, which represents approximately 75% of our prepayment. Upon completion of the \$1.4 billion accelerated share repurchase agreement, \$5.15 billion remains under our December 2020 authority.

See section titled "Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities" in Part II, Item 5 of this report for stock repurchases during the quarter ended December 2, 2022 and Note 14 of our Notes to Consolidated Financial Statements for further details regarding our stock repurchase program.

Indemnifications:

In the ordinary course of business, we provide indemnifications of varying scope to customers and channel partners against claims of intellectual property infringement made by third parties arising from the use of our products and from time to time, we are subject to claims by our customers under these indemnification provisions. Historically, costs related to these indemnification provisions have not been significant and we are unable to estimate the maximum potential impact of these indemnification provisions on our future results of operations.

To the extent permitted under Delaware law, we have agreements whereby we indemnify our officers and directors for certain events or occurrences while the officer or director is or was serving at our request in such capacity. The indemnification period covers all pertinent events and occurrences during the officer's or director's lifetime. The maximum potential amount of future payments we could be required to make under these indemnification agreements is unlimited; however, we have director and officer insurance coverage that reduces our exposure and enables us to recover a portion of any future amounts paid.

Institutional ownership updated after last SEC Filing Q2/2023 reported on Aug 17

Fig 13: Adobe Top Shareholding Rank in Funds

| | Out Of Top 100 Funds | Out Of Top 500 Funds | Out Of Top 1000 Funds | Out Of Total 2221 Funds |
|---------------------|----------------------|----------------------|-----------------------|-------------------------|
| Top Shareholding | | | | 1 |
| Top 3 Shareholding | | | | 2 |
| Top 5 Shareholding | | | | 5 |
| Top 10 Shareholding | | | 3 | 20 |
| Top 50 Shareholding | 5 | 51 | 114 | 441 |

Adobe is a top 50 largest shareholding for 5 of the largest 100 funds we track and for 441 out of the largest 2221 funds we track.

[1951 Institutional shareholders Jun 30, 2023 in xls](#)

Fig 14: Reported holdings of institutions end of quarter

As at June 30, 2023 institutions had decreased their holdings to 77.6% of issued capital, down from 80.6% nine months ago.

| Quarter - ended | Jun 30 | Mar 31 | Dec 31, 2022 | Sep 30, 2022 |
|---------------------|--------|--------|--------------|--------------|
| % of issued capital | 77.6 | 83.3 | 81.0 | 80.6 |

Fig 15: Top 25 Institutional Ownership of Adobe as at June 30, 2023

As at June 30, 2023, 1933 Institutions (Funds) held investments in shares of Adobe. Institutions decreased their holdings to 77.6% of issued capital, down from 83.3% as at Mar 31. The largest shareholder was Blackrock Inc. with 8% of Adobe. The second largest shareholder was FMR LLC with 2%.

*Note: Minimum Core Shareholding is computed on the basis of SEC filings over the last 12 quarters (3 years). A higher % of shareholding above the minimum core holding may be indicative of a potential positioning by an active institution to overweight.

Adobe Top 10 Index Funds (in desc order of Shares) hold 18.6% [second last column shows % above minimum core shareholding; last column shows percentile rank by AUM (Assets Under Management) among 6692 Funds]. Please download the spreadsheet to view full list of 837 Index Funds holding 25.4% of Adobe as at June 30, 2023.

| Fund | Shares | % of Total | Value \$ | % above Core* | Percentile rank |
|--|-------------------|-------------|---------------|---------------|-----------------|
| Blackrock Inc. (0001364742) | 36,612,628 | 8 | 17.9 B | 3 | 100 |
| FMR LLC (0000315066) | 10,507,203 | 2 | 5.1 B | | 100 |
| Bank of New York Mellon Corp (0001390777) | 6,765,321 | 1 | 3.3 B | | 100 |
| Primecap Management Co,CA (0000763212) | 6,108,578 | 1 | 3 B | | 99 |
| Northern Trust Corp (0000073124) | 5,156,379 | 1 | 2.5 B | | 100 |
| Fisher Asset Management, LLC (0000850529) | 4,812,112 | 1 | 2.4 B | | 99 |
| Polen Capital Management LLC (0001034524) | 4,631,539 | 1 | 2.3 B | | 98 |
| Jennison Associates LLC (0000053417) | 4,062,902 | 0.9 | 2 B | | 99 |
| Edgewood Management LLC (0000860561) | 3,546,853 | 0.8 | 1.7 B | | 97 |
| Massachusetts Financial Services (0000912938) | 2,461,867 | 0.5 | 1.2 B | | 100 |
| % Held by Top 10 Institutional shareholders | 84,665,382 | 18.6 | 41.4 B | | |

Adobe Top 15 Active Funds (in desc order of Shares) hold 12.1% [second last column shows % above minimum core shareholding; last column shows percentile rank by AUM (Assets Under Management) among 6692 Funds]. Please download the spreadsheet to view full list of 1097 Active Funds holding 24.6% of Adobe as at June 30, 2023.

| Fund | Shares | % of Total | Value \$ | % above Core* | Percentile rank |
|--|-----------|------------|----------|---------------|-----------------|
| Geode Capital Management, LLC (0001214717) | 9,762,185 | 2 | 4.8 B | 24 | 100 |
| JP Morgan Chase & Co (0000019617) | 7,866,451 | 2 | 3.8 B | 705 | 100 |
| AllianceBernstein (0001109448) | 5,058,449 | 1 | 2.5 B | 79 | 100 |
| UBS Global Asset Management Americas Inc. (0000861177) | 4,124,154 | 0.9 | 2 B | 17 | 99 |
| Capital Research Global Investors (0001422848) | 3,859,163 | 0.8 | 1.9 B | 4,186 | 100 |
| Invesco Ltd. (0000914208) | 3,549,198 | 0.8 | 1.7 B | 14 | 100 |
| Goldman Sachs Group Inc. (0000886982) | 2,899,133 | 0.6 | 1.4 B | 33 | 100 |

| | | | | | |
|--|-------------------|-------------|---------------|-------|-----|
| Nordea Investment Management AB (0001218210) | 2,543,994 | 0.6 | 1.2 B | 257 | 99 |
| Schwab Charles Investment Management Inc. (0000884546) | 2,530,839 | 0.6 | 1.2 B | 12 | 100 |
| Brown Advisory Inc. (0001345929) | 2,369,590 | 0.5 | 1.2 B | 54 | 99 |
| Advisor Group Holdings, Inc. (0001677044) | 2,360,249 | 0.5 | 1.2 B | 1,483 | 98 |
| Barclays PLC (0000312069) | 2,117,243 | 0.5 | 1 B | 170 | 99 |
| Schroder Investment Management Group (0001086619) | 2,071,982 | 0.5 | 1 B | 132 | 99 |
| Principal Financial Group Inc. (0001126328) | 2,051,927 | 0.5 | 1 B | 13 | 99 |
| Parnassus Investments,CA (0000948669) | 1,885,915 | 0.4 | 922.2 M | 79 | 98 |
| % Held by Top 15 Institutional shareholders | 55,050,472 | 12.1 | 26.9 B | | |

Institutions were last ranked on August 17, 2023 soon after deadline date of Day 45 based on an analysis of completed Filings from Day 1 to Day 45 for Q2 2023 by 6692 Institutions as at June 30, 2023.

Fig 16: Institutional ownership of ADBE at Jun 30: Washington Trust top increase of 102,435%

As at June 30, 2023, 605 institutions or 31.0% of ADBE's institutional shareholders had increased their holding of shares in Adobe from March 31. The top increase was by Washington Trust which increased its holding by 34,828 shares, or 102,435.3% to 34,862 shares.

Top 25 Increases [June 30, 2023 vs March 31, 2023]

Value is shown in the table below at June 30 ADBE share price of \$488.99.

| Institution (CIK) | Shares | Value, \$ | % increase |
|--|-----------|-----------|------------|
| Washington Trust (0001079736) | 34,828 | 14.5 M | 102,435.3 |
| Mendota Financial Group, LLC (0001964538) | 420 | 175,106 | 7,000.0 |
| Missouri Trust & Investment Co (0001908186) | 274 | 114,236 | 5,480.0 |
| Capital Research Global Investors (0001422848) | 3,769,125 | 1.6 B | 4,186.1 |
| Baystate Wealth Management LLC (0001546408) | 5,756 | 2.4 M | 2,302.4 |
| H. M. Payson & Co. (0000928052) | 57,001 | 23.8 M | 1,985.4 |
| Old Second National Bank of Aurora (0000903783) | 3,944 | 1.6 M | 1,809.2 |
| Huntington Asset Advisors, Inc. (0001143565) | 593 | 247,233 | 1,186.0 |
| Advisor Group Holdings, Inc. (0001677044) | 2,162,545 | 901.6 M | 1,093.8 |
| First National Bank and Trust Company (0001277303) | 16,833 | 7 M | 969.6 |
| Strengthening Families & Communities, LLC (0001921196) | 627 | 261,408 | 922.1 |
| K.J. Harrison & Partners Inc (0001418359) | 6,265 | 2.6 M | 918.6 |
| F/M Investments LLC (0001834499) | 6,137 | 2.6 M | 863.2 |
| CALDWELL SUTTER CAPITAL, INC. (0000702007) | 155 | 64,622 | 815.8 |
| Group One Trading, LP (0000932540) | 8,086 | 3.4 M | 752.9 |
| Geneos Wealth Management Inc. (0001764754) | 10,426 | 4.3 M | 683.7 |
| Modera Wealth Management, LLC (0001542143) | 16,400 | 6.8 M | 673.5 |
| Benjamin Edwards, Inc. (0001451623) | 876 | 365,221 | 587.9 |

| | | | |
|--|------------------|--------------------|-------|
| L2 Asset Management, LLC (0001686988) | 6,252 | 2.6 M | 568.4 |
| Atlas Capital Advisors LLC (0001434165) | 400 | 166,768 | 555.6 |
| Mckinley Carter Wealth Services, Inc. (0001484265) | 6,531 | 2.7 M | 491.4 |
| Oakmont Partners LLC (0001631353) | 15,553 | 6.5 M | 457.3 |
| BKD Wealth Advisors, LLC (0001352864) | 5,409 | 2.3 M | 431.0 |
| Freemont Management S.A. (0001609120) | 30,000 | 12.5 M | 428.6 |
| CloudAlpha Capital Management Limited/Hong Kong (0001745907) | 42,850 | 17.9 M | 329.6 |
| Total | 6,207,286 | 2.6 billion | |

Fig 17: Institutional ownership of ADBE at June 30, 2023: Capital Research Global Investors top increase by worth

Top 25 Increases by worth [June 30, 2023 vs March 31, 2023]

Value is shown in the table below at June 30 ADBE share price of \$488.99.

| Institution (CIK) | Shares | Worth Change, \$ |
|--|-------------------|--------------------|
| Capital Research Global Investors (0001422848) | 3,769,125 | 1.6 B |
| Advisor Group Holdings, Inc. (0001677044) | 2,162,545 | 901.6 M |
| Parnassus Investments,CA (0000948669) | 764,268 | 318.6 M |
| Franklin Resources Inc. (0000038777) | 626,196 | 261.1 M |
| Barclays PLC (0000312069) | 463,270 | 193.1 M |
| Invesco Ltd. (0000914208) | 407,230 | 169.8 M |
| Geode Capital Management, LLC (0001214717) | 301,062 | 125.5 M |
| Capital World Investors (0001422849) | 289,016 | 120.5 M |
| Los Angeles Capital Management & Equity Research Inc. (0001177206) | 238,480 | 99.4 M |
| Zurcher Kantonalbank (Zurich Cantonalbank) (0001368163) | 151,456 | 63.1 M |
| Pictet Asset Management SA (0001361570) | 141,933 | 59.2 M |
| TD Asset Management Inc. (0001056053) | 128,671 | 53.6 M |
| Quintet Private Bank (Europe) S.A. (0001977290) | 123,604 | 51.5 M |
| HSBC Holdings PLC (0000873630) | 122,913 | 51.2 M |
| Wells Fargo & Company (0000072971) | 117,903 | 49.2 M |
| Twin Tree Management, LP (0001535588) | 101,645 | 42.4 M |
| Martingale Asset Management LP (0000936944) | 76,151 | 31.7 M |
| Dimensional Fund Advisors LP (0000354204) | 59,161 | 24.7 M |
| H. M. Payson & Co. (0000928052) | 57,001 | 23.8 M |
| Rathbone Brothers PLC (0001351991) | 52,923 | 22.1 M |
| KBC Group Nv (0001411133) | 47,042 | 19.6 M |
| Brown Advisory Inc. (0001345929) | 46,313 | 19.3 M |
| Panagora Asset Management Inc. (0000883677) | 45,123 | 18.8 M |
| Regions Financial Corporation (0001281761) | 44,793 | 18.7 M |
| National Bank of Canada /Fi/ (0000926171) | 44,158 | 18.4 M |
| Total | 10,381,982 | 4.3 billion |

Fig 18: Institutional ownership of ADBE at Jun 30: Sanctuary Wealth Management top decrease of 100%

642 Institutional shareholders decreased their holdings in Q2/2023. The top decrease was Sanctuary Wealth Management who reduced their shareholding in Adobe by 205 shares (99.5%) from 206 as at March 31 to 1 as at June 30.

Top 25 Decreases [June 30, 2023 vs March 31, 2023]

Value is shown in the table below at June 30 ADBE share price of \$488.99.

| Institution (CIK) | Shares | Value, \$ | % Decreases |
|--|----------------|------------------------|-------------|
| Sanctuary Wealth Management, L.L.C. (0001728436) | 205 | (85,468) | -99.5 |
| Natixis (0001274981) | 101,575 | (42.3 M) | -99.2 |
| Geo Capital Gestora de Recursos Ltd (0001766561) | 10,291 | (4.3 M) | -98.6 |
| Simplex Trading, LLC (0001488542) | 83,121 | (34.7 M) | -98.2 |
| Focused Wealth Management, Inc. (0001586052) | 100 | (41,692) | -95.2 |
| Soltis Investment Advisors LLC (0001802530) | 6,985 | (2.9 M) | -93.3 |
| LIBERTY WEALTH MANAGEMENT LLC (0001769302) | 6,014 | (2.5 M) | -93.1 |
| Bristol John W & Co Inc.,NY (0000276101) | 65,340 | (27.2 M) | -92.7 |
| LGT Fund Management Co Ltd. (0001911284) | 6,060 | (2.5 M) | -92.4 |
| B.O.S.S. Retirement Advisors, LLC (0001964810) | 5,345 | (2.2 M) | -92.3 |
| Harel Insurance Investments & Financial Services Ltd. (0001429390) | 57,466 | (24 M) | -89.7 |
| Waycross Partners, LLC (0001844873) | 15,880 | (6.6 M) | -88.8 |
| Larson Financial Group LLC (0001731061) | 7,067 | (2.9 M) | -87.0 |
| HRT Financial LLC (0001475597) | 26,616 | (11.1 M) | -84.8 |
| FDX Advisors, Inc. (0001566601) | 113,332 | (47.3 M) | -81.8 |
| Bridgewater Associates, LP (0001350694) | 22,022 | (9.2 M) | -81.4 |
| ASAHI LIFE ASSET MANAGEMENT CO., LTD. (0001564835) | 1,360 | (567,010) | -73.9 |
| Kranot Hishtalmut Le Morim Ve Ganant Havera Menahel Ltd (0001639753) | 37,376 | (15.6 M) | -72.9 |
| Kranot Hishtalmut Le Morim Tichoniim Havera Menahel Ltd (0001639754) | 13,239 | (5.5 M) | -72.2 |
| Advisor Resource Council (0001820879) | 3,135 | (1.3 M) | -71.1 |
| Green Harvest Asset Management LLC (0001845793) | 1,236 | (515,312) | -70.6 |
| Ameritas Advisory Services, LLC (0001901275) | 1,679 | (700,007) | -69.9 |
| INTECH INVESTMENT MANAGEMENT LLC (0001086318) | 81,996 | (34.2 M) | -69.6 |
| Jackson, Grant Investment Advisers, Inc. (0001650300) | 257 | (107,148) | -69.1 |
| BSW Wealth Partners (0001512601) | 2,022 | (843,011) | -65.6 |
| Total | 669,719 | (279.2 million) | |

Fig 19: Institutional ownership of ADBE at Jun 30: Nordea Investment Management Ab top new shareholder

An analysis conducted after the mid - quarter deadline of August 14 for Q2 SEC filings by 6517 institutions shows that there were 25 new institutional shareholders. Nordea Investment Management Ab (1218210) was the largest new shareholder with 2.5 million shares valued at \$1.2 billion as at June 30.

