Adobe Inc / ADBE

Equity | Generated Aug 28, 2026 12:24 AM EDT

Current price	Daily move	Bid / Ask	Previous close
$290.52	+1.37 +0.47%	$290.50/$291.18	$289.15

Market	**NYSE**
Industry	**Technology**
Market data as of	**Aug 28, 2026 12:24 AM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Aug 27, 2026 7:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
79.4 / 100	Constructive	high	63 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$282.00	$308.00	$268.00	72 / 100

Options stance	**bullish**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Aug 27, 2026 7:51 PM EDT**

Key insight

Adobe Shows Signs of Strength, Option Market Reflects Optimism

Market read

The market appears bullish on Adobe (ADBE) following a strong rally driven by positive sector sentiment and recent earnings. The stock price surged over 6% on August 27th, fueled by Salesforce's impressive Q2 results and the broader enterprise software sector's upward momentum. Despite lingering concerns about AI disruption, ADBE's solid fundamentals, including record revenue, accelerating AI monetization, and a strong user base, are attracting investor attention. The option market reflects this optimism with elevated call open interest and a positive skew.

Strategy context

The current market environment favors long calls as implied volatility remains elevated. However, investors should be aware of potential earnings event risk in two weeks.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Aug 27, 2026 1:46 PM EDT**

Short-term scenario

Cautious hold or buy-the-dip only; high uncertainty from overbought RSI, sector-momentum fade risk, and September 10 earnings (options implying ~10% move). Momentum may extend 1-2 weeks on software relief but pullback likely before/around event.

Three-month outlook

Cautiously constructive but high uncertainty. Cheap valuation (forward P/E ~10.5x, FCF yield >9%) plus 10%+ ARR growth, AI monetization traction, and buybacks could support a grind higher toward $320-350 if Q3 earnings (Sep 10) confirm guidance and AI fears ease. Key risks: earnings miss or weak AI conversion, leadership execution during CEO/CFO transition, renewed software-sector derating, or broader tech pullback. Downside to $240-260 possible on disappointment. Overall, asymmetric setup for patient holders if fundamentals hold, but event-driven volatility dominates near term.

Market sentiment

Cautiously bullish to mixed. Many posts highlight undervaluation (low teens forward P/E, high FCF yield, record numbers vs. AI-fear narrative), strong moat in professional creative tools, buybacks, and recovery ('glory days coming back', up ~42% since last earnings). Funds already sold, positioning empty. Caution on overbought rally, earnings event risk in ~2 weeks, and potential exhaustion after 16% monthly gain. Long-term bulls (including earlier Burry mention) see it as a cash machine not easily disrupted; some note resistance at 200-day MA.

