

Omniture, Inc.
Condensed Consolidated Statements of Operations
(in thousands, except per share data)
(unaudited)

	Three Months Ended September 30,		Three Months Ended September 30,		% Increase (Decrease)
	2008	% of Revenues	2009	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 69,554	89%	\$ 77,558	88%	12%
Professional services and other	8,227	11	10,294	12	25
Total revenues	<u>77,781</u>	<u>100</u>	<u>87,852</u>	<u>100</u>	<u>13</u>
Cost of revenues (1):					
Subscription, license and maintenance	28,860	37	33,074	38	15
Professional services and other	4,056	5	4,159	5	3
Total cost of revenues	<u>32,916</u>	<u>42</u>	<u>37,233</u>	<u>43</u>	<u>13</u>
Gross profit	44,865	58	50,619	57	13
Operating expenses:					
Sales and marketing (1)	32,705	42	31,953	36	(2)
Research and development (1)	9,190	12	8,884	10	(3)
General and administrative (1)	11,364	15	12,057	14	6
Acquisition related (2)	-	-	5,273	6	N/A
Total operating expenses	<u>53,259</u>	<u>69</u>	<u>58,167</u>	<u>66</u>	<u>9</u>
Loss from operations	(8,394)	(11)	(7,548)	(9)	(10)
Interest income	368	1	127	-	(65)
Interest expense	(261)	-	(299)	-	15
Other (expense), net	(585)	(1)	(425)	(1)	(27)
Loss before income taxes	(8,872)	(11)	(8,145)	(10)	(8)
Provision for income taxes	8,408	11	374	-	(96)
Net loss	<u>\$ (17,280)</u>	<u>(22)%</u>	<u>\$ (8,519)</u>	<u>(10)%</u>	<u>(51)%</u>
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.24)		\$ (0.11)		(54)%
Weighted-average number of shares, basic and diluted	72,202		77,012		7%
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Adjusted EBITDA (3)	\$ 16,247	21%	\$ 20,448	23%	26%
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(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 865	1%	\$ 761	1%	
Cost of professional services and other revenues	243	0	216	0	
Sales and marketing	2,909	4	3,312	4	
Research and development	1,512	2	1,277	1	
General and administrative	2,272	3	1,725	2	
Total stock-based compensation expenses	<u>\$ 7,801</u>	<u>10%</u>	<u>\$ 7,291</u>	<u>8%</u>	

(2) Acquisition-related costs consist of direct transaction costs related to the agreement by Omniture, Inc., to be acquired by Adobe Systems Incorporated

(3) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation, acquisition-related costs and the acquisition-related adjustment to deferred revenue

Omniture, Inc.
Condensed Consolidated Statements of Operations
(in thousands, except per share data)
(unaudited)

	Nine Months Ended September 30,		Nine Months Ended September 30,		% Increase (Decrease)
	2008	% of Revenues	2009	% of Revenues	
Revenues:					
Subscription, license and maintenance	\$ 191,324	90%	\$ 231,898	88%	21%
Professional services and other	21,290	10	30,683	12	44
Total revenues	<u>212,614</u>	<u>100</u>	<u>262,581</u>	<u>100</u>	<u>24</u>
Cost of revenues (1):					
Subscription, license and maintenance	79,724	38	96,990	37	22
Professional services and other	<u>10,817</u>	<u>5</u>	<u>12,723</u>	<u>5</u>	18
Total cost of revenues	<u>90,541</u>	<u>43</u>	<u>109,713</u>	<u>42</u>	21
Gross profit	122,073	57	152,868	58	25
Operating expenses:					
Sales and marketing (1)	96,091	45	102,868	39	7
Research and development (1)	27,840	13	27,010	10	(3)
General and administrative (1)	33,993	16	35,464	14	4
Acquisition related (2)	-	-	5,273	2	N/A
Total operating expenses	<u>157,924</u>	<u>74</u>	<u>170,615</u>	<u>65</u>	8
Loss from operations	(35,851)	(17)	(17,747)	(7)	(50)
Interest income	1,659	1	319	-	(81)
Interest expense	(718)	(1)	(979)	-	36
Other (expense), net	<u>(541)</u>	<u>-</u>	<u>(1,678)</u>	<u>(1)</u>	210
Loss before income taxes	(35,451)	(17)	(20,085)	(8)	(43)
Provision for income taxes	1,232	-	1,495	-	21
Net loss	<u>\$ (36,683)</u>	<u>(17)%</u>	<u>\$ (21,580)</u>	<u>(8)%</u>	(41)%
Net loss per share:					
Net loss per share, basic and diluted	\$ (0.52)		\$ (0.28)		(46)%
Weighted-average number of shares, basic and diluted	71,034		76,116		7%
Adjusted EBITDA (3)	<u>\$ 42,145</u>	<u>20%</u>	<u>\$ 55,733</u>	<u>21%</u>	<u>32%</u>
(1) Amounts include stock-based compensation expenses, as follows:					
Cost of subscription, license and maintenance revenues	\$ 3,357	2%	\$ 2,290	1%	
Cost of professional services and other revenues	734	0	628	0	
Sales and marketing	9,186	4	9,365	4	
Research and development	5,352	3	3,762	1	
General and administrative	6,474	3	5,705	2	
Total stock-based compensation expenses	<u>\$ 25,103</u>	<u>12%</u>	<u>\$ 21,750</u>	<u>8%</u>	