Top 25 New shareholders as at June 30, 2023

Value is shown at price of June 30, 2023 (in desc order of Shares)

Value is shown in the table below at June 30 ADBE share price of \$488.99.

| Institution (CIK) | Shares | Value, \$ |
|--|------------------|--------------------|
| Nordea Investment Management AB (0001218210) | 2,543,994 | 1.2 B |
| BTIM Corp. (0001534866) | 130,639 | 63.9 M |
| Whale Rock Capital Management LLC (0001387322) | 112,515 | 55 M |
| XN LP (0001756558) | 109,504 | 53.5 M |
| AMI Asset Management Corp (0001369702) | 108,422 | 53 M |
| Anatole Investment Management Ltd (0001693745) | 107,200 | 52.4 M |
| TIAA, FSB (0001711615) | 93,399 | 45.7 M |
| Sandhill Capital Partners LLC (0001556245) | 68,304 | 33.4 M |
| Zevenbergen Capital Investments LLC (0001276918) | 65,000 | 31.8 M |
| Applied Finance Capital Management, LLC (0001966007) | 61,258 | 30 M |
| Louisiana State Employees Retirement System (0001537191) | 57,100 | 27.9 M |
| Close Asset Management Ltd (0001718570) | 51,662 | 25.3 M |
| BARR E S & CO (0001040210) | 45,832 | 22.4 M |
| Old National Bancorp,IN (0000707179) | 45,007 | 22 M |
| Steigerwald, Gordon & Koch Inc (0001731876) | 36,555 | 17.9 M |
| J.M. Forbes & Co. LLP (0001067532) | 28,634 | 14 M |
| Hillhouse Capital Advisors, Ltd. (0001762304) | 27,000 | 13.2 M |
| Sander Capital Advisors, Inc. (0001173889) | 24,812 | 12.1 M |
| Cyrus J. Lawrence, LLC (0001919920) | 22,888 | 11.2 M |
| L & S Advisors Inc. (0001392364) | 21,387 | 10.5 M |
| Insight Holdings Group, LLC (0001305473) | 19,700 | 9.6 M |
| Central Trust & Investment Co (0000044365) | 15,885 | 7.8 M |
| Morse Asset Management, Inc (0001705711) | 14,415 | 7 M |
| Franklin Street Advisors Inc. /NC (0001010873) | 12,991 | 6.4 M |
| Ramsay, Stattman, Vela & Price, Inc. (0001541399) | 11,550 | 5.6 M |
| Total | 3,835,653 | 1.9 billion |

Fig 20: Institutional ownership of ADBE at Jun 30: Ameriprise Financial Inc. top exit

An analysis conducted after the mid - quarter deadline of August 14 for 20232 SEC filings by 6517 institutions shows that there were 25 exits. Ameriprise Financial Inc. was the largest exit with 4,131,403 shares valued at 1.6 B as at June 30.

| Institution (CIK) | Shares | Value, \$ |
|-------------------|--------|-----------|
|-------------------|--------|-----------|

| | | |
|---|-------------------|--------------------|
| Ameriprise Financial Inc. (0000820027) | 4,131,403 | 1.6 B |
| Legal & General Group PLC (0000764068) | 3,269,267 | 1.3 B |
| GQG Partners LLC (0001697233) | 1,445,626 | 557.1 M |
| Vontobel Asset Management Inc. (0000928633) | 1,335,702 | 514.7 M |
| California State Teachers Retirement System (0001081019) | 781,985 | 301.4 M |
| Ensign Peak Advisors, Inc (0001454984) | 712,283 | 274.5 M |
| Grantham, Mayo, Van Otterloo & Co. LLC (0001352662) | 693,854 | 267.4 M |
| Loring Wolcott & Coolidge Fiduciary Advisors LLP /MA (0000932974) | 580,430 | 223.7 M |
| State Farm Mutual Automobile Insurance Company (0000315032) | 386,425 | 148.9 M |
| First Republic Investment Management, Inc. (0001418204) | 362,425 | 139.7 M |
| Two Creeks Capital Management, LP (0001606430) | 318,349 | 122.7 M |
| William Blair Investment Management, LLC (0001644956) | 296,026 | 114.1 M |
| Valley Forge Advisors, LLC (0001697868) | 246,305 | 94.9 M |
| AKO Capital LLP (0001376879) | 216,689 | 83.5 M |
| Voloridge Investment Management, LLC (0001556921) | 169,697 | 65.4 M |
| Quadrature Capital Ltd (0001651424) | 160,892 | 62 M |
| Allspring Global Investments Holdings, LLC (0001890906) | 137,425 | 53 M |
| Melqart Asset Management (UK) Ltd (0001712901) | 131,203 | 50.6 M |
| Virginia Retirement Systems ET AL (0001005354) | 126,500 | 48.7 M |
| Townsquare Capital, LLC (0001761755) | 112,135 | 43.2 M |
| Connectus Wealth, LLC (0001857493) | 92,797 | 35.8 M |
| Honeycomb Asset Management LP (0001675688) | 84,000 | 32.4 M |
| Teachers' Retirement System Kentucky (0000714142) | 80,843 | 31.2 M |
| Grace & Mercy Foundation, Inc. (0001715783) | 53,000 | 20.4 M |
| Longbow Finance SA (0001965552) | 52,489 | 20.2 M |
| Total | 15,977,750 | 6.2 billion |

Fig 21: Institutional Shareholder Activity - Net Buying/(Selling) by Institutions Trailing 12 Months (TTM); \$ Value based on stock price of \$508.13 on August 18, 2023

| Institution | Q2'23 | Q1'23 | Q4'22 | Q3'22 | Total TTM | \$ Value |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|---------------|
| JP Morgan Chase & Co | 843,069 | 3,121,926 | 1,477,573 | 257,791 | 5,700,359 | 2.9 billion |
| Massachusetts Financial Services | (2,089,948) | (883,257) | (54,839) | (934,355) | (3,962,399) | (2 billion) |
| FMR LLC | (193,623) | (2,544,393) | (1,031,867) | (131,885) | (3,901,768) | (2 billion) |
| Price T Rowe Associates Inc.,MD | 2,635,009 | 363,692 | 25,925 | 482,400 | 3,507,026 | 1.8 billion |
| Capital Research Global Investors | 3,769,125 | (2) | (98,760) | (1,375,364) | 2,294,999 | 1.2 billion |
| Polen Capital Management LLC | (218,591) | (1,420,086) | (660,748) | 76,097 | (2,223,328) | (1.1 billion) |
| Advisor Group Holdings, Inc. | 2,162,545 | 12,577 | 17,180 | (5,777) | 2,186,525 | 1.1 billion |
| Capital World Investors | 289,016 | (15,253) | | (1,915,041) | (1,641,278) | (834 million) |

| Institution | Q2'23 | Q1'23 | Q4'22 | Q3'22 | Total TTM | \$ Value |
|---|-------------|-----------|-----------|-------------|-------------|-----------------|
| Voya Investment Management LLC | 1,274,549 | 239,290 | (17,430) | 141,876 | 1,638,285 | 832.5 million |
| Morgan Stanley | 90,508 | 198,995 | 1,471,861 | (190,846) | 1,570,518 | 798 million |
| Edgewood Management LLC | (418,502) | (80,969) | (654,877) | (285,308) | (1,439,656) | (731.5 million) |
| Fisher Asset Management, LLC | (110,114) | (148,073) | (72,038) | (1,041,656) | (1,371,881) | (697.1 million) |
| Amundi | (1,480,771) | 1,034,971 | (306,065) | 1,996,708 | 1,244,843 | 632.5 million |
| Citadel Advisors LLC | (553,565) | 323,265 | 772,857 | 646,365 | 1,188,922 | 604.1 million |
| California Public Employees Retirement System | (56,383) | (390,616) | (312,681) | (422,036) | (1,181,716) | (600.5 million) |
| Capital International Investors | (638,118) | (68,898) | (2,507) | (443,590) | (1,153,113) | (585.9 million) |
| Flossbach von Storch AG | (612,816) | (220,397) | (8,700) | (250,368) | (1,092,281) | (555 million) |
| Two Sigma Advisers, LLC | (793,500) | (467,400) | (236,000) | 437,900 | (1,059,000) | (538.1 million) |
| Bank of New York Mellon Corp | (163,436) | (359,161) | (238,335) | (293,252) | (1,054,184) | (535.7 million) |
| Assenagon Asset Management S.A. | (403,363) | 63,646 | (5,011) | (700,035) | (1,044,763) | (530.9 million) |
| Norges Bank | | | 1,025,995 | | 1,025,995 | 521.3 million |
| Coatue Management LLC | (562,438) | 398,328 | 765,360 | 394,493 | 995,743 | 506 million |
| Wellington Management Group LLP | (4,992) | (155,780) | (250,740) | (518,972) | (930,484) | (472.8 million) |
| Bank of America Corp, DE | (331,697) | 597,630 | (227,459) | (907,114) | (868,640) | (441.4 million) |
| Nordea Investment Management AB | | | 733,598 | 79,746 | 813,344 | 413.3 million |
| Barclays PLC | 463,270 | (374,278) | 631,726 | 84,622 | 805,340 | 409.2 million |
| Clearbridge Investments, LLC | 22,034 | (70,932) | (72,891) | (671,253) | (793,042) | (403 million) |
| Point72 Asset Management, LP | 256,457 | 248,635 | 208,600 | 26,559 | 740,251 | 376.1 million |
| Bluespruce Investments, LP | (146,346) | 672,856 | 18,557 | 151,537 | 696,604 | 354 million |
| Deutsche Bank AG | 285,409 | 337,092 | 133,871 | (73,906) | 682,466 | 346.8 million |
| Vanguard Group Inc. | 455,199 | (184,705) | 232,657 | 146,288 | 649,439 | 330 million |
| Schroder Investment Management Group | 145,564 | 346,084 | 136,162 | 14,888 | 642,698 | 326.6 million |
| Ameriprise Financial Inc. | | (231,221) | (269,094) | (134,501) | (634,816) | (322.6 million) |
| AllianceBernstein | (138,959) | 605,905 | 20,678 | (1,103,624) | (616,000) | (313 million) |
| Two Sigma Investments LLC | | (607,881) | (261,517) | 255,814 | (613,584) | (311.8 million) |
| Akre Capital Management LLC | (135,000) | (40,477) | (426,337) | 5,500 | (596,314) | (303 million) |
| Manufacturers Life Insurance Company | 11,138 | 32,901 | (434,309) | (201,943) | (592,213) | (300.9 million) |
| Geode Capital Management, LLC | 301,062 | (46,095) | 123,726 | 198,510 | 577,203 | 293.3 million |
| Mitsubishi UFJ Asset Management Co., Ltd. | (199,524) | 186,302 | 140,215 | 434,644 | 561,637 | 285.4 million |
| Harris Associates LP | (820,256) | 269,544 | | | (550,712) | (279.8 million) |

| Institution | Q2'23 | Q1'23 | Q4'22 | Q3'22 | Total TTM | \$ Value |
|---|--------------|------------|-----------|-----------|-----------|-----------------|
| AKO Capital LLP | | (442,062) | (131,047) | 25,186 | (547,923) | (278.4 million) |
| HSBC Holdings PLC | 122,913 | 29,894 | 292,667 | 84,054 | 529,528 | 269.1 million |
| Winslow Capital Management, LLC | | (440,530) | (9,316) | (79,608) | (529,454) | (269 million) |
| Northern Trust Corp | (338,682) | (36,287) | (13,270) | (129,717) | (517,956) | (263.2 million) |
| Lazard Asset Management LLC | (118,234) | (311,315) | 94,740 | (151,528) | (486,337) | (247.1 million) |
| UBS Global Asset Management Americas Inc. | | 277,134 | 283,901 | (79,595) | 481,440 | 244.6 million |
| Jennison Associates LLC | (85,804) | (92,439) | 13,442 | (293,379) | (458,180) | (232.8 million) |
| Bessemer Group Inc. | 3,498 | (1,229) | (485,031) | 33,937 | (448,825) | (228.1 million) |
| UBS Group AG | (19,666) | 26,867 | (336,009) | (118,612) | (447,420) | (227.3 million) |
| Aristotle Capital Management, LLC | (150,442) | (125,535) | (186,865) | 18,609 | (444,233) | (225.7 million) |
| FIL Ltd | (43,496) | 854 | (358,174) | (35,371) | (436,187) | (221.6 million) |
| Bank of Montreal, CAN | 342,848 | | 118,913 | (53,299) | 408,462 | 207.6 million |
| Millennium Management LLC | 421,500 | (614,517) | 625,746 | (29,648) | 403,081 | 204.8 million |
| Swiss National Bank | (188,300) | (57,100) | (145,589) | 1,500 | (389,489) | (197.9 million) |
| Natixis Asset Management | 340 | (934) | (40) | (385,847) | (386,481) | (196.4 million) |
| Franklin Resources Inc. | 626,196 | (267,905) | (167,554) | (574,568) | (383,831) | (195 million) |
| Marshall Wace LLP | (674,305) | 616,453 | 359,791 | 76,791 | 378,730 | 192.4 million |
| Mackenzie Financial Corp | 8,741 | 12,963 | (126,069) | (272,999) | (377,364) | (191.7 million) |
| Alyeska Investment Group, L.P. | (791,846) | 718,822 | (790,799) | 495,741 | (368,082) | (187 million) |
| Principal Financial Group Inc. | (95,093) | (71,640) | (180,375) | (16,993) | (364,101) | (185 million) |
| Primecap Management Co,CA | (184,575) | (48,520) | (63,245) | (66,900) | (363,240) | (184.6 million) |
| Sumitomo Mitsui Trust Holdings, Inc. | (198,758) | (184,460) | (65,426) | 86,203 | (362,441) | (184.2 million) |
| Nuveen Asset Management, LLC | 357,613 | (20,215) | 28,804 | (8,238) | 357,964 | 181.9 million |
| Legal & General Group PLC | | 8,656 | (177,859) | (186,768) | (355,971) | (180.9 million) |
| Lucia Wealth Services, LLC | 335,234 | | 12,357 | | 347,591 | 176.6 million |
| KBC Group Nv | 47,042 | 282,068 | | 16,156 | 345,266 | 175.4 million |
| Barden Capital Management, Inc. | (305) | (337) | 672 | (337,114) | (337,084) | (171.3 million) |
| National Bank of Canada /Fi/ | 44,158 | 201,050 | 61,358 | 28,449 | 335,015 | 170.2 million |
| Goldman Sachs Group Inc. | (699,709) | 20,768 | 524,581 | (171,833) | (326,193) | (165.7 million) |
| Squarepoint OPS LLC | 120,957 | 129,917 | 66,156 | 6,020 | 323,050 | 164.2 million |
| State Street Corporation | (18,133,373) | 18,632,322 | (257,113) | 71,250 | 313,086 | 159.1 million |
| APG Asset Management N.V. | (41,346) | (47,800) | 435,386 | (34,785) | 311,455 | 158.3 million |

