Adobe Inc / ADBE

Equity | Generated Sep 1, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$286.08	**-6.71 -2.29%**	**-/-**	**$292.79**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 1, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 1, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
78.5 / 100	**Constructive**	**high**	**91 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$280.00	**$310.00**	**$265.00**	**67 / 100**

Options stance	**bullish**
Tail-risk safety	**64 / 100**
JW Rank data coverage / as of	**100.0% | Sep 1, 2026 7:50 PM EDT**

Key insight

Adobe (ADBE) Shows Signs of Strength Despite Earnings Risk

Market read

The market appears bullish on Adobe despite upcoming earnings risk. The stock price has recovered from recent lows, and technical indicators suggest a potential upside move. However, the high implied volatility ahead of earnings indicates significant uncertainty.

Strategy context

The market seems optimistic about Adobe's future prospects, but the upcoming earnings event could trigger volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Mixed**
AI analysis updated	**Sep 1, 2026 1:46 PM EDT**

Short-term scenario

High-uncertainty hold/wait; avoid new longs into Sept 10 earnings due to binary event risk and recent overbought technicals. If already long, trail stop. Speculative dip-buy only on confirmed hold of 275-280 support post-print.

Three-month outlook

Neutral-to-modestly bullish if Q3/Q4 confirms AI-first ARR traction (> $500M already) and freemium conversion without further organic growth sacrifice, potentially retesting 320-350 on multiple expansion from current ~11x fwd. However, Google/AI competition, execution on leadership/strategy pivot, and possible ARR deceleration keep high uncertainty; downside to 240-260 possible on miss or worsening narrative. Analysts mostly Hold with mixed PTs ($190-$380 range, avg ~$270).

Market sentiment

Mixed/cautiously constructive. Value-oriented posts highlight cheap valuation (low-teens forward P/E), cash generation, buybacks, and professional moat vs AI disruption fears; some calling it a conviction long after washout. Concerns dominate around Google Pics AI competitor to Express/Canva, freemium pivot slowing organic ARR, leadership transitions (CEO retirement, prior CFO exit), and earnings event risk (implied ~10% move).