(2) Acquisition-related costs consist of direct transaction costs related to the agreement by Omniture, Inc., to be acquired by Adobe Systems Incorporated

(3) Adjusted EBITDA is equal to the loss from operations less depreciation and amortization, stock-based compensation, acquisition-related costs and the acquisition-related adjustment to deferred revenue

Omniiture, Inc.
Reconciliation of Non-GAAP Measures
(in thousands, except per share data)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2008	2009	2008	2009
Reconciliation of Total Revenues on a GAAP Basis to Total Revenues on a Non-GAAP Basis:				
Total revenues on a GAAP basis	\$ 77,781	\$ 87,852	\$ 212,614	\$ 262,581
Acquisition-related adjustment to Touch Clarity deferred revenue (1)	-	-	378	-
Acquisition-related adjustment to Offermatica deferred revenue (1)	80	-	617	2
Acquisition-related adjustment to Visual Sciences deferred revenue (1)	1,820	-	10,558	-
Acquisition-related adjustment to Mercado deferred revenue (1)	-	171	-	1,130
Total revenues on a non-GAAP basis	<u>\$ 79,681</u>	<u>\$ 88,023</u>	<u>\$ 224,167</u>	<u>\$ 263,713</u>

Reconciliation of Net Loss on a GAAP Basis to Net Income on a Non-GAAP Basis:

Net loss on a GAAP basis	\$ (17,280)	\$ (8,519)	\$ (36,683)	\$ (21,580)
Acquisition-related adjustment to deferred revenue (1)	1,900	171	11,553	1,132
Amortization of intangible assets (2)	7,851	8,043	22,657	23,931
Stock-based compensation	7,801	7,291	25,103	21,750
Imputed interest on patent license obligation (3)	56	33	181	122
Acquisition related (4)	-	5,273	-	5,273
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (5)	7,904	-	-	-
Net income on a non-GAAP basis	<u>\$ 8,232</u>	<u>\$ 12,292</u>	<u>\$ 22,811</u>	<u>\$ 30,628</u>

Reconciliation of Diluted Net Loss per Share on a GAAP Basis to Diluted Net Income per Share on a Non-GAAP Basis:

Diluted net loss per share on a GAAP basis	\$ (0.24)	\$ (0.11)	\$ (0.52)	\$ (0.28)
Acquisition-related adjustment to deferred revenue (1)	0.03	-	0.17	0.01
Amortization of intangible assets (2)	0.11	0.10	0.32	0.31
Stock-based compensation	0.11	0.10	0.35	0.29
Imputed interest on patent license obligation (3)	-	-	-	-
Acquisition related (4)	-	0.07	-	0.07
Non-cash tax benefit resulting from the reduction in acquisition-related deferred tax liabilities (5)	0.11	-	-	-
Impact of difference in number of GAAP and non-GAAP diluted shares	(0.01)	(0.01)	(0.02)	(0.01)
Diluted net income per share on a non-GAAP basis	<u>\$ 0.11</u>	<u>\$ 0.15</u>	<u>\$ 0.30</u>	<u>\$ 0.39</u>