| Institution | Q2'23 | Q1'23 | Q4'22 | Q3'22 | Total TTM | \$ Value |
|---|-------------|-----------|-----------|-----------|-----------|-----------------|
| Montrusco Bolton Investments Inc. | 166,428 | 79,928 | (788) | 65,535 | 311,103 | 158.1 million |
| Los Angeles Capital Management & Equity Research Inc. | 238,480 | 32,472 | 48,179 | (10,061) | 309,070 | 157 million |
| Man Group plc | 58,952 | 46,832 | 49,384 | 143,720 | 298,888 | 151.9 million |
| Skye Global Management LP | | | (191,000) | (104,500) | (295,500) | (150.2 million) |
| Pictet Asset Management SA | 141,933 | 3,993 | 107,793 | 40,135 | 293,854 | 149.3 million |
| Lord, Abbett & Co. LLC | 338,204 | 13,609 | (59,764) | | 292,049 | 148.4 million |
| Thrivent Financial For Lutherans | (143,603) | 349,616 | 79,749 | 2,890 | 288,652 | 146.7 million |
| DSM Capital Partners LLC | (73,301) | 2,099 | 254,290 | 101,950 | 285,038 | 144.8 million |
| Australian Super Pty Ltd | 1,058 | (285,308) | | | (284,250) | (144.4 million) |
| Contour Asset Management LLC | 276,271 | | | | 276,271 | 140.4 million |
| D. E. Shaw & Co., Inc. | (458,189) | (479,058) | 6,165 | 661,895 | (269,187) | (136.8 million) |
| Skandinaviska Enskilda Banken AB (publ) | 43,780 | 66,438 | 147,072 | 11,858 | 269,148 | 136.8 million |
| Veritas Investment Partners (UK) Ltd. | (927) | 18,315 | 44,147 | 206,023 | 267,558 | 136 million |
| Bank of Nova Scotia | 30,317 | 51,167 | 140,088 | 41,620 | 263,192 | 133.7 million |
| Grantham, Mayo, Van Otterloo & Co. LLC | | 19,258 | 238,242 | 900 | 258,400 | 131.3 million |
| Laurion Capital Management LP | | | | 254,201 | 254,201 | 129.2 million |
| Credit Suisse AG | (2,544) | 31,440 | (243,925) | (33,254) | (248,283) | (126.2 million) |
| Vontobel Asset Management Inc. | | (40,451) | 40,241 | 246,932 | 246,722 | 125.4 million |
| Dimensional Fund Advisors LP | 59,161 | 40,240 | (28,536) | 172,587 | 243,452 | 123.7 million |
| Steadfast Capital Management LP | 38,400 | 194,774 | | | 233,174 | 118.5 million |
| Putnam Investments LLC | 756,559 | 13,022 | (92,021) | (447,171) | 230,389 | 117.1 million |
| Standard Life Aberdeen plc | 40,902 | 9,596 | 11,541 | 164,450 | 226,489 | 115.1 million |
| GQG Partners LLC | | 213,255 | | | 213,255 | 108.4 million |
| Segall Bryant & Hamill, LLC | (5,665) | (1,309) | (201,288) | | (208,262) | (105.8 million) |
| Zurcher Kantonalbank (Zurich Cantonalbank) | 151,456 | 33,930 | 5,700 | 13,849 | 204,935 | 104.1 million |
| First Republic Investment Management, Inc. | | (14,395) | (178,621) | (9,567) | (202,583) | (102.9 million) |
| Robeco Institutional Asset Management B.V. | 1,766 | 21,056 | 73,232 | 103,950 | 200,004 | 101.6 million |
| Jacobs Levy Equity Management, Inc | (195,080) | 359,195 | 4,381 | 30,858 | 199,354 | 101.3 million |
| Arrowstreet Capital, Limited Partnership | (1,113,085) | 372,211 | 392,404 | 530,178 | 181,708 | 92.3 million |
| Jane Street Group, LLC | 253,137 | (76,672) | (97,243) | 100,144 | 179,366 | 91.1 million |

| Institution | Q2'23 | Q1'23 | Q4'22 | Q3'22 | Total TTM | \$ Value |
|---------------------------------|-----------|-----------|----------|-----------|----------------|----------------------|
| Blackrock Inc. | (381,373) | 141,223 | 233,447 | (170,697) | (177,400) | (90.1 million) |
| Nomura Asset Management Co Ltd | (103,318) | (129,326) | 13,911 | 47,002 | (171,731) | (87.3 million) |
| Douglass Winthrop Advisors, LLC | (167,856) | | | | (167,856) | (85.3 million) |
| Invesco Ltd. | 407,230 | 11,334 | (24,158) | (562,216) | (167,810) | (85.3 million) |
| Total | | | | | 238,311 | 121.1 million |

Bearish Signals

Relative Value Indicators: Overvaluation compared with sector averages

Price/Earnings of 52.5 > Computer Software sector (of 31 stocks) avg of 36.1:

- The price-to-earnings ratio of 52.5 indicates overvaluation compared with sector average of 36.1 and market average of 33.0.

Earnings Yield

- The earnings yield of 1.9% is below the 10-year bond yield of 4.29%.

| Sector | P/E | |
|--------------|---------------------------|------------|
| Fortune 500 | Stock: 52.5; Sector: 20.4 | overvalued |
| Forbes 2000 | Stock: 52.5; Sector: 15.5 | overvalued |
| Just Capital | Stock: 52.5; Sector: 22.0 | overvalued |

Fig 22: Rank in the bottom 9% by Relative Valuation in the NASDAQ market

| Description | Value | Rank |
|----------------|-------|--------------|
| Price/Earnings | 52.5 | In Bottom 9% |
| Price to Sales | 13.8 | In Bottom 2% |

Downtrend

Negative MACD:

- The Moving Average Convergence Divergence (MACD) indicator of 12-day Exponential Moving Average (EMA) of 530.97 minus the 26-day EMA of 532.4 is negative, suggesting a bearish signal.

Other Bearish Signals

MCap/Total Assets:

- Tobin's Q Ratio, defined as MCap divided by Total Assets, is 8.9. Compared with the rest of the market the stock is overvalued and ranks in the bottom 3% of stocks by value of Q Ratio.

Ongoing Bearish Parameters

Fig 23: Rank in the bottom 1% by Growth in the NASDAQ market

| Description | Value | Rank |
|--------------|-------|--------------|
| EPS Growth % | 0.3 | In Bottom 1% |

Fig 24: Present Value of \$1000 Invested in the Past 3 Months; The Worst Period with PV\$1000 < 975

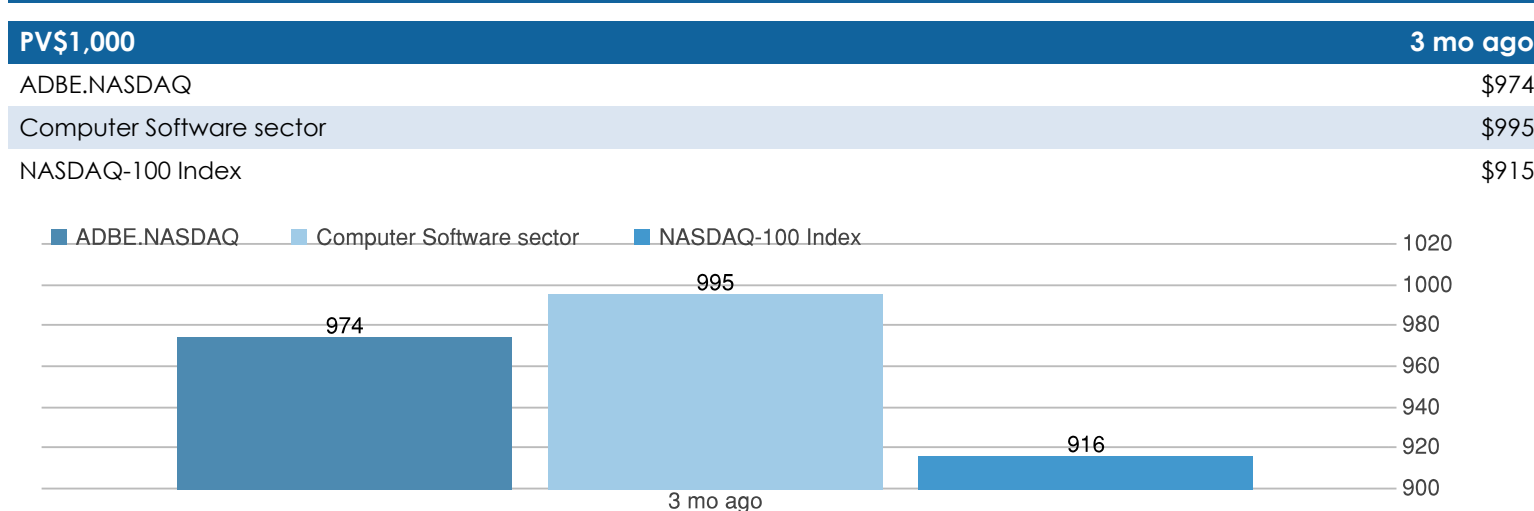


Fig 25: Stock vs Index (Annual Percentage Change)

| December 31 | Last price in USD | Annual Return | Return of S&P 500 Index |
|-------------|-------------------|---------------|-------------------------|
| 2022 | 336.5 | -40.7 | -19.4 |
| 2021 | 567.1 | 13.4 | 26.9 |
| 2020 | 500.1 | 51.6 | 16.3 |
| 2019 | 329.8 | 45.8 | 28.9 |
| 2018 | 226.2 | | -6.2 |

Over 5 years Adobe is up a total 48.7% at an annualized rate of 10.4% compared to the Index being up 72.8% at an annualized rate of 14.7%.

Adobe has outperformed the S&P 500 Index in 2 of the past 5 years: 2020, 2019.

Fig 26: A 34.2% Increase in Insider Selling

In the past 5 years a total of 1,071,285 Adobe shares worth \$387.2 million were sold by insiders. Based on a dynamic start date of 5 years ago, insider selling has averaged 214,257 shares per year. In the past year, insiders sold 84,725 shares, an increase of 34.2% from the previous year.

| Year | No. of Shares | Value, \$ |
|--------------|------------------|--------------------|
| Oct 31, 2023 | 84,725 | 36,182,242 |
| 1 Yr ago | 63,123 | 25,891,595 |
| 2 Yrs ago | 206,959 | 106,290,730 |
| 3 Yrs ago | 292,548 | 112,310,483 |
| 4 Yrs ago | 423,930 | 106,556,338 |
| Total | 1,071,285 | 387,231,389 |

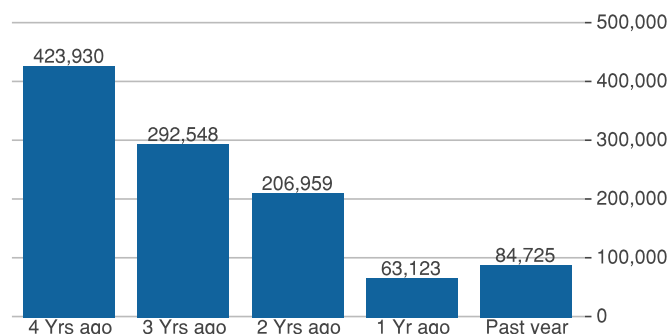


Fig 27: Rank in the NASDAQ-100 Index

| Description | Value | Rank |
|----------------|-------|------|
| Price Earnings | 52.5 | 64 |

Bullish Signals

Fig 28: PAST MONTH: WEAK MOMENTUM UP - ADBE increases 2.1% on volume 0.8 times average

↑ [up \$10.93]

Adobe outperformed the NASDAQ-100 Index on 12 days and underperformed it on 10 days. The price ranged between a high of \$560.09 on Tuesday, 17 Oct and a low of \$507.03 on Tuesday, 3 Oct.

| Day | Headline | Price [USD] | Change % | Momentum | Comment |
|--------|--|-------------|----------|----------|---|
| Oct 31 | Top gainer in Foresight Global Investors increases 3.3% in 31 days | 532.06 | 1.0 | ↑ | Price rise on rising relative strength |
| Oct 30 | In top 3% performers of NASDAQ-100 Index | 526.94 | 3.7 | ↑ | Top Rise;RPC = 2.6% |
| Oct 27 | Down 9.3% in 8 days, CAO Mark S. Garfield sells | 508.12 | -1.2 | ↓ | RPC= -1.7% |
| Oct 26 | Keeps sliding, down 8.2% in 7 days | 514.28 | -1.3 | ↓ | Price fall on falling relative strength |
| Oct 25 | Accelerates decline, down 3.6% in 2 days | 521.14 | -3.4 | ↓ | Steepest Fall |
| Oct 24 | Top gainer in Johnston Asset Management climbs 6.0% in 25 days | 539.56 | -0.2 | ↓ | RPC= -1.1% |
| Oct 23 | In 4th consecutive fall | 540.41 | -0.1 | ↓ | Falls for a fourth consecutive day |
| Oct 20 | Down 3.4% in 3 days, CAO Mark S. Garfield sells | 540.96 | -2.7 | ↓ | RPC= -1.2% |

| | | | | | |
|--------|---|--------|------|---|---|
| Oct 19 | Decreases \$2.13, CAO Mark S. Garfield sells | 555.74 | -0.4 | ↓ | Price fall on falling relative strength |
| Oct 18 | Top gainer in StonePine Asset Management climbs 10.5% in 19 days | 557.87 | -0.4 | ↓ | RPC= 1.01% |
| Oct 17 | In top 5% performers of NASDAQ-100 Index | 560.09 | 1.7 | ↑ | RPC= 2.03% |
| Oct 16 | Up 0.4% after an upgrade this week | 550.74 | 0.4 | ↑ | Price/MAP50 above 1 and rising |
| Oct 13 | Down 1.9% after a second upgrade | 548.76 | -1.9 | ↓ | Price/MAP50 above 1 and rising |
| Oct 12 | Top gainer in Spence Asset Management climbs 9.8% in 13 days, hits 647-day high | 559.63 | 1.8 | ↑ | VI*=1.4;RPC = 2.1% |
| Oct 11 | In top 3% performers of NASDAQ-100 Index, hits 27-day high | 549.91 | 3.2 | ↑ | RPC= 2.5% |
| Oct 10 | Keeps rising, up 3.2% in 3 days | 532.72 | 0.6 | ↑ | Rises for a third consecutive day |
| Oct 09 | Up 2.5% in 2 days | 529.29 | 2.0 | ↑ | RPC= 1.6% |
| Oct 06 | Lifts 2.0% | 518.66 | 0.4 | ↑ | RPC= -1.3% |
| Oct 05 | Decreases \$1.98 | 516.44 | -0.4 | ↓ | Price fall on falling relative strength |
| Oct 04 | Rises in 4 out of last 5 days; 5-day rise of 3.1% | 518.42 | 2.2 | ↑ | Price/PMAP200 above 1 |
| Oct 03 | Falls 2.7% on slipping relative strength | 507.03 | -2.7 | ↓ | Price fall on falling relative strength |
| Oct 02 | In top 5% performers of NASDAQ-100 Index | 521.13 | 2.2 | ↑ | RPC= 1.4% |

* RPC - Relative Price Change is % price change of stock less % change of the NASDAQ-100 Index.

VI= Volume Index, 1 is avg.

Brand Value/Enterprise Value:

- Brandirectory have estimated Adobe brand value at \$3.2 billion. The Brand Value represents 1.3% of the estimated Enterprise Value of \$246.5 billion. Enterprise Value is defined as MCap of \$242.2 billion plus net debt of \$4.2 billion.