Supporting evidence

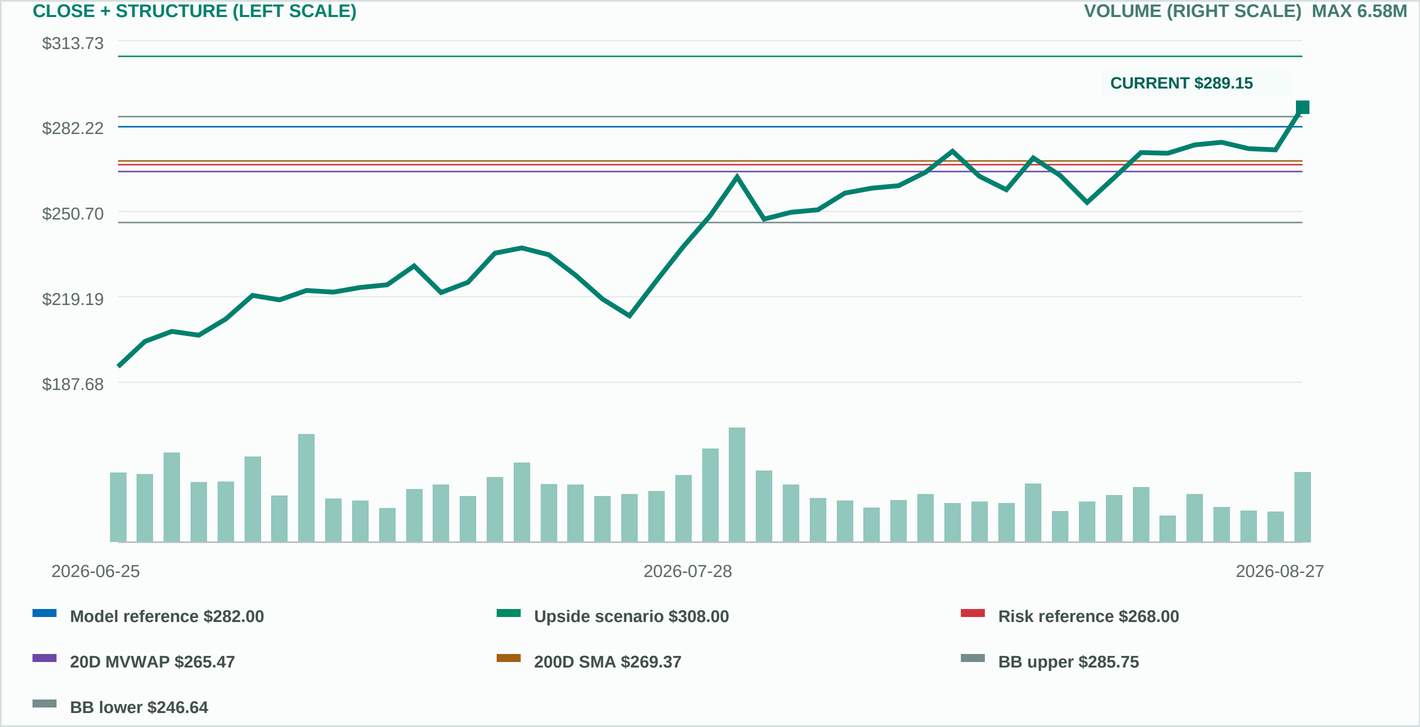
ADBE's stock price surged over 6% on August 27th, driven by positive sector sentiment and recent earnings. | The company reported solid Q2 results in June with record revenue, accelerating AI monetization, freemium user growth, and acquisitions. | Analysts are cautiously optimistic about ADBE's future, citing its strong moat in professional creative tools, buybacks, and recovery potential. | Implied volatility is elevated but the term structure shows a positive skew, indicating bullish sentiment.

Risk watch

Earnings event risk on September 10th could cause significant price swings. | Overbought RSI levels suggest a potential pullback in the near term.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	0 – 50 – 100
Liquidity	100.0%	87.3
Strategy Fit	100.0%	72.4
Technical Trend	100.0%	87.9
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	82.9
Volatility Pressure	100.0%	79.9

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bullish_recovery	**Above MVWAP**	**Above 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | neutral | MACD accelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**75.32 / 67.89 / 64.36**
RSI velocity	**1.65**
MACD line / signal / histogram	**10.63 / - / 9.95**
MACD acceleration	**0.16**
Stochastic K / D	**85.66 / 86.22**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**1.78**
20-day MVWAP	**$265.47**
Price vs 20-day MVWAP	**+9.44%**
Daily reference VWAP	**$286.23**
Price vs daily reference	**+1.50%**
Volume	**4.04M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.27**
20-day / 200-day SMA	**$266.20 / $269.37**
Bollinger range	**$246.64 - $285.75**
Bollinger position	**1.087**