Supporting evidence

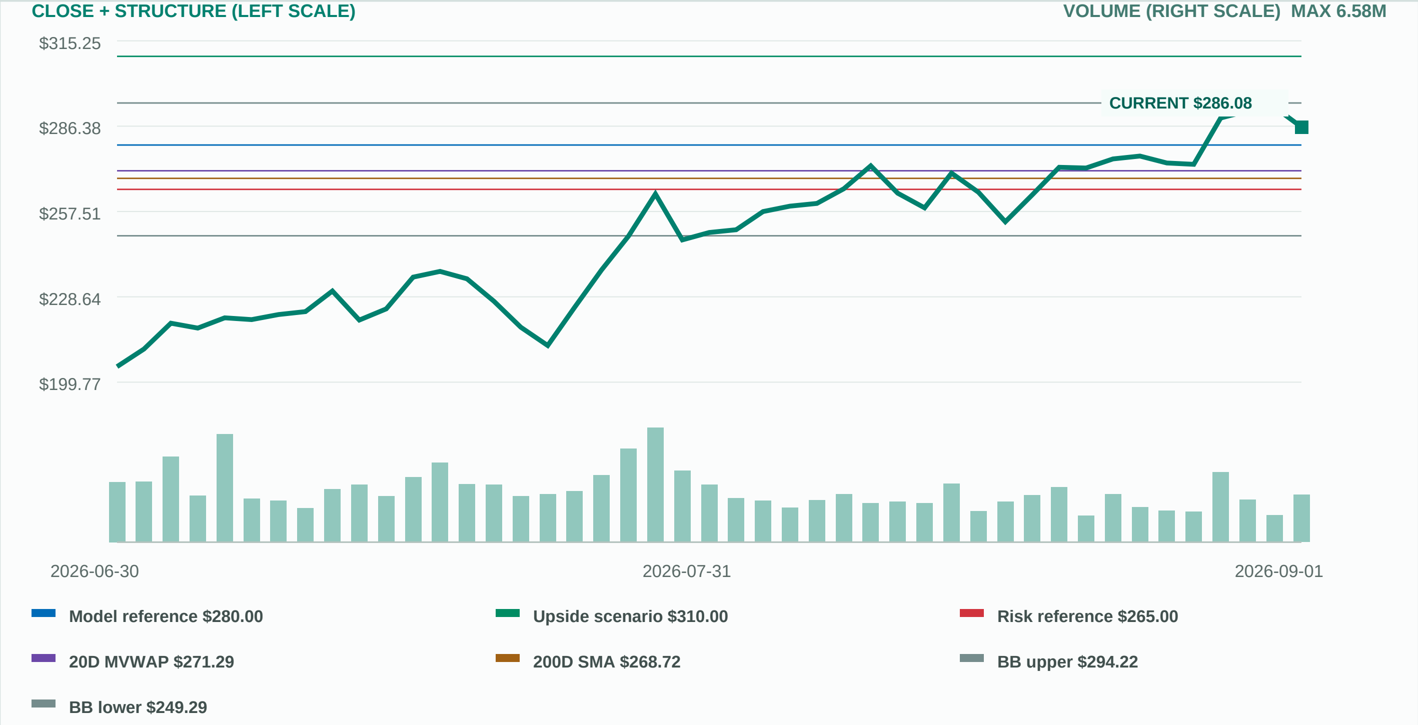
ADBE's price is above its 50-day and 200-day moving averages, indicating a bullish trend. | The RSI is in neutral territory, suggesting potential for further upside. | Recent analyst actions have been positive, with Citi raising their price target to $301 and Jefferies maintaining a Hold rating at $285.

Risk watch

Earnings risk is high, with implied volatility suggesting a potential 10% move in either direction. | Competition from Google's AI-powered image editing tools poses a threat to Adobe's Express and Canva products.

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%	89.7
Strategy Fit	100.0%	66.9
Technical Trend	100.0%	88.8
Market Tail Risk	100.0%	63.8
Fundamental Quality	100.0%	82.9
Volatility Pressure	100.0%	69.1

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)	**63.23 / 63.44 / 61.79**
RSI velocity	**-1.48**
MACD line / signal / histogram	**11.80 / - / 10.84**
MACD acceleration	**0.39**
Stochastic K / D	**90.46 / 91.80**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**1.94**
20-day MVWAP	**$271.29**
Price vs 20-day MVWAP	**+5.45%**
Daily reference VWAP	**$288.70**
Price vs daily reference	**-0.91%**
Volume	**2.72M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**1.85**
20-day / 200-day SMA	**$271.75 / $268.72**
Bollinger range	**$249.29 - $294.22**
Bollinger position	**0.819**

Options and volatility intelligence

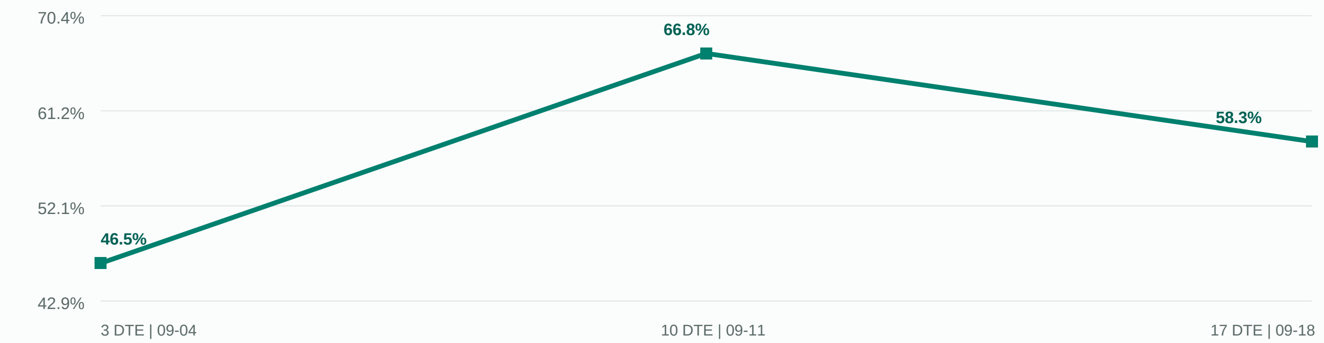
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
78 / 100	**90 / 100**	**90.87**	**148.53**