Reconciliation of Net Loss on a GAAP Basis to Adjusted EBITDA:

Net loss on a GAAP basis	\$ (17,280)	\$ (8,519)	\$ (36,683)	\$ (21,580)
Other (income) expense, net	478	597	(400)	2,338
Provision for income taxes	8,408	374	1,232	1,495
Loss from operations on a GAAP basis	(8,394)	(7,548)	(35,851)	(17,747)
Depreciation and amortization	14,940	15,261	41,340	45,325
Stock-based compensation	7,801	7,291	25,103	21,750
Acquisition related (4)	-	5,273	-	5,273
Acquisition-related adjustment to deferred revenue (1)	1,900	171	11,553	1,132
Adjusted EBITDA	<u>\$ 16,247</u>	<u>\$ 20,448</u>	<u>\$ 42,145</u>	<u>\$ 55,733</u>

(1) This item is recorded in subscription, license and maintenance revenue in the Condensed Consolidated Statements of Operations

(2) Amortization of intangible assets is allocated as follows in the Condensed Consolidated Statement of Operations:

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2008	2009	2008	2009
Cost of subscription, license and maintenance revenues	\$ 4,778	\$ 5,022	\$ 13,830	\$ 14,970
Sales and marketing	2,985	3,021	8,562	8,934
General and administrative	88	-	265	27
Total amortization of intangible assets	<u>\$ 7,851</u>	<u>\$ 8,043</u>	<u>\$ 22,657</u>	<u>\$ 23,931</u>

(3) This item is recorded in interest expense in the Condensed Consolidated Statements of Operations

(4) Acquisition-related costs consist of direct transaction costs related to the agreement by Omniiture, Inc., to be acquired by Adobe Systems Incorporated

(5) This item is recorded in (benefit from) provision for income taxes in the Condensed Consolidated Statements of Operations

Omniture, Inc.
Additional Metrics
(unaudited)

	March 31, 2007	June 30, 2007	September 30, 2007	December 31, 2007	March 31, 2008	June 30, 2008	September 30, 2008	December 31, 2008	March 31, 2009	June 30, 2009	September 30, 2009
Full-time employee headcount	465	531	578	713	985	1,045	1,087	1,189	1,204	1,208	1,194
Quarterly number of transactions captured (in billions)	496.0	520.0	561.3	619.3	851.5	886.6	938.8	993.5	1,045.1	1,052.9	1,083.0

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2008	2009	2008	2009
Revenues by geography (in thousands):				
Customers within the United States	\$ 55,567	\$ 62,927	\$ 153,675	\$ 188,724
Customers outside the United States	22,214	24,925	58,939	73,857
Total revenues	<u>\$ 77,781</u>	<u>\$ 87,852</u>	<u>\$ 212,614</u>	<u>\$ 262,581</u>
Revenues by geography as a percentage of total revenues:				
Customers within the United States	71%	72%	72%	72%
Customers outside the United States	29	28	28	28
Total	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