Options and volatility intelligence

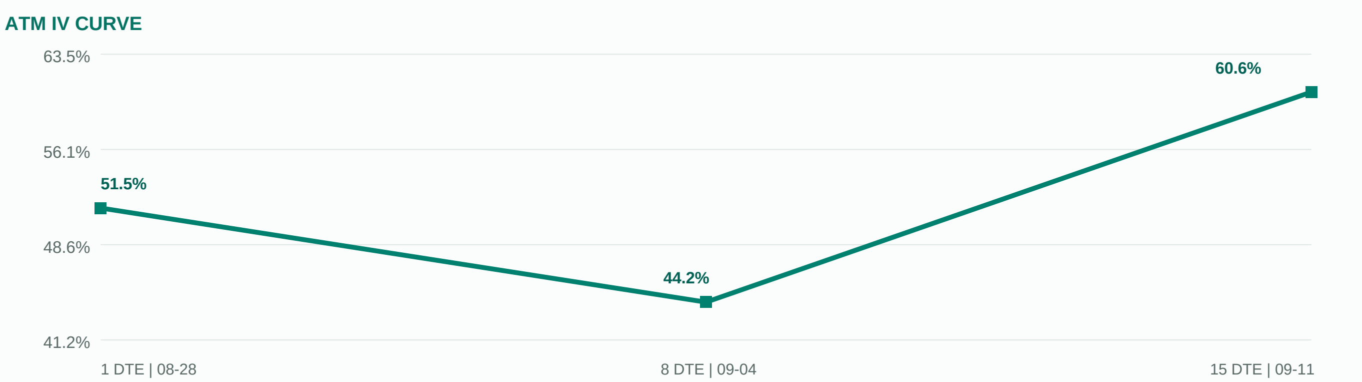
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
67 / 100	**73 / 100**	**83.51**	**142.96**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+9.05 pts**
Skew read	**balanced**
Liquidity / quote coverage	**96.1%**
Options observation	**Aug 27, 2026 4:25 PM EDT | Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



Upward-sloping ATM volatility term structure

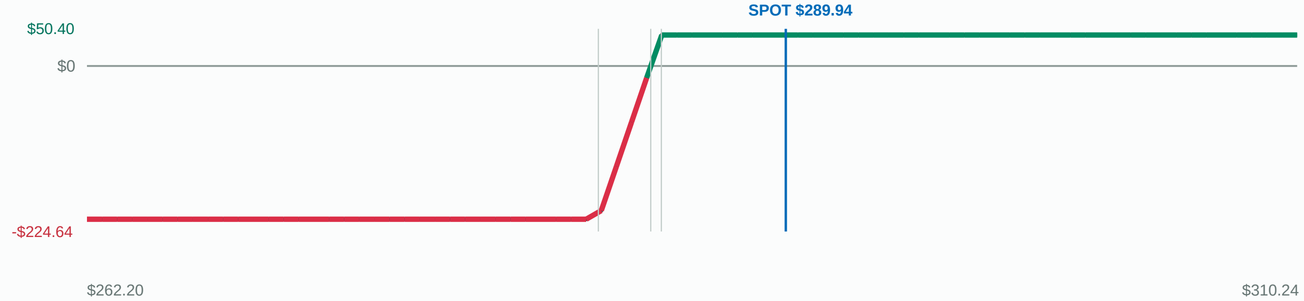
EXPIRATION	DTE	ATM IV	STATE
2026-08-28	1	51.5%	-
2026-09-04	8	44.2%	-
2026-09-11	15	60.6%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

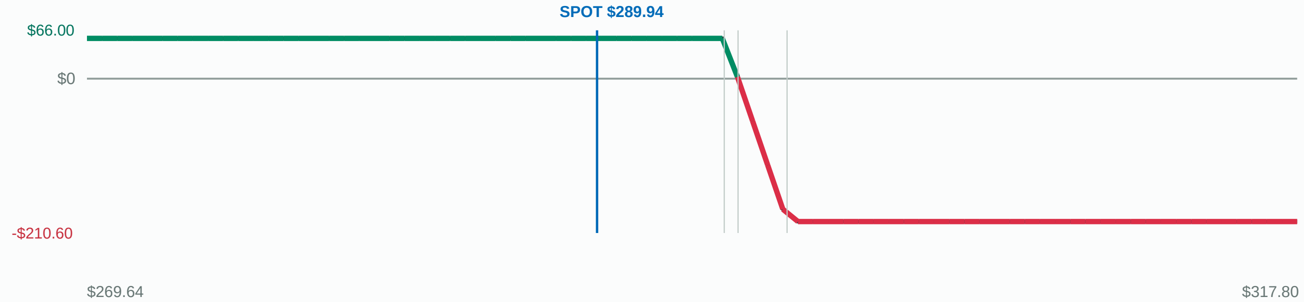
Short $285.00 | Long $282.50 | Width $2.50 | Net credit $0.42



Max profit $42.00 | Max loss -$208.00 | Break-even $284.58 | Per contract at expiry

Bear Call Spread reference

Short $295.00 | Long $297.50 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $295.55 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-09-10**
Earnings IV-crush risk	**unknown**
VIX	**14.74**
VVIX	**83.51**
SKEW index	**142.96**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**129**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**124**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

Adobe Shows Signs of Strength, Option Market Reflects Optimism

Wheel context

The current market environment favors long calls as implied volatility remains elevated. However, investors should be aware of potential earnings event risk in two weeks.