3-DAY: WEAK MOMENTUM UP

ADBE increases 3.5% on thin volume 0.8 times average. Compared with the NASDAQ-100 Index which rose 283.6 points (or 2.0%) in the 3-days, the relative price increase was 1.4%.

Adobe (ADBE) outperformed the NASDAQ-100 Index in 2 out of 3 days. The price ranged between a high of \$532.06 on Tuesday Oct 31 and a low of \$508.12 on Friday Oct 27.

| Oct | Adobe | Close [\$] | Change % | Comment |
|--------|--|------------|----------|--|
| Tue 31 | Top gainer in Foresight Global Investors increases 3.3% in 31 days | 532.06 | 1.0 | Price rise on rising relative strength |
| Mon 30 | In top 3% performers of NASDAQ-100 Index | 526.94 | 3.7 | Top Rise; RPC=2.6% |
| Fri 27 | Down 9.3% in 8 days | 508.12 | -1.2 | Steepest Fall |

* RPC - Relative Price Change is % price change of stock less % change of the NASDAQ-100 Index.

Fig 29: Rank in the top 21% by Price Performance in the NASDAQ market

| Description | Value | Rank |
|------------------------|-------|------------|
| Rel Strength 6 mo | 96 | In Top 5% |
| PV1000 [1 yr] \$ | 1,671 | In Top 10% |
| 1-month Price Change % | 2.1 | In Top 21% |

Uptrend

Price/Moving Average Price of 1.2:

- The Price/MAP 200 for Adobe is 1.2. Being higher than 1 is a bullish indicator. It is higher than the Price/MAP 200 for the NASDAQ-100 Index of 1.03, a second bullish indicator. The stock is trading above both its MAPs and the 50-day MAP of \$536.22 is higher than the 200-day MAP of \$443.90, a third bullish indicator. The 200-day MAP has increased to \$443.90, a fourth bullish indicator.

Past Quarter:

In the last three months the stock has hit a new 52-week high five times, pointing to an uptrend. The Best 3 weeks in the past quarter In the past quarter the week beginning Monday August 28 saw the highest weekly rise of 7.3% for a relative price increase of 3.6%.

| Mon-Fri | Change % | NASDAQ-100 Index Change % | Vol Ind [1 is avg] |
|---------------|----------|---------------------------|--------------------|
| Aug 28-Sep 01 | 7.3 | 3.7 | 0.7 |
| Oct 09-13 | 5.8 | 0.2 | 0.9 |
| Aug 21-25 | 3.3 | 1.7 | 0.6 |

Relative Strength (6 months) 96 percentile:

- The stock has a 6-month relative strength of 96 in the NASDAQ market of 3,065 stocks, 3 units and 3 preference stocks which means it is beating 96% of the market.
- A price rise combined with a high relative strength is a bullish signal.

Other Bullish Signals

- Return on Equity of 33.8% versus sector average of 31.2% and market average of 13.8%.
- Total Liabilities/EBITDA of 2.1 is less than 5, this compares favourably with the Joseph Piotroski benchmark of 5.
- Return on Capital Employed of 31.6% versus sector average of 16.3% and market average of 6.6%.
- As per the Du Pont analysis, Return on Equity is high at 33.8%. This is computed as net profit margin of 27.0% times asset turnover [sales/assets] of 0.65 times leverage factor [total assets/shareholders' equity] of 1.9. Also, this has improved from 32.6% last year.

| | ROE (%) | Profit Margin (%) | Asset Turnover | Leverage factor |
|---------------|---------|-------------------|----------------|-----------------|
| Current Year | 33.8 | 27.0 | 0.65 | 1.9 |
| Previous Year | 32.6 | 30.5 | 0.58 | 1.8 |

Oversold/Bullish Signals

- The Stochastic indicator of 14.9 has pierced the oversold line of 20; this indicates the price is close to its 14-day low and is likely to revert to an uptrend.

Ongoing Bullish Parameters

Fig 30: Rule of 40

The stock scores a favorable score exceeding 40 when using the Rule of 40 (Revenue Growth plus EBITDA margin). Y.o.y revenue growth of 12%, EBITDA margin is 35.1% and the sum of the two 46.6% needs to exceed 40%.

Fig 31: Rank in the top 96% by Liquidity in the United States market

| Description | Value | Rank |
|--------------------|---------------|------------|
| Ave daily turnover | \$1.3 billion | In top 96% |

Fig 32: Rank in the top 5% by Size in the NASDAQ market

| Description | Value | Rank |
|--------------------|-----------------|-----------|
| Ave daily Turnover | \$993.9 million | In Top 1% |
| Annual Revenue | \$17.6 billion | In Top 4% |
| MCap | \$242 billion | In Top 5% |

Fig 33: Rank in the top 16% by Performance in the NASDAQ market

| Description | Value | Rank |
|---------------------|-------|------------|
| EBITDA Margin % | 35.1 | In Top 15% |
| Net Profit Margin % | 27.0 | In Top 16% |

Fig 34: Rank in the top 9% by Productivity in the NASDAQ market

| Description | Value | Rank |
|-------------------------------------|-------|-----------|
| Return on Capital Employed [ROCE] % | 31.6 | In Top 6% |
| Return on Equity [ROE] % | 33.8 | In Top 7% |
| Return on Assets [ROA] % | 17.5 | In Top 9% |

Fig 35: Present Value of \$1000 Invested in the Past [1 Yr, 3 Yrs]; The Best Periods with PV\$1000 > 1,189

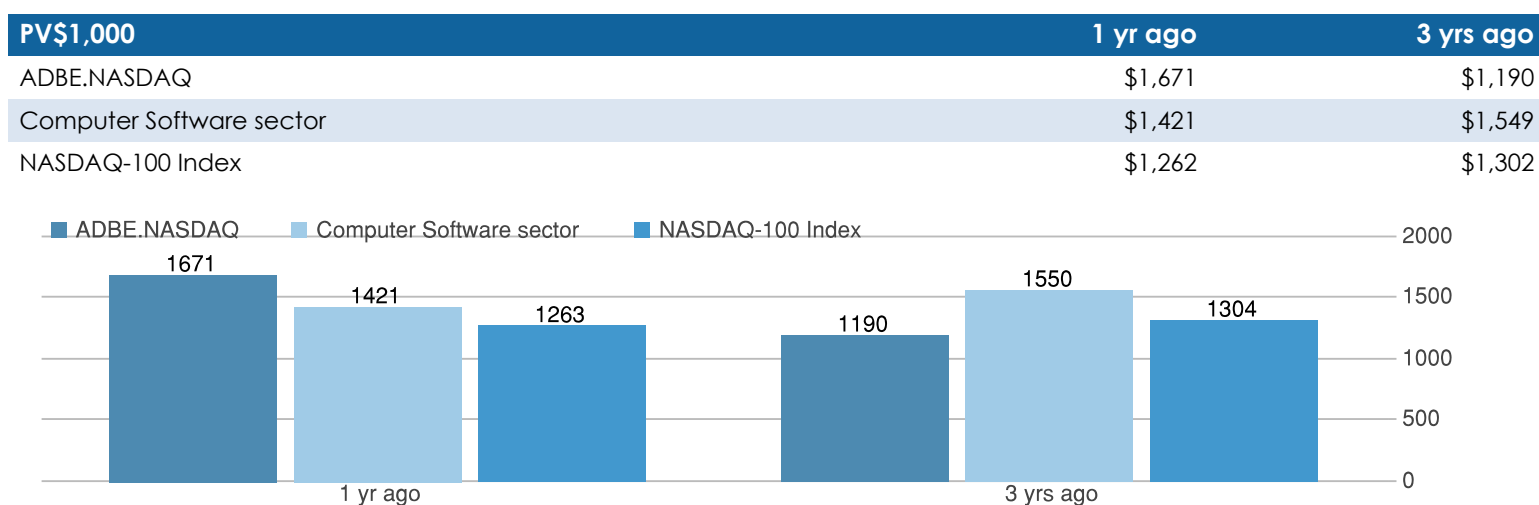


Fig 36: Past year: price rise of 67.1%

1-Year price change of 67.1% for Adobe outperformed the change of 24.7% in the NASDAQ-100 Index for a relative price change of 42.4%.

| Price Change % | Year |
|--------------------------|------|
| Adobe | 67.1 |
| Computer Software sector | 40 |
| NASDAQ-100 Index | 24.7 |

Fig 37: Moving Annual Return of 67.1% in the past year

Moving Annual Return was 67.1% in the past year. Based on a dynamic start date of 5 years ago, the real rate of return has averaged 27.8%. The Moving Annual Return has been positive in 4 of the last 5 years.

| ADBE | Close (\$) | Annual Return % |
|-----------|------------|-----------------|
| Oct 31 | 532.06 | 67.1 |
| 1 Yr ago | 318.5 | (51.0) |
| 2 Yrs ago | 650.36 | 45.5 |
| 3 Yrs ago | 447.1 | 60.6 |
| 4 Yrs ago | 278.41 | 16.8 |

Close 5 years ago \$238.41

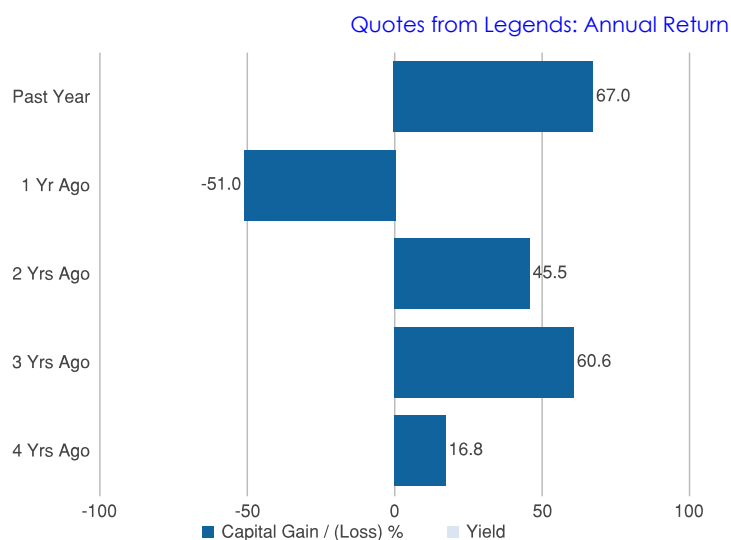


Fig 38: Buybacks and 5-Years Decrease of 4.8% in Total Shares on Issue

In the past 5 years total shares on issue have decreased by 23.6 million (4.8%) from 493.6 million to 470 million. Buybacks have averaged 4.7 million shares [1%] per financial year. Based on a dynamic start date of 5 years ago, there has been no rise in issued capital over the last 5 years. A reduction in total shares on issue is a favourable indicator in Joseph Piotroski's 9 indicators.

| Period Ending | Total Shares on Issue | FY | Buybacks | Buyback % |
|----------------|-----------------------|------|-------------------|-----------|
| Dec 02, 2022 | 470,000,000 | 2022 | 7,000,000 | 1.5% |
| Dec 03, 2021 | 477,000,000 | 2021 | 4,000,000 | 0.8% |
| Nov 27, 2020 | 481,000,000 | 2020 | 5,000,000 | 1% |
| Nov 29, 2019 | 486,000,000 | 2019 | 4,564,000 | 0.9% |
| Nov 30, 2018 | 490,564,000 | 2018 | 3,068,000 | 0.6% |
| Dec 01, 2017 | 493,632,000 | 2017 | 4,713,000 | 0.9% |
| Total | | | 28,345,000 | |
| Average per FY | | | 4,724,167 | |

Fig 39: Created Market Value [CMV] past 30 yrs of \$213.1 billion

- Market Capitalization has increased by \$241.3 billion from \$977.7 million to \$242.2 billion in the last 30 years. This increase comprises cumulative retained earnings (RETE) of \$28.1 billion and Created Market Value of \$213.1 billion. The Created Market Value multiple, defined by the change in MCap for every \$1 of retained earnings is exemplary at \$8.57.

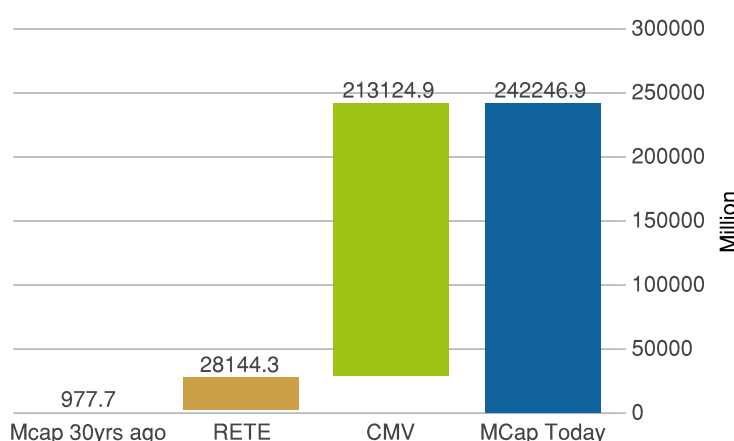


Fig 40: Sequential growth in EPS [Q3/2023 vs Q2/2023] of 8.5%

The most recent quarter (Q3/2023) showed a rise of 8.5% in sequential growth of Quarterly EPS.
Quarterly Report

| | EPS (\$) | Growth % |
|---------|----------|----------|
| Q3/2023 | 3.07 | 8.5 |
| Q2/2023 | 2.83 | 4.0 |

Fig 41: ADBE.NASDAQ Annualised Period-based Total Shareholder Returns [TSR %]: The Best Periods with TSR > 5.8%

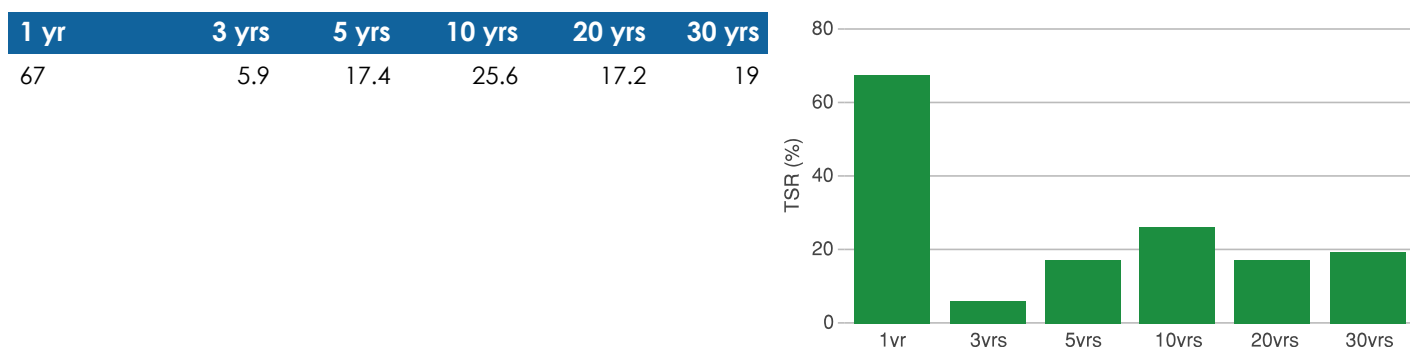


Fig 42: Low Debt to Equity (%)

The debt to equity ratio of 30.0% is under a safe benchmark figure of 50%. However, it has deteriorated from 28.5% a year ago.

| Years | Debt to Equity (%) |
|----------|--------------------|
| Dec 2022 | 30.0 |
| Dec 2021 | 28.52 |
| Nov 2020 | 31.73 |
| Nov 2019 | 39.3 |
| Nov 2018 | 44.06 |

Quotes from Legends: Debt to Equity

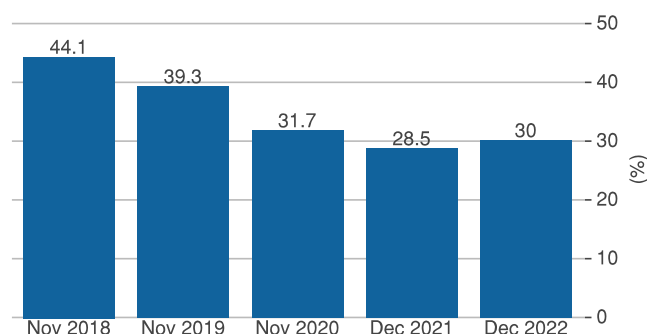


Fig 43: % Growth in EPS > RPS

EPS growth has consistently exceeded growth in RPS [Revenue Per Share].

