



■ **Key Facts**

Business address: **San Jose, California, United States**
 Industry: **Software Publishers** (NAICS 511210)
 SEC filer status: **Large Accelerated Filer** as of Aug 2020
 Index member: **S&P 500, Russell 1000**
 Market Cap: **\$249b** as of Oct 15, 2020
 Annual revenue: **\$11.2b** as of Nov 29, 2019

■ **Corporate Governance**

CEO: **Shantanu Narayen** since 2007
 CFO: **John F. Murphy** since 2018 1st level

Board Chairman: **Shantanu Narayen** since 2007
 Audit Committee Chair: **Kathleen Oberg** 2nd level

Auditor: **KPMG LLP** since 1983
 Outside Counsel (most recent): **Johnson & Pham LLP** 3rd level

SEC Reviewer: **(unknown)** 4th level

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Information in this report is effective Oct 16, 2020 and is taken from the company's public financial and regulatory filings. Latest filing 10-Q filed 09/23/2020. Over 75 accounting and data analysts scrutinize and review crucial information, footnotes, disclosures, etc., from these filings. Material facts are captured and processed using our proprietary methods which identify key risk factors our readers need to know. Each Watchdog Report represents 30 or more hours of analysis and processing.

Accounting and financial disclosure data from [Audit Analytics](#).
 Executive compensation data from [Shore Group and Intrinio](#).
 Data from [Sharadar](#).
[Data from Barchart via Quandl](#).
[Data from Exchange Data International via Quandl](#).

Oct 16, 2020 Jan 1, 2019 Jan 1, 2015

RECENT PERIOD HISTORICAL PERIOD

10-Q filed on Sep 23, 2020 for period ending Aug 2020

Reporting Irregularities

RECENT		HISTORICAL
✓	Financial Restatements	✓
✓	Revisions	✓
✓	Out of Period Adjustments	✓
✓	Late Filings	✓
✓	Impairments	✓
✓	Changes in Accounting Estimates	!
!	Disclosure Controls	!
✓	Internal Controls	✓
!	Critical / Key Audit Matters	✓

Anomalies in the Numbers

RECENT		HISTORICAL
✓	Benford's Law	!
✓	Beneish M-Score	✓
!	Accounting Disclosure Complexity	!

Securities & Exchange Commission Concerns

RECENT		HISTORICAL
✓	SEC Oversight	✓
!	SEC Letters to Management	!
!	Revenue Recognition	✓
✓	Non-GAAP Measures	✓

Litigation & External Pressures

RECENT		HISTORICAL
✓	Significant Litigation	!
✓	Class Actions	!
✓	Securities Law	!
✓	Shareholder Activism	✓
!	Cybersecurity	!

Management Review

RECENT		HISTORICAL
✓	CEO Changes	✓
✓	CFO Changes	!
!	Insider Sales	!
✓	Mergers & Acquisitions	!
✓	Sales of Assets	✓

Auditor Assessment

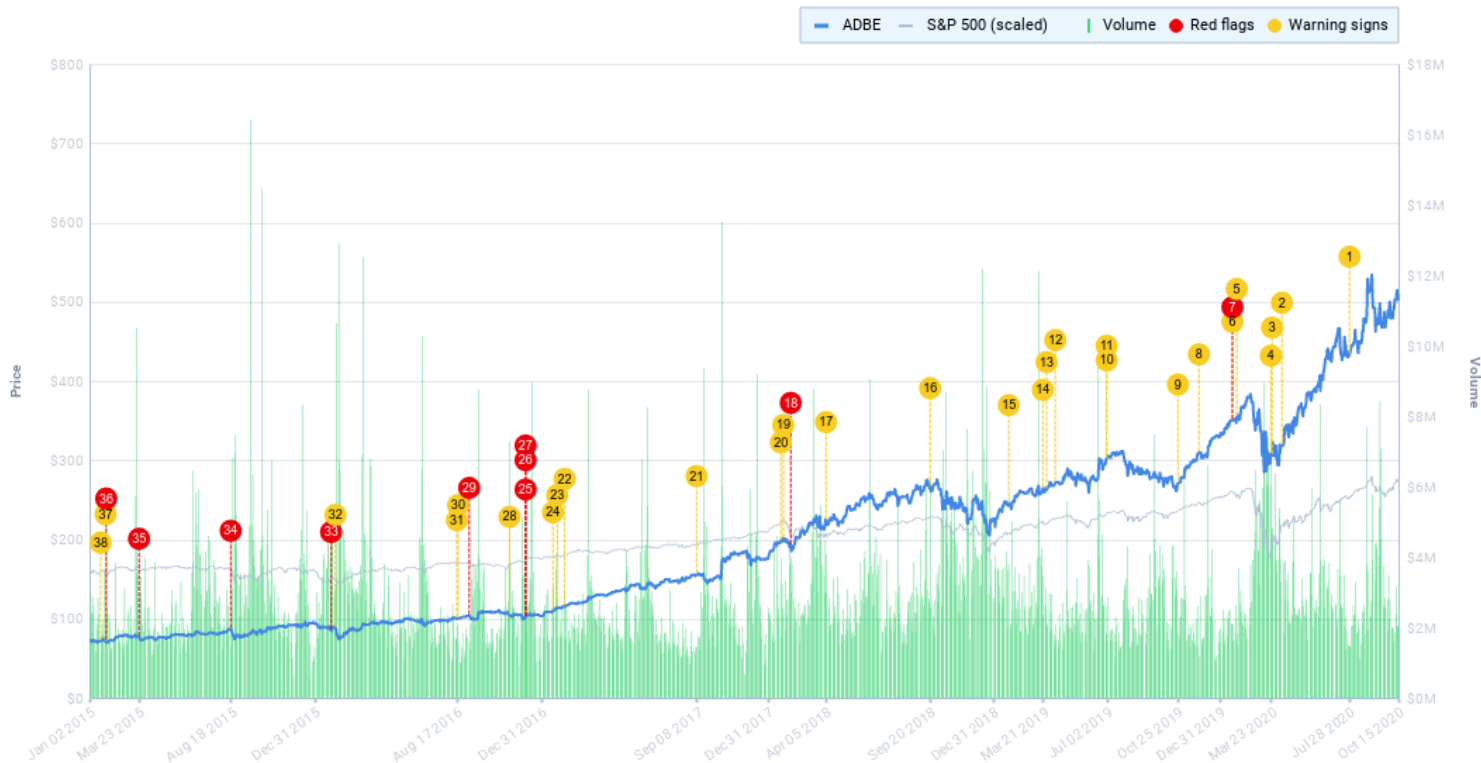
RECENT		HISTORICAL
✓	Auditor Changes	✓
✓	Auditor Experience	✓
!	Auditor Tenure	!
✓	Audit Fees	✓
✓	Non-Audit Fees	✓