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**contango**
Term slope	**+11.72 pts**
Skew read	**balanced**
Liquidity / quote coverage	**99.2%**
Options observation	**Sep 1, 2026 4:22 PM EDT | Coverage 100.0%**

Option term structure

ATM implied-volatility curve by days to expiration



Upward-sloping ATM volatility term structure

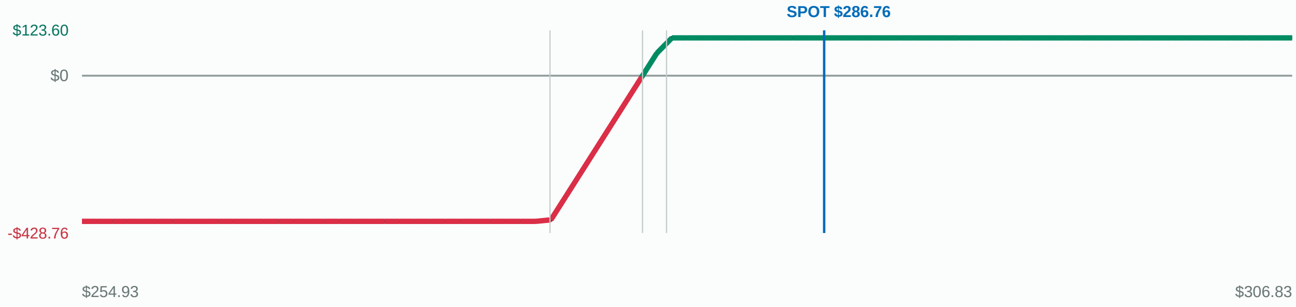
EXPIRATION	DTE	ATM IV	STATE
2026-09-04	3	46.5%	-
2026-09-11	10	66.8%	-
2026-09-18	17	58.3%	-

Reference spread payoff

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

Bull Put Spread reference

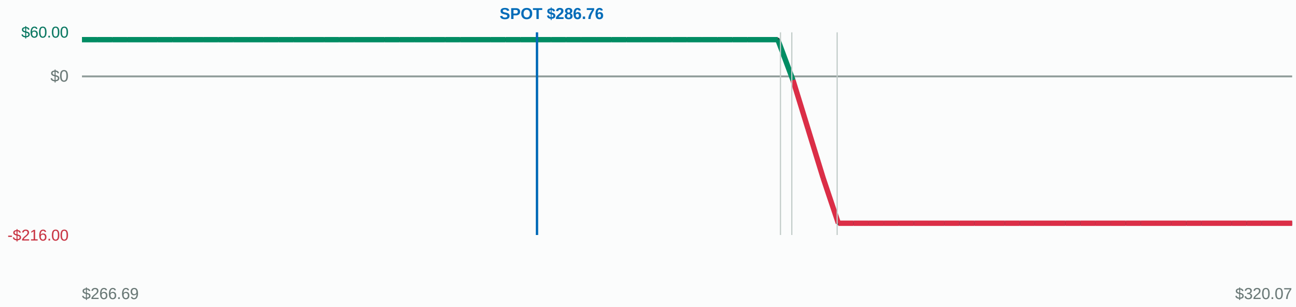
Short $280.00 | Long $275.00 | Width $5.00 | Net credit $1.03