Omniture, Inc.
Condensed Consolidated Statements of Cash Flows
(in thousands)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2008	2009	2008	2009
Cash flows from operating activities:				
Net loss	\$ (17,280)	\$ (8,519)	\$ (36,683)	\$ (21,580)
Adjustments to reconcile net loss to net cash provided by operating activities:				
Depreciation and amortization	14,940	15,261	41,340	45,325
Stock-based compensation	7,801	7,291	25,103	21,750
Non-cash tax provision (benefit)	7,904	-	(17)	-
Other non-cash transactions	(56)	(27)	(308)	(59)
Loss on foreign currency forward contracts, net	329	885	329	2,672
Net changes in operating assets and liabilities:				
Accounts receivable, net	2,549	(4,296)	(25,154)	(16,005)
Prepaid expenses and other assets	(1,897)	(1,039)	112	(146)
Accounts payable	(2,018)	5,007	4,206	3,753
Accrued and other liabilities	4,823	4,671	2,812	3,661
Deferred revenues	11,810	(101)	48,776	7,790
Net cash provided by operating activities	<u>28,905</u>	<u>19,133</u>	<u>60,516</u>	<u>47,161</u>
Cash flows from investing activities:				
Purchases of investments	(4,977)	(14,989)	(24,808)	(54,927)
Proceeds from sales of investments	-	100	36,970	5,100
Maturities of investments	15,000	10,000	20,000	30,000
Purchases of property and equipment	(13,869)	(4,575)	(41,871)	(16,165)
Purchases of intangible assets	(443)	(464)	(3,317)	(922)
Foreign currency forward contracts	(329)	(799)	(329)	(2,967)
Business acquisitions, net of cash acquired	(1,101)	(234)	(60,822)	(3,823)
Net cash used in investing activities	<u>(5,719)</u>	<u>(10,961)</u>	<u>(74,177)</u>	<u>(43,704)</u>
Cash flows from financing activities:				
Proceeds from exercise of stock options	2,476	1,976	8,557	2,891
Proceeds from employee stock purchase plan	205	209	330	405
Proceeds from issuance of common stock, net of issuance costs	-	-	-	25,000
Repurchases of vested restricted stock	(30)	(268)	(993)	(1,371)
Proceeds from issuance of notes payable, net of issuance costs	-	-	8,006	(51)
Principal payments on notes payable and capital lease obligations	(1,483)	(462)	(7,752)	(1,001)
Net cash provided by financing activities	<u>1,168</u>	<u>1,455</u>	<u>8,148</u>	<u>25,873</u>
Effect of exchange rate changes on cash and cash equivalents	(756)	(177)	(561)	12
Net increase (decrease) in cash and cash equivalents	<u>23,598</u>	<u>9,450</u>	<u>(6,074)</u>	<u>29,342</u>
Cash and cash equivalents at beginning of period	<u>48,093</u>	<u>86,912</u>	<u>77,765</u>	<u>67,020</u>
Cash and cash equivalents at end of period	<u>\$ 71,691</u>	<u>\$ 96,362</u>	<u>\$ 71,691</u>	<u>\$ 96,362</u>

Omniture, Inc.
Condensed Consolidated Balance Sheets
(in thousands)
(unaudited)

	<u>December 31,</u> <u>2008</u>	<u>September 30,</u> <u>2009</u>
Assets:		
Current assets:		
Cash and cash equivalents	\$ 67,020	\$ 96,362
Short-term investments	9,997	34,990
Accounts receivable, net	106,810	123,465
Prepaid expenses and other current assets	<u>10,369</u>	<u>11,795</u>
Total current assets	194,196	266,612
Property and equipment, net	61,482	56,669
Intangible assets, net	137,505	112,671
Goodwill	427,565	426,867
Long-term investments	18,136	13,908
Other assets	<u>3,316</u>	<u>2,233</u>
Total assets	<u><u>\$ 842,200</u></u>	<u><u>\$ 878,960</u></u>
Liabilities and Stockholders' Equity:		
Current liabilities:		
Accounts payable	\$ 7,662	\$ 11,501
Accrued liabilities	41,179	40,411
Current portion of deferred revenues	101,728	115,216
Current portion of notes payable	1,617	1,945
Current portion of capital lease obligations	<u>150</u>	<u>21</u>
Total current liabilities	152,336	169,094
Deferred revenues, less current portion	10,222	5,241
Notes payable, less current portion	13,528	12,375
Capital lease obligations, less current portion	79	44
Other liabilities	8,467	7,546
Commitments and contingencies		
Stockholders' equity:		
Preferred stock	-	-
Common stock	73	77
Additional paid-in capital	754,151	802,466
Deferred stock-based compensation	(366)	(10)
Accumulated other comprehensive loss	(3,256)	(3,259)
Accumulated deficit	<u>(93,034)</u>	<u>(114,614)</u>
Total stockholders' equity	657,568	684,660
Total liabilities and stockholders' equity	<u><u>\$ 842,200</u></u>	<u><u>\$ 878,960</u></u>