Overview

Price and Volume History

This graph shows the price and trading history for Adobe. Warning signs and red flags are marked on the graph according to their disclosure dates.



- 1 Jul 28, 2020 - Insider Sale
- 2 Apr 10, 2020 - Insider Sale
- 3 Mar 25, 2020 - Disclosure Controls
- 4 Mar 23, 2020 - Insider Sale
- 5 Jan 28, 2020 - Insider Sale
- 6 Jan 21, 2020 - Disclosure Controls
- 7 Jan 21, 2020 - Critical / Key Audit Matters
- 8 Nov 28, 2019 - Cybersecurity
- 9 Oct 25, 2019 - Cybersecurity
- 10 Jul 2, 2019 - SEC letters to management
- 11 Jul 2, 2019 - Revenue Recognition
- 12 Apr 10, 2019 - Insider Sale
- 13 Mar 27, 2019 - Disclosure Controls
- 14 Mar 21, 2019 - Insider Sale
- 15 Jan 25, 2019 - Disclosure Controls
- 16 Sep 20, 2018 - Mergers & Acquisitions
- 17 Apr 5, 2018 - Change in CFO
- 18 Feb 7, 2018 - Insider Sale
- 19 Jan 26, 2018 - Insider Sale
- 20 Jan 22, 2018 - Disclosure Controls
- 21 Sep 8, 2017 - Lawsuit: Adobe Systems Incorporated v. NA Tech Direct Inc et al
- 22 Feb 7, 2017 - Insider Sale
- 23 Jan 26, 2017 - Insider Sale
- 24 Jan 19, 2017 - SEC letters to management
- 25 Dec 6, 2016 - Lawsuit: Yavuz v. Tubemogul Inc et al
- 26 Dec 6, 2016 - Class Actions Lawsuit: Yavuz v. Tubemogul Inc et al
- 27 Dec 6, 2016 - Securities Law Lawsuit: Yavuz v. Tubemogul Inc et al
- 28 Nov 10, 2016 - Mergers & Acquisitions
- 29 Sep 6, 2016 - Insider Sale
- 30 Aug 19, 2016 - SEC letters to management
- 31 Aug 17, 2016 - Insider Sale
- 32 Feb 3, 2016 - Lawsuit: Grecia v. Dish Network LLC
- 33 Jan 27, 2016 - Insider Sale
- 34 Aug 18, 2015 - Insider Sale
- 35 Mar 23, 2015 - Insider Sale
- 36 Jan 29, 2015 - Insider Sale
- 37 Jan 28, 2015 - Insider Sale
- 38 Jan 20, 2015 - Change in Accounting Estimates



Notifications

Important notifications related to the company are listed here. Notifications may come from the SEC, exchanges such as the NYSE or NASDAQ, or Watchdog Research. Examples of notifications include announcements of bankruptcy proceedings, company name changes, and noncompliance with SEC regulations or exchange rules.

There are no notifications for Adobe at least since 2015.

Peer Group

Peer groups are used by companies to benchmark executive compensation and performance. Each company identifies its own peer group. Peer groups vary from company to company.