Max profit $103.00 | Max loss -$397.00 | Break-even $278.97 | Per contract at expiry

Bear Call Spread reference

Short $297.50 | Long $300.00 | Width $2.50 | Net credit $0.50



Max profit $50.00 | Max loss -$200.00 | Break-even $298.00 | 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	**high**
Event IV premium	**8.49**
VIX	**16.20**
VVIX	**90.87**
SKEW index	**148.53**
Observation confidence	**high**
Option quote quality	**reliable**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts observed	**122**
Contracts with quotes	**121**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears bullish on Adobe despite upcoming earnings risk. The stock price has recovered from recent lows, and technical indicators suggest a potential upside move. However, the high implied volatility ahead of earnings indicates significant uncertainty.

Options context

Adobe (ADBE) Shows Signs of Strength Despite Earnings Risk

Wheel context

The market seems optimistic about Adobe's future prospects, but the upcoming earnings event could trigger volatility.

Observed evidence

ADBE's price is above its 50-day and 200-day moving averages, indicating a bullish trend. | The RSI is in neutral territory, suggesting potential for further upside. | Recent analyst actions have been positive, with Citi raising their price target to $301 and Jefferies maintaining a Hold rating at $285.

Principal risks to monitor

Earnings risk is high, with implied volatility suggesting a potential 10% move in either direction. | Competition from Google's AI-powered image editing tools poses a threat to Adobe's Express and Canva products.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$116.38B**	P/E (TTM) **16.10**
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 **1.41**
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 **-17.9%**
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

Sep 1, 2026 11:09 AM EDT

Covered Call | 2026-09-04

At signal $287.93 | Current $286.08

SHORT **Option $282.50 B $7.50 / A $8.60**

High turnover | CR $8.05

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$10.34**
ATR as % of price	**3.6%**
Volatility environment	**medium**
Current IV	**54.3%**
IV rank	**79 / 100**
IV percentile	**91 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**73 / 100**
Trend health	**78 / 100**
Momentum health	**85 / 100**
Volatility health	**56 / 100**
Structure health	**68 / 100**
Earnings risk / date	**medium | 2026-09-10**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$271.75 / $243.95 / $268.72**
EMA (9 / 21)	**$281.83 / $270.86**
Bollinger upper / middle / lower	**$294.22 / $271.75 / $249.29**
Bollinger %B	**0.819**
True high / low	**$294.53 / $285.48**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$294.53 / $265.03**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	1.853	**-**
SMA50	1.894	**-**
MVWAP20	1.940	**-**
MACD	0.391	**-**
RSI	-1.485	**-**
Volume	-437144.670	**-**
ATR	-0.177	**-**
T1	-	**12.01 / 269.42 / 294.13 / 286.26**
T2	-	**11.42 / 267.97 / 294.09 / 286.52**
T3	-	**10.63 / 265.47 / 291.18 / 273.47**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$286.76**
Options intelligence as of	**Sep 1, 2026 4:22 PM EDT**
Options data coverage	**100.0%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-04 | 3 DTE**
Front at-the-money IV	**46.5%**
25-delta skew	**-0.87**
Put / Call 25-delta	**$280.00 Delta -0.277 / $297.50 Delta 0.207**
Median option bid/ask spread	**14.1%**
Bid/ask spread	**-**
Contracts observed / quoted	**122 / 121**

Price context

Last Price: 286.76 | Bid: 286.72 | Ask: 286.85 | Previous Close: 292.79 | Change: -6.03 | Daily change: -2.06% | Update Time: 2026-09-01T14:40:22.706581-04:00 | Latest History Date: 2026-09-01 | Latest History Price: 286.70

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-08 | Latest Date: 2026-09-01 | Latest Price: 286.70 | Max Drawdown 60d Percent: -21.05%

Fundamental context

Current Iv Percent: 53.65% | Iv Rank: 77.82 | Iv Percentile: 90.48 | 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

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