Observed evidence

ADBE's stock price surged over 6% on August 27th, driven by positive sector sentiment and recent earnings. | The company reported solid Q2 results in June with record revenue, accelerating AI monetization, freemium user growth, and acquisitions. | Analysts are cautiously optimistic about ADBE's future, citing its strong moat in professional creative tools, buybacks, and recovery potential. | Implied volatility is elevated but the term structure shows a positive skew, indicating bullish sentiment.

Principal risks to monitor

Earnings event risk on September 10th could cause significant price swings. | Overbought RSI levels suggest a potential pullback in the near term.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$108.70B**	P/E (TTM) **15.06**
ROE **62.4%**	Revenue growth **10.5%**
EPS growth **18.3%**	Operating margin **36.1%**
Net profit margin **28.7%**	Gross margin **-**
Free cash flow CAGR **13.2%**	Debt / equity **0.53**
Dividend yield **-**	Beta **1.40**
52-week range **$190.12 - $370.86**	

Company or fund profile

Issuer identity and classification

Name **Adobe Inc**	Market **NYSE**
Industry **Technology**	Country **US**
Currency **USD**	IPO date **1986-08-20**
Shares outstanding **397.50M**	52-week return **-22.9%**
Book value per share **$28.87**	Revenue per share **$62.68**

Website	**adobe.com**

Latest strategy observation

Most recent shared general market signal available when this report was generated

ADBE Covered Call signal

Aug 27, 2026 10:31 AM EDT

Covered Call | 2026-08-28

At signal $286.40 | Current $290.52

SHORT **Option $275.00 B $11.20 / A $12.95**

High turnover | CR $12.08

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$10.87**
ATR as % of price	**3.8%**
Volatility environment	**medium**
Current IV	**46.8%**
IV rank	**60 / 100**
IV percentile	**63 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**66 / 100**
Trend health	**78 / 100**
Momentum health	**77 / 100**
Volatility health	**54 / 100**
Structure health	**41 / 100**
Earnings risk / date	**medium | 2026-09-10**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**high**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$266.20 / $238.27 / $269.37**
EMA (9 / 21)	**$274.32 / $264.54**
Bollinger upper / middle / lower	**$285.75 / $266.20 / $246.64**
Bollinger %B	**1.087**
True high / low	**$291.18 / $273.47**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$291.18 / $265.03**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.267	**-**
SMA50	1.459	**-**
MVWAP20	1.780	**-**
MACD	0.161	**-**
RSI	1.650	**-**
Volume	673673.330	**-**
ATR	0.068	**-**
T1	-	**9.71 / 262.37 / 274.60 / 265.03**
T2	-	**9.98 / 261.74 / 276.27 / 269.28**
T3	-	**10.15 / 260.13 / 279.00 / 273.24**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$289.94**
Options intelligence as of	**Aug 27, 2026 4:25 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-08-28 | 1 DTE**
Front at-the-money IV	**51.5%**
25-delta skew	**1.30**
Put / Call 25-delta	**$285.00 Delta -0.267 / $295.00 Delta 0.271**
Median option bid/ask spread	**13.8%**
Bid/ask spread	**-**
Contracts observed / quoted	**129 / 124**

Price context

Last Price: 289.94 | Bid: 289.88 | Ask: 290.00 | Previous Close: 273.47 | Change: 16.47 | Daily change: 6.02% | Update Time: 2026-08-27T14:38:37.870731-04:00 | Latest History Date: 2026-08-27 | Latest History Price: 289.94

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-03 | Latest Date: 2026-08-27 | Latest Price: 289.94 | Max Drawdown 60d Percent: -25.16%

Fundamental context

Current Iv Percent: 49.62% | Iv Rank: 67.46 | Iv Percentile: 73.31 | Next Earnings Date: 2026-09-10 | Ex Dividend Date: 2005-03-23 | Dividend Yield: 0.00

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

Performance and scenario limitations

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
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Options Disclosure Document	**theocc.com / Options Disclosure Document**