EPS growth: Sequential EPS growth (Q3 vs Q2, 2023) was up 8.5% and PCP EPS growth (Q3 2023 vs Q3 2022) was up 26.9%. FY EPS growth (FY2022 vs FY2021) was up 0.3%.

RPS growth: Sequential growth in Revenue per share (Q3 vs Q2, 2023) was up 2.0% and PCP growth in Revenue per share (Q3 2023 vs Q3 2022) was up 13.5%. FY growth in Revenue per share (FY2022 vs FY2021) was up 13.2%.

(All figures in %)

| Sequential growth in EPS (Q3 vs Q2, 2023) | 8.5 |
|---|------|
| Sequential growth in RPS (Q3 vs Q2, 2023) | 2.0 |
| PCP growth in EPS (Q3 2023 vs Q3 2022) | 26.9 |
| PCP growth in RPS (Q3 2023 vs Q3 2022) | 13.5 |
| FY growth in EPS (FY2022 vs FY2021) | 0.3 |
| FY growth in RPS (FY2022 vs FY2021) | 13.2 |

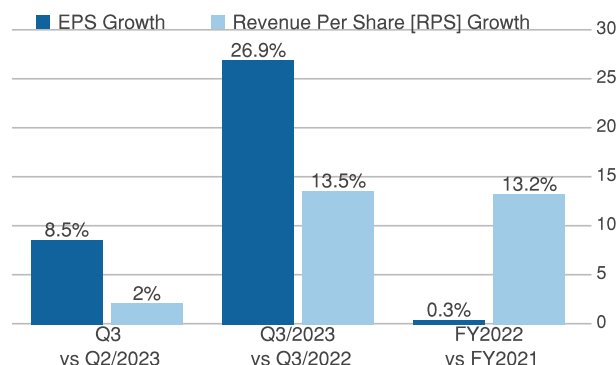


Fig 44: Increased Volume, up 8% in 5 years

In the past five years, Average Daily Volume of Trading (ADVT) has increased 7.5% to 3.2 million shares.

Avg. Daily Volume Traded 12 months ended Oct 31, million shares

| Year | ADVT |
|------|------|
| 2023 | 3.2 |
| 2022 | 3.5 |
| 2021 | 2.3 |
| 2020 | 3.0 |
| 2019 | 3.0 |

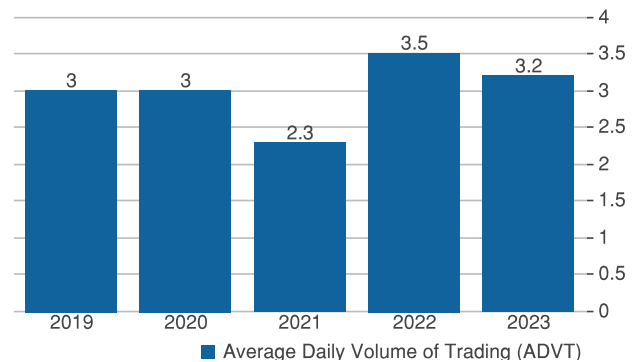


Fig 45: Increased VWAP, up 59% in 5 years

In the past five years Volume Weighted Average Price (VWAP) has increased by 59.3% to \$419.01.

Past five years, 12 months ended Oct 31 (USD)

| Year | High Price | VWAP | Low Price |
|------|------------|--------|-----------|
| 2023 | 574.4 | 419.01 | 278.23 |
| 2022 | 699.54 | 432.73 | 274.73 |
| 2021 | 673.88 | 519.92 | 420.78 |
| 2020 | 536.88 | 384.51 | 255.13 |
| 2019 | 313.11 | 263.07 | 204.95 |

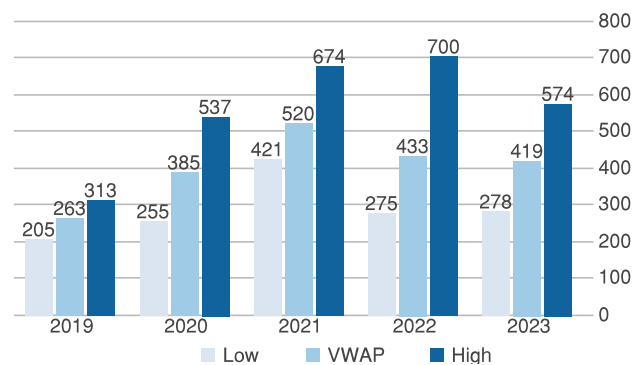


Fig 46: Increased share turnover, up 67% in 5 years

In the past five years, average daily share turnover has increased 66.7% to \$1.3 billion. This suggests increased liquidity.

Past five years, 12 months ended Oct 31 (USD billion)

| Year | Average Daily Turnover |
|------|------------------------|
| 2023 | 1.3 |
| 2022 | 1.5 |
| 2021 | 1.2 |
| 2020 | 1.2 |
| 2019 | 0.79 |

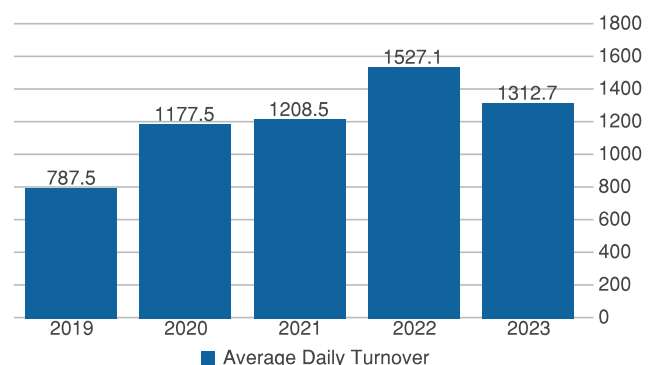


Fig 47: Quarterly Trend in Revenue, Net Profit and Net Profit Margin

- Net Profit margin is positive and has seen consecutive rises in recent quarters. [All figures in %]

| Qtr-ended | Revenue Growth | Net Profit Growth | Net Profit Margin |
|-------------------|----------------|-------------------|-------------------|
| Sep 23 [Q3 vs Q2] | 1.5 | 8.3 | 28.7 |
| Jun 23 [Q2 vs Q1] | 3.5 | 3.8 | 26.9 |
| Mar 23 [Q1 vs Q4] | 2.9 | 6 | 26.8 |
| Dec 22 [Q4 vs Q3] | 2.1 | 3.5 | 26 |
| Sep 22 [Q3 vs Q2] | 1.1 | -3.6 | 25.6 |

Fig 48: Satisfies one criterion of Benjamin Graham

- "Total debt equal or less than twice the net quick liquidation value"; total debt of USD4.2 billion is 0.9 times the net liquidation value of USD4.78 billion.

Fig 49: Satisfies 5 out of 9 criteria of Joseph Piotroski [pass mark 5]

- Positive net income.
- Positive operating cashflow.
- Good quality of earnings [operating cashflow exceeds net income].
- Improvement in long-term debt to total assets from 0.2 to 0.1.
- Reduction in total shares on issue.

But does not meet the following 4 criteria of Joseph Piotroski:

- Return on Assets improvement.
- Improvement in current ratio.
- Improvement in gross margin.
- Improvement in asset turnover.

Fig 50: % Change (Tr. 12 Mo): Stock (67.1%) v Index (24.8%)

In the past 12 months Adobe has outperformed the NASDAQ-100 Index by 42.2%.

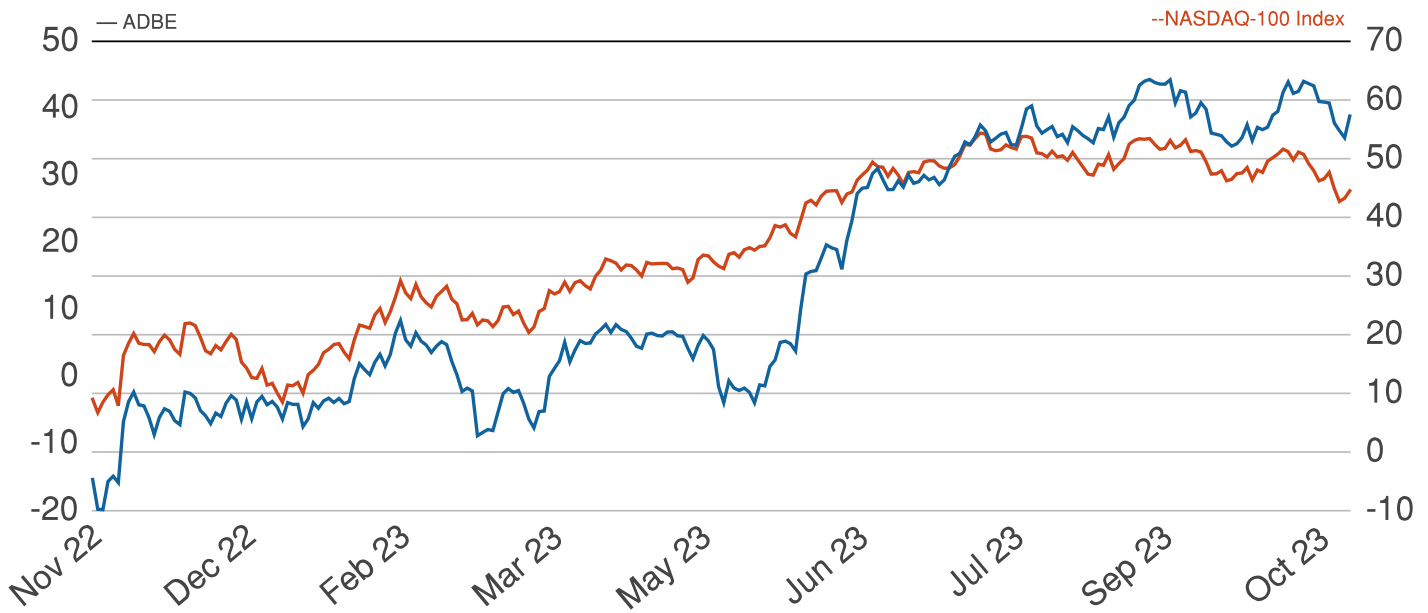


Fig 51: Price > Moving Avg Price

In the last 3 months the share price has exceeded the 200-day Moving Avg Price on 63/64 days; a bullish signal.

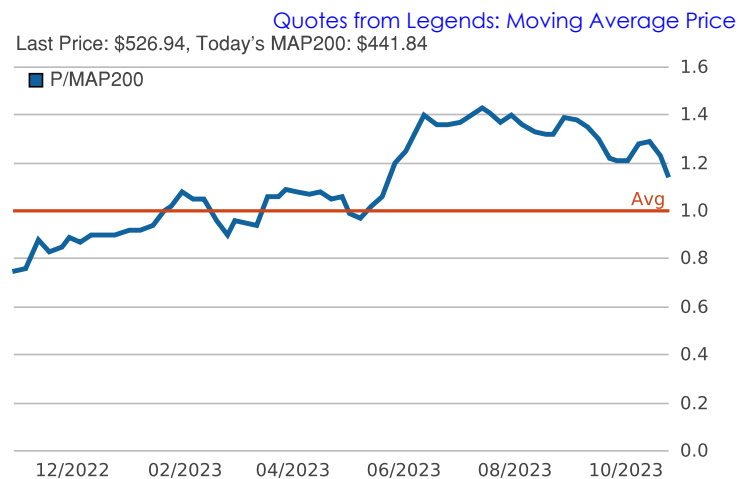


Fig 52: Turnover Period Above Average

1. Annual Share Turnover \$329 billion
2. MCap \$242 billion
3. Share Turnover Rate (1/2) =139.8%
4. Share Turnover Period (1/3) =8 months

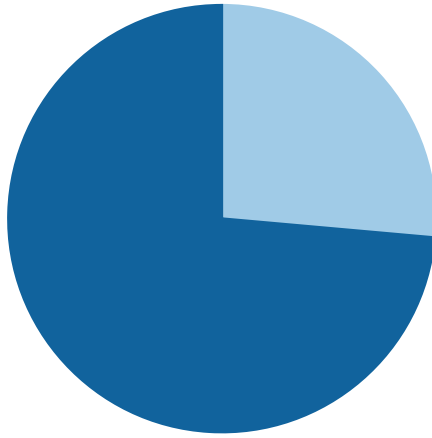


Fig 53: Rank in the NASDAQ-100 Index

| Description | Value | Rank |
|---------------------|-------|------|
| MCap (\$ B) | 242.2 | 12 |
| Total Assets (\$ B) | 27.2 | 41 |
| Revenue (\$ B) | 17.6 | 41 |
| Net Profit (\$ B) | 4.8 | 21 |
| Return on Equity % | 33.8 | 26 |
| Net Profit Margin % | 27.0 | 16 |
| PV\$1000 (1Year) \$ | 1,671 | 7 |
| % Change YTD | 58.1 | 9 |

Corporate Profile and Independent Ratings

Fig 54: Independent Ratings and Relative Value Indicators

Fortune 500:

Adobe Inc. is a new entrant in the Fortune list of Top 500 Global companies by Revenues in 2022, ranked 235.

Just Capital:

It was ranked 21 in the Just Capital annual list of top 100 ESG stocks for 2022; it was ranked 3 in the Software sector.

Carbon Disclosure Project (CDP):

It is one of 181 companies selected by the Carbon Disclosure Project (CDP) in their A List 2019. The CDP names the world's most pioneering companies leading on environmental transparency and performance.

Newsweek 500:

It was ranked 96 by Newsweek and Corporate Knights Capital in the World's 500 Greenest Companies 2016. It had outstanding scores of 7.9% in Carbon productivity, 7.5% in Water productivity and 5.5% in Energy productivity.

PwC Top100 Software Leaders:

It is the 9th largest by revenue and 11th largest by MCap among the PwC Global Software Leaders.

Fig 55: Contact Details

| Website | http://www.adobe.com |
|------------------|---|
| Physical Address | 345 Park Avenue, San Jose, CA, 95110-2704 |
| Phone | +1 408 536-6000 |
| Fax | +1 408 537-6000 |
| Email | ir@adobe.com |

Fig 56: U.S. Industry & Sector [of 421 stocks]

| Classification Level | Name of Sector |
|----------------------|------------------------|
| Industry Group | Software & IT Services |
| Industry | Software |
| Economic Sector | Technology |
| Business Sector | Software & IT Services |

Fig 57: North American Industry Classification System [NAICS]

Code: 511210

Industry Title: Software Publishers

Financials FY 2022

Fig 58: ADBE Financials Summary: EPS up 0.3% to \$10.13 in FY2022 [y.e. 02 Dec 2022]

Net profit was down 1.4% from \$4.8 billion in FY2021 to \$4.8 billion in FY2022.
Earnings Per Share (EPS) was up 0.3% from \$10.10 in FY2021 to \$10.13 in FY2022.

| Year ended Nov | FY2022 | FY2021 | FY2020 |
|----------------|--------|--------|--------|
| Sales (\$ B) | 17.6 | 15.8 | 12.9 |
| Pretax (\$ B) | 6 | 5.7 | 4.2 |
| Net (\$ B) | 4.8 | 4.8 | 5.3 |
| EPS (\$) | 10.13 | 10.1 | 10.94 |

Fig 59: Financials, FY 2022 [year-ended 02 December 2022]

Adobe Net Profit down 1.4%

Release Date: January 23, 2023

Adobe (NASDAQ:ADBE) reported net profit for the year-ended 02 December 2022 [FY2022] of \$4.8b, down 1.4% from \$4.8b in the previous year [FY2021]. Earnings per share (EPS) were up 0.3% from \$10.1 in FY2021 to \$10.13 in FY2022.