Peer Group

Company	Ticker	Market Cap
Nvidia Corp.	NVDA	\$345b
Adobe Inc.	ADBE	\$249b
Salesforce Com Inc.	CRM	\$239b
Netflix Inc.	NFLX	\$239b
Paypal Holdings, Inc.	PYPL	\$238b
Intuit Inc.	INTU	\$89.5b
Booking Holdings Inc. (Priceline)	BKNG	\$69.7b
VMware, Inc.	VMW	\$64.4b
Activision Blizzard, Inc.	ATVI	\$62b
Autodesk Inc.	ADSK	\$55.3b

Companies Who Named Adobe as a Peer

Company	Ticker	Market Cap
Nvidia Corp.	NVDA	\$345b
Mastercard Inc.	MA	\$339b
Adobe Inc.	ADBE	\$249b
Salesforce Com Inc.	CRM	\$239b
Netflix Inc.	NFLX	\$239b
Paypal Holdings, Inc.	PYPL	\$238b
Broadcom Inc.	AVGO	\$154b
Intuit Inc.	INTU	\$89.5b
Intuitive Surgical Inc.	ISRG	\$86.7b
Booking Holdings Inc. (Priceline)	BKNG	\$69.7b



Peer Flag Comparison

The return to a company's stock is not the only measure of executive performance. Ethics matter, and growth can quickly reverse and gains evaporate if a company's accounting and financial reporting processes are not fundamentally sound and trustworthy. How does Adobe's accounting quality compare to its peer group?

	ADBE	PEERGROUP FLAGS		
Reporting Irregularities				
Financial Restatements	✓	9		
Revisions	✓	6	3	
Out of Period Adjustments	✓	8	1	
Impairments	✓	4	5	
Changes in Accounting Estimates	!	8	1	
Disclosure Controls	!	1	7	1
Internal Controls	✓	8		1
Critical / Key Audit Matters	!		4	5
Anomalies in the Numbers				
Benford's Law	!	5		4
Beneish M-Score	✓	6	1	
Accounting Disclosure Complexity	!	3	6	
Securities & Exchange Commission Concerns				
SEC Oversight	✓	9		
SEC Letters to Management	!		5	4
Revenue Recognition	!	2	7	
Non-GAAP Measures	✓	9		

	ADBE	PEERGROUP FLAGS		
Litigation & External Pressures				
Significant Litigation	!	1	1	7
Class Actions	!	2		7
Securities Law	!	3		6
Shareholder Activism	✓	6	3	
Cybersecurity	!	4	5	
Management Review				
CEO Changes	✓	5	4	
CFO Changes	!	3	4	2
Insider Sales	!		2	7
Mergers & Acquisitions	!	1	6	2
Sales of Assets	✓	9		
Auditor Assessment				
Auditor Changes	✓	9		
Auditor Experience	✓	9		
Auditor Tenure	!	7	2	
Audit Fees	✓	3	6	
Non-Audit Fees	✓	6	3	



About Watchdog Research, Inc.

Watchdog Research, Inc. is an independent research provider and publisher of Watchdog Reports. Watchdog Reports identify red flags, issues, and other anomalies in financial reporting. Our reports contain warning signs, red flags, material disclosures, and peer analysis for use in valuation, risk analysis, due diligence research, and idea generation.

Watchdog Reports are designed to assist investment professionals fulfill their fiduciary or suitability obligations and to help investors, executives, board members, regulators and educators learn what they need to know about publicly traded companies.

The company is headquartered in Ave Maria, FL. Watchdog Research, Inc. utilizes over 75 specialists and analysts to provide accurate and timely information to our readers.

Our management team is:

CEO: Brian Lawe. Brian has been part of the corporate staff at The New York Times Company and IBM. He has created and operated several technology companies including MyStoreCredit, OnPage Ideas and HelloCampus. He holds an MBA from Harvard Business School and a BBA from Texas Christian University. He and his wife have four children and live in the Naples, FL area.

CTO: Radu Cugut. Radu has led the award-winning technology team that developed the Watchdog Report and services. He, his wife and son split their time between his home in Ave Maria, FL and his home in Timisoara, Romania where he oversees five talented development professionals. Radu has a bachelors in Computer Science and a masters in Banking and Financial Information Systems, both from the West University of Timisoara.

Chief Content Officer: Joseph Burke, Ph.D. is responsible for the content development, analysis, and quality control for the Watchdog Report. Joseph worked previously as a professor of economics at Ave Maria University. He received his Ph.D. from the University of Wisconsin-Madison and resides with his family in the Naples area.

Director of Research: John Cheffers. John is responsible for writing our blogs and for our press relationships. He received his bachelors from Washington University in St. Louis, and has worked for Audit Analytics and Ave Maria University. He graduated Ave Maria University School of Law where his research was selected for publication in the Law Review. He currently lives in Pennsylvania with his wife and two children.



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