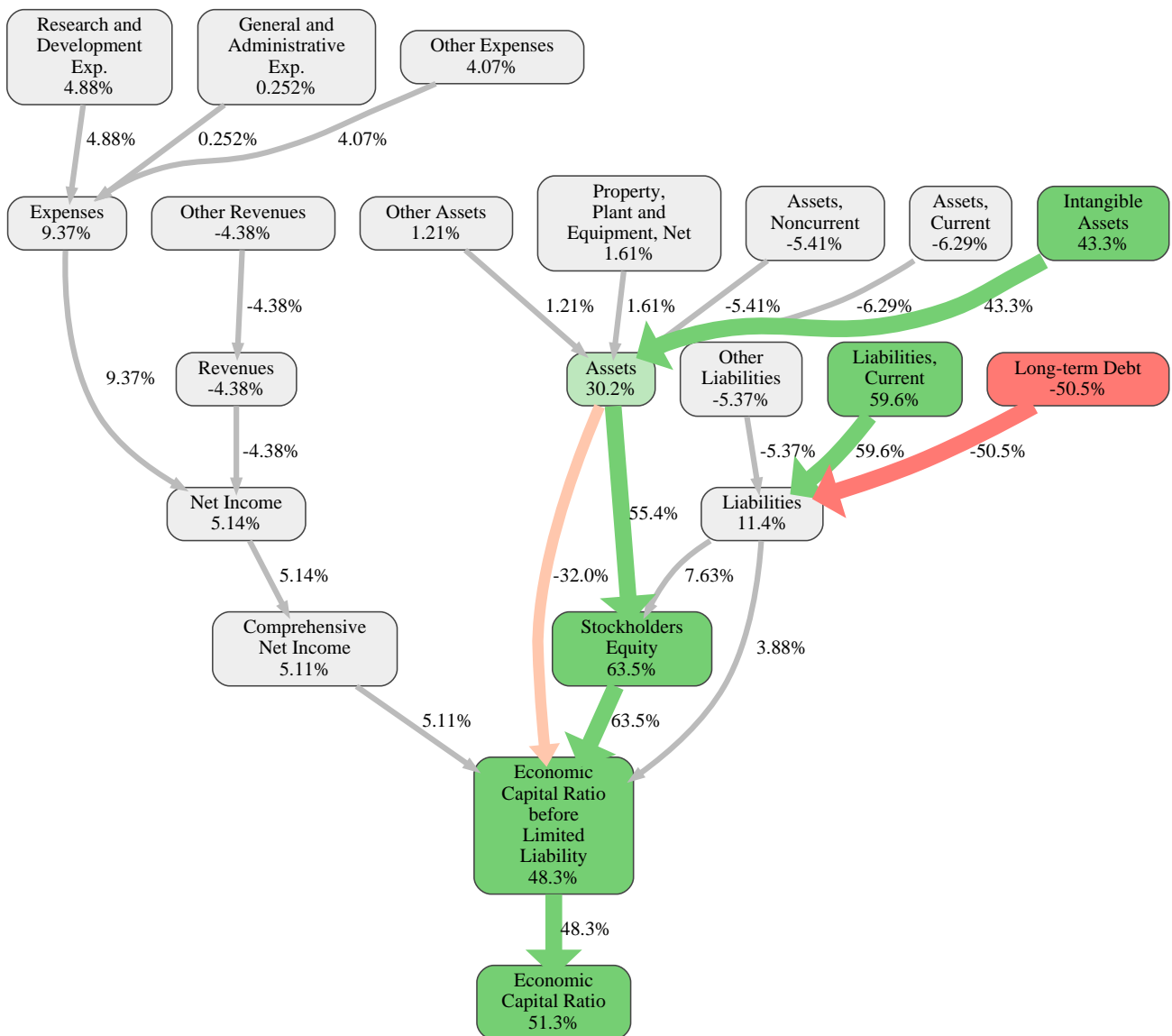




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# SERVICES-PREPACKAGED SOFTWARE 2010

Adobe INC  
Rank 5 of 15



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The relative strengths and weaknesses of Adobe INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Adobe INC compared to the market average is the variable Stockholders Equity, increasing the Economic Capital Ratio by 63% points. The greatest weakness of Adobe INC is the variable Long-term Debt, reducing the Economic Capital Ratio by 50% points.

The company's Economic Capital Ratio, given in the ranking table, is 482%, being 51% points above the market average of 431%.

Input Variable	Value in 1000 USD
Assets, Current	2,473,624
Assets, Noncurrent	191,265
General and Administrative Exp.	298,749
Intangible Assets	4,021,977
Liabilities, Current	844,553
Long-term Debt	1,027,464
Other Assets	207,239
Other Compr. Net Income	0
Other Expenses	1,289,700
Other Liabilities	519,652
Other Net Income	11,007
Other Revenues	2,945,853
Property, Plant and Equipment, Net	388,132
Research and Development Exp.	0
Selling and Marketing Exp.	981,903

Output Variable	Value in 1000 USD
Liabilities	2,391,669
Assets	7,282,237
Expenses	2,570,352
Revenues	2,945,853
Stockholders Equity	4,890,568
Net Income	386,508
Comprehensive Net Income	386,508
Economic Capital Ratio before Limited Liability	342%
Economic Capital Ratio	482%