Fig 60: Annual growth in Revenue, Net Profit and EPS

| Year-ended | 02 December [FY/2022] | 03 December [FY/2021] |
|------------------------|--------------------------|--------------------------|
| Revenue, \$ Billion | 17.6 | 15.8 |
| Growth in Revenue % | 11.5 | 22.7 |
| Net Profit, \$ Billion | 4.8 | 4.8 |
| Growth in Net Profit % | -1.4 | -8.3 |
| EPS, \$ | 10.13 | 10.1 |
| Growth in EPS % | 0.3 | -7.7 |

Major changes compared with previous year (FY2022 vs FY2021):

Favourable Changes:

- Total revenue up 11.5% from \$15.8b to \$17.6b
- EBIT Margin up from 1,027.9% to 1,129.3%
- EBIT to total assets up from 20.9% to 22.1%
- Retained earnings to total assets up from 87.8% to 104.2%
- Total current assets to Total Assets up from 31.8% to 33.1%

Unfavourable Changes:

- Current ratio down 11.2% from 1.2 to 1.1
- Working capital to total assets down from 6.4% to 3.2%

Fig 61: Year-on-year comparison of Performance Ratios [FY2022 vs FY2021]

| December 02 | FY2022 | FY2021 | Change (%) |
|---|--------|--------|------------|
| Return on Equity (%) | 33.8 | 32.6 | Up 3.7 |
| Return on Assets (%) | 17.5 | 17.7 | Down 1.1 |
| Debt/Equity (Up 3.4% from 0.29 to 0.3) | 0.3 | 0.3 | Up 3.4 |
| Common Size Ratios by Assets % | | | |
| Current Debtors to Total Assets | 7.6 | 6.9 | Up 10.2 |
| Future income tax benefit to Total Assets | 2.9 | 4.0 | Down 27.2 |

Five-year record of growth and performance:

In the last 5 years Total Revenue averaged \$13.3B, EBITDA averaged \$4.5B and Net Profit averaged \$4.1B. Compound Annual Growth Rate (CAGR) averaged 19.2% for Total Revenue, 22.9% for Net Profit and 22.8% for EBITDA.

| Description | Annual (\$ B) | 5-year Avg (\$ B) | 5-year CAGR % |
|------------------|---------------|-------------------|---------------|
| Total Revenue | 17.6 | 13.3 | 19.2 |
| EBITDA | 6.2 | 4.5 | 22.8 |
| Operating Profit | 6 | 4.4 | 23 |
| Net Profit | 4.8 | 4.1 | 22.9 |

Five-year record of EBITDA, Operating Profit, Net Profit, ROE, ROA and ROCE

In 2022 Net Profit Margin of 894.0% was above its 5-year Avg of 30.7% (All Figures in %)

| Description | 2022 | 5-year Avg |
|----------------------------|---------|------------|
| EBITDA Margin | 35.1 | 33.6 |
| Operating Profit Margin | 1,129.3 | 32.5 |
| Net Profit Margin | 894 | 30.7 |
| Return on Equity | 33.8 | 32.4 |
| Return on Assets | 17.5 | 17 |
| Return on Capital Employed | 31.6 | 25.3 |

Top Management and Board of Directors

Fig 62: Top Management

Top Management [Five top executives with tenure > 4 yrs]

| Name | Designation | Since Appointment |
|-------------------|---|-------------------|
| Shantanu Narayen | Chief Executive Officer, President, Chairman, Director | 18 Yrs, 10 Mos |
| Mark S. Garfield | Chief Administrative Officer, Senior Vice President, Corporate Controller | 4 Yrs, 11 Mos |
| Dana Rao | Executive Vice President, Corporate Secretary, General Counsel | 5 Yrs, 5 Mos |
| Anil Chakravarthy | Executive Vice President | 10 Yrs, 2 Mos |
| Ann Lewnes | Executive Vice President, Chief Marketing Officer | 10 Yrs, 10 Mos |

Top Management [Two top executives with tenure < 3 yrs]

| Name | Designation | Since Appointment |
|--------------|---|-------------------|
| Daniel Durn | Chief Financial Officer, Executive Vice President | 2 Yrs, 1 Mo |
| Scott Belsky | Chief Product Officer, Executive Vice President, Creative Cloud | |

Fig 63: Board Of Directors

Board Of Directors [One director with tenure > 22 yrs]

| Name | Since Appointment |
|-----------------|-------------------|
| John E. Warnock | 22 Yrs, 7 Mos |

Board Of Directors [Eight directors with tenure < 4 yrs]

| Name | Designation | Since Appointment |
|----------------------|---------------------------|-------------------|
| Melanie Boulden | Director | 3 Yrs |
| Frank A. Calderoni | Lead Independent Director | 3 Yrs, 10 Mos |
| Daniel L. Rosensweig | Director | |
| Amy L. Banse | Independent Director | |
| David A. Ricks | Independent Director | |
| Kathleen K. Oberg | Independent Director | |
| Dheeraj Pandey | Independent Director | |
| Laura B. Desmond | Independent Director | |

Fig 64: Independent Ratings of Directors

+ Shantanu Narayen- Glassdoor Ranking:

Shantanu Narayen was ranked 2 in the Glassdoor Employee Review's list of 100 Top CEOs in the United States for 2021.

+ Shantanu Narayen- Fortune Businessperson of the Year Ranking:

Shantanu Narayen was ranked 8 in the Fortune Businessperson of the Year's list of top 20 Businesspersons for 2020.

+ Shantanu Narayen- Harvard Business Ranking:

Shantanu Narayen was ranked 6 in the Harvard Business Review's list of 100 Best-Performing CEO's in the world for 2019.

Insider Ownership and Selling in the Past 10 Years

Fig 65: Shares Held by Insiders as on Oct 31, 2023 (Value computed at price \$532.06)

| Name | Shares Held | Value, \$ |
|----------------------|----------------|--------------------|
| Shantanu Narayen | 408,829 | 217,521,558 |
| John E. Warnock | 392,462 | 208,813,332 |
| Laura B. Desmond | 30,266 | 16,103,328 |
| Anil Chakravarthy | 27,779 | 14,780,095 |
| Ann Lewnes | 26,977 | 14,353,383 |
| Scott Belsky | 21,467 | 11,421,732 |
| Daniel Durn | 19,888 | 10,581,609 |
| Dana Rao | 19,173 | 10,201,186 |
| Daniel L. Rosensweig | 17,565 | 9,345,634 |
| David A. Ricks | 5,811 | 3,091,801 |
| Mark S. Garfield | 4,055 | 2,157,503 |
| Dheeraj Pandey | 3,551 | 1,889,345 |
| Kathleen K. Oberg | 2,881 | 1,532,865 |
| Melanie Boulden | 1,596 | 849,168 |
| Total | 982,300 | 522,642,538 |

Shantanu Narayen now has a beneficial interest in 408,829 Adobe shares worth \$217.5 million.

| Nature of Ownership | Shares Held | Value, \$ |
|----------------------------------|----------------|--------------------|
| Equity-Non-Derivative Securities | | |
| by trust | 408,636 | 217,418,870 |
| NA | 193 | 102,688 |
| Total (Equity) | 408,829 | 217,521,558 |

John E. Warnock now has a beneficial interest in 392,462 Adobe shares worth \$208.8 million.

| Nature of Ownership | Shares Held | Value, \$ |
|----------------------------------|----------------|--------------------|
| Equity-Non-Derivative Securities | | |
| by trust | 372,965 | 198,439,758 |
| NA | 19,497 | 10,373,574 |
| Total (Equity) | 392,462 | 208,813,332 |

Laura B. Desmond now has a beneficial interest in 30,266 Adobe shares worth \$16.1 million.

Anil Chakravarthy now has a beneficial interest in 27,779 Adobe shares worth \$14.8 million.

Ann Lewnes now has a beneficial interest in 26,977 Adobe shares worth \$14.4 million.

Scott Belsky now has a beneficial interest in 21,467 Adobe shares worth \$11.4 million.

Daniel Durn now has a beneficial interest in 19,888 Adobe shares worth \$10.6 million.

Dana Rao now has a beneficial interest in 19,173 Adobe shares worth \$10.2 million.

Daniel L. Rosensweig now has a beneficial interest in 17,565 Adobe shares worth \$9.3 million.

| Nature of Ownership | Shares Held | Value, \$ |
|----------------------------------|-------------|-----------|
| Equity-Non-Derivative Securities | | |
| by trust | 14,028 | 7,463,738 |
| NA | 3,537 | 1,881,896 |
| Total (Equity) | 17,565 | 9,345,634 |

David A. Ricks now has a beneficial interest in 5,811 Adobe shares worth \$3.1 million.

Mark S. Garfield now has a beneficial interest in 4,055 Adobe shares worth \$2.2 million.

Dheeraj Pandey now has a beneficial interest in 3,551 Adobe shares worth \$1.9 million.

Kathleen K. Oberg now has a beneficial interest in 2,881 Adobe shares worth \$1.5 million.

Melanie Boulden now has a beneficial interest in 1,596 Adobe shares worth \$849,168.

Fig 66: Insider selling Summary in the past 12 months

| Name | No. of Shares | Price, \$ | Value, \$ |
|---------------------------------------|---------------|--------------|-------------------|
| Narayan Shantanu [CEO] | 50,000 | 438.6 | 21,930,370 |
| Warnock John E [Director] | 11,172 | 389.8 | 4,354,744 |
| Rao Dana [Executive Vice President] | 7,618 | 385.8 | 2,939,264 |
| Lewnes Ann [Executive Vice President] | 2,599 | 400.0 | 1,039,600 |
| Garfield Mark S. [CAO] | 1,721 | 426.8 | 734,577 |
| Total | 73,110 | 424.0 | 30,998,555 |

Fig 67: Narayan Shantanu [CEO] Reported Selling In The Past 12 Months

In the past year shares sold per month averaged 4,167.

| Month | No. of Shares | Price, \$ | Value, \$ |
|-------------------------|---------------|-----------|------------|
| June 22, 2023 | 35,000 | 478.03 | 16,731,218 |
| January 23, 2023 | 15,000 | 346.61 | 5,199,152 |
| Total: Narayan Shantanu | 50,000 | 438.6 | 21,930,370 |

NARAYEN SHANTANU [CEO] REPORTED INSIDER SELLING; 10 YEARS (2013 - 2022)

In the 10-year period 2013 to 2022 a total of 2,606,620 shares worth \$305.2 million were sold. In the past 10 years shares sold per year averaged 260,662.

| Year | No. of Shares | Price, \$ | Value, \$ |
|-------------|---------------|-----------|------------|
| 2022 | | | |
| 2021 | 120,907 | 520.95 | 62,986,050 |
| 2020 | 50,000 | 442.37 | 22,118,676 |
| 2019 | 139,834 | 245.4 | 34,315,052 |
| 2018 | 165,023 | 197.89 | 32,657,135 |
| 2017 | 173,703 | 113.91 | 19,787,246 |

| | | | |
|--------------|------------------|---------------|--------------------|
| 2016 | 295,961 | 88.4 | 26,163,593 |
| 2015 | 443,693 | 77.02 | 34,174,347 |
| 2014 | 712,499 | 71.57 | 50,991,133 |
| 2013 | 505,000 | 43.58 | 22,008,350 |
| Total | 2,606,620 | 117.09 | 305,201,583 |

Fig 68: Warnock John E [Director] Reported Selling In The Past 12 Months

In the past year shares sold per month averaged 931.

| Month | No. of Shares | Price, \$ | Value, \$ |
|-----------------------|---------------|-----------|-----------|
| June 23, 2023 | 3,000 | 481.41 | 1,444,228 |
| Apr '23 | 3,672 | 367.08 | 1,347,932 |
| March 21, 2023 | 1,500 | 357.91 | 536,865 |
| January 12, 2023 | 3,000 | 341.91 | 1,025,719 |
| Total: Warnock John E | 11,172 | 389.8 | 4,354,744 |

WARNOCK JOHN E [DIRECTOR] REPORTED INSIDER SELLING; 10 YEARS (2013 - 2022)

In the 10-year period 2013 to 2022 a total of 523,950 shares worth \$63.4 million were sold. In the past 10 years shares sold per year averaged 52,395.

| Year | No. of Shares | Price, \$ | Value, \$ |
|--------------|----------------|---------------|-------------------|
| 2022 | 31,315 | 356.0 | 11,148,296 |
| 2021 | 3,000 | 628.03 | 1,884,097 |
| 2020 | 16,600 | 413.76 | 6,868,361 |
| 2019 | 7,177 | 282.27 | 2,025,871 |
| 2018 | 22,000 | 219.43 | 4,827,403 |
| 2017 | 49,000 | 147.36 | 7,220,660 |
| 2016 | 73,000 | 93.28 | 6,809,272 |
| 2015 | 156,858 | 77.51 | 12,158,116 |
| 2014 | 95,000 | 73.25 | 6,958,748 |
| 2013 | 70,000 | 49.75 | 3,482,800 |
| Total | 523,950 | 120.97 | 63,383,624 |

Fig 69: Rao Dana [Executive Vice President] Reported Selling In The Past 12 Months

In the past year shares sold per month averaged 635.

| Month | No. of Shares | Price, \$ | Value, \$ |
|-------------------|---------------|-----------|-----------|
| June 23, 2023 | 2,600 | 480.21 | 1,248,549 |
| December 20, 2022 | 5,018 | 336.93 | 1,690,715 |
| Total: Rao Dana | 7,618 | 385.8 | 2,939,264 |

RAO DANA [EXECUTIVE VICE PRESIDENT] REPORTED INSIDER SELLING; 4 YEARS (2019 - 2022)

In the 4-year period 2019 to 2022 a total of 32,471 shares worth \$13 million were sold. In the past 4 years shares sold per year averaged 8,118.

| Year | No. of Shares | Price, \$ | Value, \$ |
|--------------|---------------|---------------|-------------------|
| 2022 | 10,318 | 424.42 | 4,379,140 |
| 2021 | 6,491 | 534.82 | 3,471,542 |
| 2020 | 6,875 | 408.32 | 2,807,173 |
| 2019 | 8,787 | 270.64 | 2,378,091 |
| Total | 32,471 | 401.46 | 13,035,945 |

Fig 70: Lewnes Ann [Executive Vice President] Reported Selling In The Past 12 Months

| Month | No. of Shares | Price, \$ | Value, \$ |
|-------------------|---------------|-----------|-----------|
| February 03, 2023 | 2,599 | 400.0 | 1,039,600 |

LEWNES ANN [EXECUTIVE VICE PRESIDENT] REPORTED INSIDER SELLING; 9 YEARS (2014 - 2022)

In the 9-year period 2014 to 2022 a total of 248,046 shares worth \$59 million were sold. In the past 9 years shares sold per year averaged 27,561.

| Year | No. of Shares | Price, \$ | Value, \$ |
|--------------|----------------|---------------|-------------------|
| 2022 | 11,591 | 492.9 | 5,713,148 |
| 2021 | 20,393 | 510.38 | 10,408,205 |
| 2020 | 37,000 | 422.06 | 15,616,351 |
| 2019 | 36,000 | 279.37 | 10,057,291 |
| 2018 | 29,141 | 244.24 | 7,117,364 |
| 2017 | 20,650 | 147.49 | 3,045,609 |
| 2016 | 24,131 | 93.67 | 2,260,356 |
| 2015 | 32,000 | 77.13 | 2,468,080 |
| 2014 | 37,140 | 61.74 | 2,293,114 |
| Total | 248,046 | 237.78 | 58,979,517 |

Fig 71: Garfield Mark S. [CAO] Reported Selling In The Past 12 Months

In the past year shares sold per month averaged 143.

| Month | No. of Shares | Price, \$ | Value, \$ |
|-------------------------|---------------|-----------|-----------|
| Oct '23 | 212 | 542.44 | 114,998 |
| September 19, 2023 | 264 | 524.7 | 138,521 |
| August 07, 2023 | 298 | 526.74 | 156,969 |
| March 21, 2023 | 132 | 354.78 | 46,831 |
| January 26, 2023 | 209 | 355.42 | 74,283 |
| Dec '22 | 606 | 334.94 | 202,975 |
| Total: Garfield Mark S. | 1,721 | 426.8 | 734,577 |

GARFIELD MARK S. [CAO] REPORTED INSIDER SELLING; 4 YEARS (2019 - 2022)

In the 4-year period 2019 to 2022 a total of 3,703 shares worth \$1.5 million were sold. In the past 4 years shares sold per year averaged 926.

| Year | No. of Shares | Price, \$ | Value, \$ |
|--------------|---------------|---------------|------------------|
| 2022 | 1,333 | 369.9 | 493,082 |
| 2021 | 474 | 545.61 | 258,619 |
| 2020 | 948 | 475.61 | 450,878 |
| 2019 | 948 | 319.27 | 302,668 |
| Total | 3,703 | 406.49 | 1,505,247 |

Financials as Reported Q3 2023, Past 10 Years

Fig 72: Financials as reported (Q3/2023)

SEC FILING 10-Q RESULTS OF OPERATIONS AND FINANCIAL CONDITION
(In \$ Million, except per share data and shares outstanding)

Fig 73: INCOME STATEMENT AS REPORTED (Q3/2023)

| Description | \$ Million Sep 01, 2023 | \$ Million Sep 02, 2022 | Change % |
|--|----------------------------|----------------------------|--------------|
| Revenue: | | | |
| Subscription | 4,631 | 4,128 | Up 12.2 |
| Product | 96 | 126 | Down 23.8 |
| Services and other | 163 | 179 | Down 8.9 |
| Total revenue | 4,890 | 4,433 | Up 10.3 |
| Cost of revenue: | | | |
| Subscription | 447 | 413 | Up 8.2 |
| Product | 7 | 8 | Down 12.5 |
| Services and other | 126 | 125 | Up 0.8 |
| Total cost of revenue | 580 | 546 | Up 6.2 |
| Gross profit | 4,310 | 3,887 | Up 10.9 |
| Operating expenses: | | | |
| Research and development | 881 | 775 | Up 13.7 |
| Sales and marketing | 1,337 | 1,266 | Up 5.6 |
| General and administrative | 353 | 319 | Up 10.7 |
| Amortization of intangibles | 42 | 43 | Down 2.3 |
| Total operating expenses | 2,613 | 2,403 | Up 8.7 |
| Operating income | 1,697 | 1,484 | Up 14.4 |
| Non-operating income (expense): | | | |
| Interest expense | -27 | -28 | Improved 3.6 |
| Investment gains (losses), net | 6 | -6 | Recovery |

| | | | |
|---|-------------|-------------|---------------|
| Other income (expense), net | 67 | 6 | Up 1,016.7 |
| Total non-operating income (expense), net | 46 | -28 | Recovery |
| Income before income taxes | 1,743 | 1,456 | Up 19.7 |
| Provision for income taxes | 340 | 320 | Up 6.2 |
| Net income | 1,403 | 1,136 | Up 23.5 |
| Basic net income per share | \$3.07 | \$2.42 | Up 26.9 |
| Shares used to compute basic net income per share | 456,000,000 | 469,000,000 | Down 2.8 |
| Diluted net income per share | \$3.05 | \$2.42 | Up 26.0 |
| Shares used to compute diluted net income per share | 459,000,000 | 469,000,000 | Down 2.1 |
| Net income | 1,403 | 1,136 | Up 23.5 |
| Other comprehensive income (loss), net of taxes: | | | |
| Available-for-sale securities: | | | |
| Unrealized gains / losses on available-for-sale securities | 5 | -6 | Recovery |
| Reclassification adjustment for recognized gains / losses on available-for-sale securities | | | |
| Net increase (decrease) from available-for-sale securities | 5 | -6 | Recovery |
| Derivatives designated as hedging instruments: | | | |
| Unrealized gains / losses on derivative instruments | 8 | 107 | Down 92.5 |
| Reclassification adjustment for realized gains / losses on derivative instruments | -4 | -47 | Improved 91.5 |
| Net increase (decrease) from derivatives designated as hedging instruments | 4 | 60 | Down 93.3 |
| Foreign currency translation adjustments | 3 | -83 | Recovery |
| Other comprehensive income (loss), net of taxes | 12 | -29 | Recovery |
| Total comprehensive income, net of taxes | 1,415 | 1,107 | Up 27.8 |

Fig 74: BALANCE SHEET AS REPORTED (Q3/2023)

| Description | \$ Million Sep 01, 2023 | \$ Million Dec 02, 2022 | Change % |
|---|----------------------------|----------------------------|-----------|
| ASSETS | | | |
| Current assets: | | | |
| Cash and cash equivalents | 6,601 | 4,236 | Up 55.8 |
| Short-term investments | 915 | 1,860 | Down 50.8 |
| Trade receivables, net of allowances for doubtful accounts of \$18 and \$23, respectively | 1,851 | 2,065 | Down 10.4 |
| Prepaid expenses and other current assets | 1,043 | 835 | Up 24.9 |
| Total current assets | 10,410 | 8,996 | Up 15.7 |
| Property and equipment, net | 2,036 | 1,908 | Up 6.7 |
| Operating lease right-of-use assets, net | 373 | 407 | Down 8.4 |
| Goodwill | 12,800 | 12,787 | Up 0.1 |
| Other intangibles, net | 1,167 | 1,449 | Down 19.5 |
| Deferred income taxes | 1,065 | 777 | Up 37.1 |
| Other assets | 1,239 | 841 | Up 47.3 |
| | 18,680 | 18,169 | Up 2.8 |
| Total assets | 29,090 | 27,165 | Up 7.1 |

LIABILITIES AND STOCKHOLDERS EQUITY

Current liabilities:

| | | | |
|-----------------------------|-------|-------|------------|
| Trade payables | 314 | 379 | Down 17.2 |
| Accrued expenses | 1,714 | 1,790 | Down 4.2 |
| Debt | | 500 | |
| Deferred revenue | 5,375 | 5,297 | Up 1.5 |
| Income taxes payable | 857 | 75 | Up 1,042.7 |
| Operating lease liabilities | 74 | 87 | Down 14.9 |
| Total current liabilities | 8,334 | 8,128 | Up 2.5 |

Long-term liabilities:

| | | | |
|-----------------------------|--------|--------|----------|
| Debt | 3,633 | 3,629 | Up 0.1 |
| Deferred revenue | 108 | 117 | Down 7.7 |
| Income taxes payable | 498 | 530 | Down 6.0 |
| Operating lease liabilities | 389 | 417 | Down 6.7 |
| Other liabilities | 352 | 293 | Up 20.1 |
| | 4,980 | 4,986 | Down 0.1 |
| Total liabilities | 13,314 | 13,114 | Up 1.5 |

Stockholders equity:

Preferred stock, \$0.0001 par value; 2 shares authorized; none issued

Common stock, \$0.0001 par value; 900 shares authorized; 601 shares issued; 456 and 462 shares outstanding, respectively

| | | | |
|--|---------|---------|--------------------|
| Additional paid-in-capital | 11,195 | 9,868 | Up 13.4 |
| Retained earnings | 32,012 | 28,319 | Up 13.0 |
| Accumulated other comprehensive income (loss) | -285 | -293 | Improved 2.7 |
| Treasury stock, at cost (145 and 139 shares, respectively) | -27,146 | -23,843 | Deterioration 13.9 |
| Total stockholders equity | 15,776 | 14,051 | Up 12.3 |
| Total liabilities and stockholders equity | 29,090 | 27,165 | Up 7.1 |

Fig 75: CASH FLOW AS REPORTED (Q3/2023)

| Description | \$ Million Sep 01, 2023 | \$ Million Sep 02, 2022 | Change % |
|---|----------------------------|----------------------------|---------------------|
| Cash flows from operating activities: | | | |
| Net income | 3,945 | 3,580 | Up 10.2 |
| Adjustments to reconcile net income to net cash provided by operating activities: | | | |
| Depreciation, amortization and accretion | 650 | 641 | Up 1.4 |
| Stock-based compensation | 1,291 | 1,052 | Up 22.7 |
| Reduction of operating lease right-of-use assets | 54 | 63 | Down 14.3 |
| Deferred income taxes | -276 | 282 | Deterioration |
| Unrealized losses (gains) on investments, net | -7 | 33 | Deterioration |
| Other non-cash items | | 8 | |
| Changes in operating assets and liabilities, net of acquired assets and assumed liabilities: | | | |
| Trade receivables, net | 217 | 146 | Up 48.6 |
| Prepaid expenses and other assets | -787 | -133 | Deterioration 491.7 |
| Trade payables | -47 | 11 | Deterioration |

| | | | |
|--|--------|--------|---------------|
| Accrued expenses and other liabilities | -153 | -237 | Improved 35.4 |
| Income taxes payable | 749 | 2 | Up 37,350.0 |
| Deferred revenue | 69 | 65 | Up 6.2 |
| Net cash provided by operating activities | 5,705 | 5,513 | Up 3.5 |
| Cash flows from investing activities: | | | |
| Purchases of short-term investments | | -703 | |
| Maturities of short-term investments | 754 | 497 | Up 51.7 |
| Proceeds from sales of short-term investments | 215 | 221 | Down 2.7 |
| Acquisitions, net of cash acquired | | -126 | |
| Purchases of property and equipment | -313 | -351 | Improved 10.8 |
| Purchases of long-term investments, intangibles and other assets | -34 | -39 | Improved 12.8 |
| Proceeds from sale of long-term investments and other assets | 1 | | |
| Net cash provided by (used for) investing activities | 623 | -501 | Recovery |
| Cash flows from financing activities: | | | |
| Repurchases of common stock | -3,400 | -4,800 | Improved 29.2 |
| Proceeds from re-issuance of treasury stock | 314 | 278 | Up 12.9 |
| Taxes paid related to net share settlement of equity awards | -387 | -451 | Improved 14.2 |
| Repayment of debt | -500 | | |
| Other financing activities, net | 8 | 59 | Down 86.4 |
| Net cash used for financing activities | -3,965 | -4,914 | Improved 19.3 |
| Effect of foreign currency exchange rates on cash and cash equivalents | 2 | -72 | Recovery |
| Net change in cash and cash equivalents | 2,365 | 26 | Up 8,996.2 |
| Cash and cash equivalents at beginning of period | 4,236 | 3,844 | Up 10.2 |
| Cash and cash equivalents at end of period | 6,601 | 3,870 | Up 70.6 |
| Supplemental disclosures: | | | |
| Cash paid for income taxes, net of refunds | 590 | 486 | Up 21.4 |
| Cash paid for interest | 103 | 101 | Up 2.0 |

Fig 76: Download ADOBE Financials Past 10 Years

| Description | Dec 22 | Dec 21 | Nov 20 | Nov 19 | Nov 18 |
|--------------------------|---------|---------|---------|---------|-----------|
| Income Statement | | | | | |
| Revenue per share | 37.46 | 33.09 | 26.75 | 22.99 | 18.14 |
| Other Revenue (B) | 17.1 | 15.2 | 12.4 | 10.5 | 8.4 |
| EBITDA (B) | 6.2 | 5.9 | 4.3 | 3.4 | 2.9 |
| Depreciation (M) | 169 | 172 | 162 | 175 | 91.1 |
| Tax | 1.3 B | 883 M | (1.1 B) | 254 M | 203.1 M |
| Net profit (B) | 4.8 | 4.8 | 5.3 | 3 | 2.6 |
| EPS | 10.13 | 10.1 | 10.94 | 6.07 | 5.28 |
| Balance Sheet | | | | | |
| Equity Share Capital (B) | 14.1 | 14.8 | 13.3 | 10.5 | 9.4 |
| Retained Earnings (B) | 28.3 | 23.9 | 19.6 | 14.8 | 11.8 |
| Total Debt (B) | 4.2 | 4.2 | 4.2 | 4.1 | 4.1 |
| Total Assets (B) | 27.2 | 27.2 | 24.3 | 20.8 | 18.8 |
| Current Asset (B) | 9 | 8.7 | 8.1 | 6.5 | 4.9 |
| Fixed Asset (B) | 1.9 | 1.7 | 1.5 | 1.3 | 1.1 |
| Working Capital | 868 M | 1.7 B | 2.6 B | (1.7 B) | 555.9 M |
| Cash Flow | | | | | |
| Operating Cash Flow (B) | 7.8 | 7.2 | 5.7 | 4.4 | 4 |
| Investing Cash Flow | (570 M) | (3.5 B) | (414 M) | (456 M) | (4.7 B) |
| Financing Cash Flow | (6.8 B) | (4.3 B) | (3.5 B) | (2.9 B) | (5.6 M) |
| Net Cash Flow | 443 M | (608 M) | 1.8 B | 1 B | (661.6 M) |

| Description | Dec 17 | Dec 16 | Nov 15 | Nov 14 | Nov 13 |
|--------------------------|---------|--------|---------|---------|---------|
| Income Statement | | | | | |
| Revenue per share | 14.57 | 11.61 | 9.46 | 8.17 | 7.9 |
| Other Revenue | 706.8 M | | 961,000 | 1.2 M | |
| EBITDA | 2.2 B | 1.6 B | 1 B | 787.1 M | 797.1 M |
| Depreciation (M) | 76.6 | 78.5 | 68.6 | 366 | 373.5 |
| EBIT | | 1.5 B | 938 M | 421.1 M | 423.6 M |
| Interest (M) | | 70.4 | 64.2 | 59.7 | 67.5 |
| Profit before tax | | 1.4 B | 873.8 M | 361.4 M | 356.1 M |
| Tax (M) | 443.7 | 266.4 | 244.2 | 93 | 66.2 |
| Net profit | 1.7 B | 1.2 B | 629.6 M | 268.4 M | 290 M |
| EPS | 3.43 | 2.35 | 1.24 | 0.53 | 0.56 |
| Balance Sheet | | | | | |
| Equity Share Capital (B) | 8.5 | 7.4 | 7 | 6.8 | 6.7 |
| Retained Earnings (B) | 9.5 | 8.1 | 7.3 | 6.9 | 6.9 |
| Total Debt (B) | 1.9 | 1.9 | 1.9 | 1.5 | 1.5 |
| Total Assets (B) | 14.5 | 12.7 | 11.7 | 10.8 | 10.4 |
| Current Asset (B) | 7.2 | 5.8 | 4.8 | 4.6 | 4 |
| Fixed Asset (M) | 937 | 816.3 | 787.4 | 785.1 | 659.8 |
| Working Capital (B) | 3.7 | 3 | 2.6 | 2.1 | 2.5 |
| Cash Flow | | | | | |
| Operating Cash Flow (B) | 2.9 | 2.2 | 1.5 | 1.3 | 1.2 |

| | | | | | |
|---------------------|-----------|---------|-----------|-----------|-----------|
| Investing Cash Flow | (442.9 M) | (960 M) | (1.5 B) | (490.7 M) | (1.2 B) |
| Financing Cash Flow | (1.2 B) | (1.1 B) | (200.7 M) | (507.3 M) | (559.1 M) |
| Net Cash Flow | 1.3 B | 149 M | (219.5 M) | 289.5 M | (585.3 M) |

Peer Comparison & Ranking of ADBE

Fig 77: GLOBAL PEER COMPARISON: ADBE - SIZE (all figures in \$)

In its Global Peer Group of 9 companies ADBE is ranked fifth (5) by MCap, Net Profit and eighth (8) by Revenue, Total Assets.

| Name (Code) | MCap | Revenue | Net Profit | Total Assets |
|--------------------------|----------|---------|------------|--------------|
| Rank of ADBE | 5 | 8 | 5 | 8 |
| Adobe (ADBE) | 242.2B | 17.6B | 4.8B | 27.2B |
| Amazon (AMZN) | 1,373.2B | 514B | (2.7B) | 462.7B |
| Alphabet Class C (GOOG) | 747.8B | 282.8B | 60B | 365.3B |
| Alphabet Class A (GOOGL) | 736.2B | 282.8B | 60B | 365.3B |
| Alibaba Group (09988) | 246.3B | 117.2B | 8.5B | 232.9B |
| Salesforce (CRM) | 195.4B | 31.4B | 208M | 98.8B |
| SAP (SAP) | 165.3B | 32.6B | 2.4B | 76.1B |
| TCS (TCS) | 148.1B | 27.5B | 5.1B | 17.2B |
| Intuit (INTU) | 138.7B | 14.4B | 2.4B | 27.8B |

GLOBAL PEER COMPARISON: ADBE - RELATIVE VALUE INDICATORS

In value terms, comparing relative value of its shares, ADBE is ranked

- + 5 out of 9 by Price/Earnings per share [52.0]
- + 8 out of 9 by Price/Sales per share [13.6]

| Name (Code) | Currency Code | Last Price | P/E | P/S | P/Book |
|--------------------------|---------------|------------|------|------|--------|
| Rank of ADBE by value | | | 5 | 8 | |
| Adobe (ADBE) | USD | 532.1 | 52.0 | 13.6 | |
| Amazon (AMZN) | USD | 133.1 | | 2.7 | 10.9 |
| Alphabet Class C (GOOG) | USD | 125.3 | 27.4 | 2.6 | 3.3 |
| Alphabet Class A (GOOGL) | USD | 124.1 | 26.1 | 2.5 | 3.3 |
| Alibaba Group (09988) | HKD | 80 | 26.5 | | 2.5 |
| Salesforce (CRM) | USD | 200.8 | | 6.0 | |
| SAP (SAP) | EUR | 126.7 | 64.4 | 5.0 | 26.1 |
| TCS (TCS) | INR | 3,368.8 | 28.2 | 5.2 | 14.9 |
| Intuit (INTU) | USD | 494.9 | 57.4 | 9.5 | |

USD 1=
7.821 Hong Kong Dollar (HKD); 0.942 Euro (EUR); 83.264 Indian Rupees (INR)

Fig 78: Global Peer Group - Price Performance

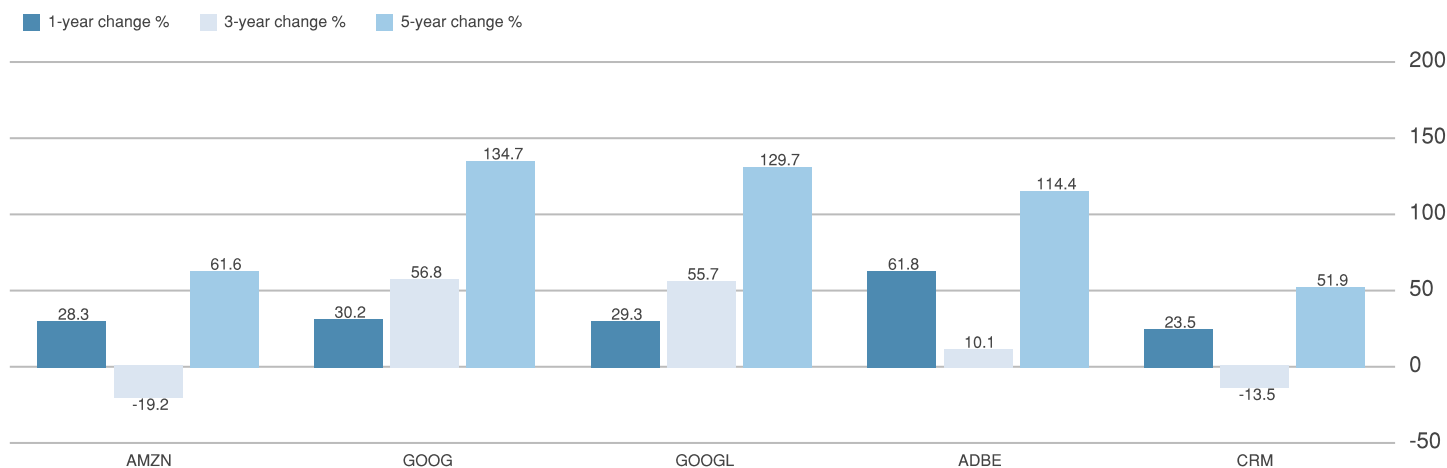


Fig 79: Global Peer Group - Total Shareholder Returns [TSR in \$]

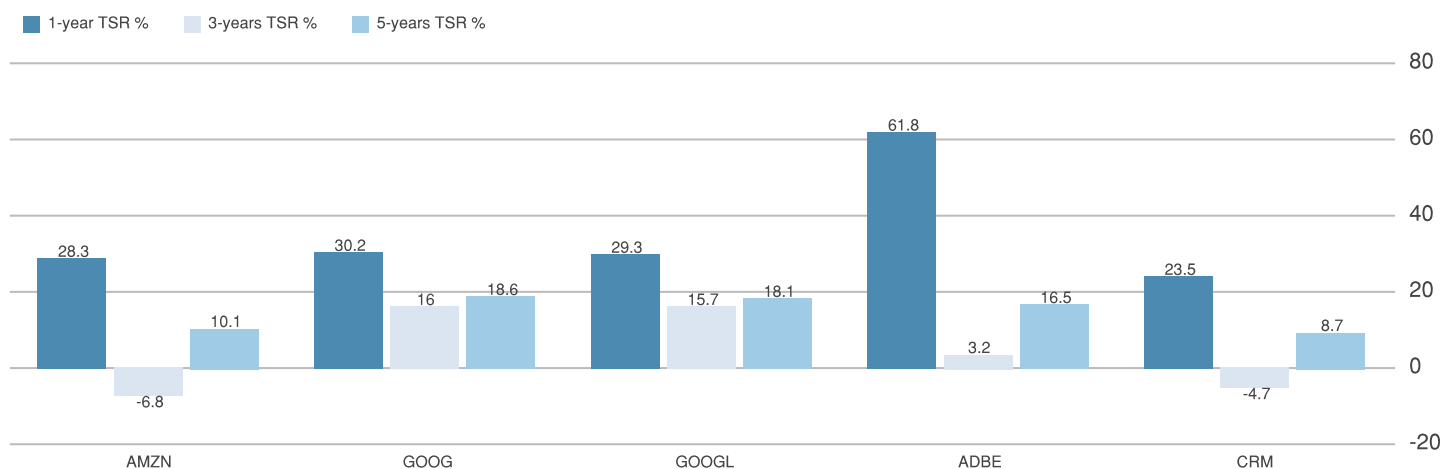


Fig 80: BUYSSELLSIGNALS FUNDAMENTALS VALUATION RANKING

Adobe vs NASDAQ Market

Out of 3,065 stocks and 3 units in the NASDAQ Market, Adobe is ranked Twenty-fifth(25) by Net Profit \$, Fifty-sixth(56) by Revenue, Ninety-seventh(97) by Total Assets and 135th(135) by ROA.

| | NASDAQ Avg | ADBE | ADBE Rank |
|--|------------|--------|-----------|
| Net Profit \$ | | 4.8 B | 25 |
| Revenue \$ | | 17.6 B | 56 |
| Total Assets \$ | | 27.2 B | 97 |
| ROA (%) | 4.6 | 17.5 | 135 |
| EBITDA Margin% | 12.9 | 35.1 | 136 |
| P/Earnings | 32.96x | 52.5x | 204 |
| P/Sales | 3.2x | 13.8x | 264 |
| Total Debt/Equity (the lower the better) | 0.6x | 0.3x | 1281 |
| Premium to 52-Wk Low (%) | 24.3 | 91.2 | 2621 |
| Discount to 52-Wk High (%) | 12.6 | 7.4 | 2640 |

Negative values are shown in brackets.

Fig 81: MARKET SHARE

Adobe vs Computer Software sector [Computer Software sector Total in Brackets]

Revenue of \$17.6 billion[29.3% of aggregate sector revenue of \$62.9 billion; down from 29.7% in the previous year.]

Net Profit of \$4.8 billion [48.2% of aggregate sector net profit of \$10.7 billion; down from 48.3% in the previous year.]

EBIT of \$6 billion [46.2% of aggregate sector EBIT of \$14.1 billion; down from 49.2% in the previous year.]

Fig 82: GLOBAL RANK [out of 46,557 stocks] AND RANK OF ADOBE IN THE AMERICAN REGION [out of 9,979 stocks]

| Description | Value | Global Rank | In Am Region |
|---------------------|--------|-------------|--------------|
| MCap (\$) | 242.2B | 41 | 31 |
| Total Assets (\$) | 27.2B | 1,563 | 595 |
| Revenue (\$) | 17.6B | 926 | 385 |
| Net Profit (\$) | 4.8B | 293 | 130 |
| Return on Equity % | 33.8 | 1,703 | 509 |
| Net Profit Margin % | 27.0 | 4,349 | 872 |
| Price/Earnings | 52.0 | 19,506 | 3,239 |
| PV1000 (1Year) \$ | 1,671 | 4,174 | 552 |
| \$ Change (1Year) % | 61.8 | 3,840 | 510 |

Fig 83: RANK OF ADOBE IN THE NASDAQ-100 INDEX [out of 94 stocks], IN THE NASDAQ MARKET [out of 3124 stocks] AND IN THE COMPUTER SOFTWARE SECTOR [out of 24 stocks]

| Description | Value | In NASDAQ-100 Index | In NASDAQ Market | In Computer software sector |
|---------------------|--------|---------------------|------------------|-----------------------------|
| MCap (\$) | 242.2B | 11 | 11 | 2 |
| Total Assets (\$) | 27.2B | 39 | 96 | 2 |
| Revenue (\$) | 17.6B | 38 | 57 | 1 |
| Net Profit (\$) | 4.8B | 20 | 24 | 1 |
| Return on Equity % | 33.8 | 26 | 140 | 4 |
| Net Profit Margin % | 27.0 | 16 | 144 | 4 |
| Price/Earnings | 52.5 | 62 | 1,091 | 10 |
| PV1000 (1Year) \$ | 1,671 | 6 | 26 | 1 |

Patents

[Patents past 5 years in xls](#)

Fig 84: Number of Patents Issued to Adobe by the US Patent Office and the European Patent Office

A total of 3,858 patents were issued to Adobe in the last nine years. In the past year 787 patents were issued, 1.8 times average of 429 patents per year.

| 12 months ended Oct 31 | No. of Patents Issued |
|------------------------|-----------------------|
| 2023 | 787 |
| 2022 | 405 |
| 2021 | 556 |
| 2020 | 517 |
| 2019 | 424 |
| 2018 | 334 |
| 2017 | 347 |
| 2016 | 335 |
| 2015 | 153 |
| Total | 3,858 |

Fig 85: Rank by patents issued in the past 12 months: Adobe vs NASDAQ stocks

Adobe is ranked 19 by patents issued in the past year out of 3,688 NASDAQ listed companies. A total of 90,413 patents were issued to NASDAQ listed companies in the past year, an average of 79.0 patents per company. Adobe received 805 patents in the past 12 months, 33 times average.

Stock Identifiers

ISIN: US00724F1012
PermID: 4295905431
Central Index Key (CIK): 796343
CUSIP: 00724F101
RIC: ADBE.O

News Archives

Fig 86: News Archives (Dec 2022)

December 02 2022: Adobe: File SEC Form 10-K - Management's Discussion and Analysis 10-K

MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion should be read in conjunction with our Consolidated Financial Statements and Notes thereto. Discussion regarding our financial condition and results of operations for fiscal 2021 as compared to fiscal 2020 is included in Item 7 of our Annual Report on Form 10-K for the fiscal year ended December 3, 2021, filed with the SEC on January 21, 2022.

CRITICAL ACCOUNTING POLICIES AND ESTIMATES

In preparing our Consolidated Financial Statements in accordance with GAAP and pursuant to the rules and regulations of the SEC, we make assumptions, judgments and estimates that affect the reported amounts of assets, liabilities, revenue and expenses, and related disclosures of contingent assets and liabilities. We base our assumptions, judgments and estimates on historical experience and various other factors that we believe to be reasonable under the circumstances. Actual results could differ materially from these estimates under different assumptions or conditions. We evaluate our assumptions, judgments and estimates on a regular basis. We also discuss our critical accounting policies and estimates with the Audit Committee of the Board of Directors.

We believe that the assumptions, judgments and estimates involved in the accounting for revenue recognition, business combinations and income taxes have the greatest potential impact on our Consolidated Financial Statements. These areas are key components of our results of operations and are based on complex rules requiring us to make judgments and estimates, and consequently, we consider these to be our critical accounting policies. Historically, our assumptions, judgments and estimates relative to our critical accounting policies have not differed materially from actual results.

Revenue Recognition

Our contracts with customers may include multiple goods and services.

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Glossary

Annual Return (Fig 37):

Dividends Paid In a 12-Month Period/Price at the Beginning of the Period + Capital Gain or Loss over 1 Year/Price 1 Year Ago (%)

Capital Gain/Loss from n Years Ago to n-1 Years Ago:

Capital Gain or Loss over 1 Year/Price 1 Year Ago (%)

Current Ratio:

Current Assets/Current Liabilities (times)

Debt/Equity (Fig 42):

Net Debt/Net Assets %

Earnings Yield:

Earnings Per Share/Share Price (%)

PCP (Fig 5, 43):

Previous Corresponding Period

PV\$1000 (Fig 29, 82, 83, 24, 27, 35, 53):

Present value of \$1000 invested 1 year/'n' years ago

Price/Earnings (Fig 22, 82, 83, 80, 27, 53):

Share Price/Earnings Per Share (times)

Price/Sales (Fig 80):

Share Price/Sales Per Share (times)

Relative Price Change [RPC]:

Relative price change is price change of stock with respect to Benchmark Index

Momentum Up

Weak Momentum Up

Momentum Down

Weak Momentum Down



Price increase fuelled by above average Volume

Price increase on below average Volume

Price decrease fuelled by above average Volume

Price decrease on below average Volume

Relative Strength (n-th Period) (Fig 29):

Price close today/Price close 'n' periods ago, then ranked by percentile within the entire market.

Return on Assets (Fig 34, 61):

Net Profit/Total Assets (%)

Return on Equity (Shareholders' Funds) (Fig 27, 34, 53, 61, 82, 83):

Net Profit/Net Assets (%)

TSR (Fig 41):

Total Shareholder Returns is expressed as an annualized rate of return for shareholders after allowing for capital appreciation and dividend

TTM (Fig 19, 21):

Trailing 12 Months

Turnover Period (Fig 52):

Time Period required for trading all Outstanding Shares

Turnover Rate (Fig 52):

US Dollars value of annual trading volume as a percentage of market capitalisation

Volume Weighted Average Price (VWAP) (Fig 45):

The Volume Weighted Average Price (VWAP) is the summation of turnover divided by total volume in the same period.

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