Adobe Inc / ADBE

Equity | Generated Sep 14, 2026 11:30 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$265.60	**+13.37 +5.30%**	**-/-**	**$252.23**

Market	**NYSE**
Industry	**Technology**
Market data as of	**Sep 14, 2026 11:30 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 14, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
62.3 / 100	**Balanced**	**high**	**49 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$260.00	**$276.00**	**$248.00**	**71 / 100**

Options stance	**neutral**
Tail-risk safety	**56 / 100**
JW Rank data coverage / as of	**100.0% | Sep 14, 2026 6:50 PM EDT**

Key insight

Mixed Signals for ADBE Options

Market read

The market appears neutral on Adobe (ADBE) as implied volatility is elevated but recent price action shows signs of recovery. While the stock has rebounded after a post-earnings dip, concerns remain around slowing growth metrics and the impact of AI competition. The option chain reflects this uncertainty with balanced skew and a backwardated term structure.

Strategy context

ADBE's options market shows mixed signals. While recent price action suggests recovery, elevated implied volatility and balanced skew indicate ongoing uncertainty surrounding the company's growth prospects and AI competition.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Sep 14, 2026 2:07 PM EDT**

Short-term scenario

Cautious long/momentum play on continued recovery from oversold post-earnings levels, but high uncertainty around mixed ARR/RPO metrics, CEO transition, and AI fears; prefer confirmation or modest pullback.

Three-month outlook

Modest upside potential toward $280-300 range if Q4 (seasonally strong) executes and freemium-to-paid conversion plus AI monetization improve, supported by attractive ~9-10x forward P/E and raised guidance. However, high uncertainty from possible growth deceleration (Q4 ~10%, FY27 ~9%), CEO transition execution risk, ongoing AI disruption/commoditization fears for creative software, and broader market rotation. Valuation re-rating depends on demonstrating durable ARR growth beyond user acquisition; downside risk if conversion disappoints or competition intensifies. Not a high-conviction hold given mixed signals.

Market sentiment

Mixed and cautious with notable bearish options flow (10-day put/call ratio 1.01, 96th percentile; heavy put volume post-earnings). Some investors view it as undervalued quality software with professional-tool moat unlikely to be fully disrupted by AI (Firefly, brand strength, price increases); others highlight slowing growth metrics, AI commoditization risks, and lack of near-term catalysts. Recovery today noted as software names outperform chipmakers amid AI slowdown commentary. Spam and isolated short calls present.

Supporting evidence

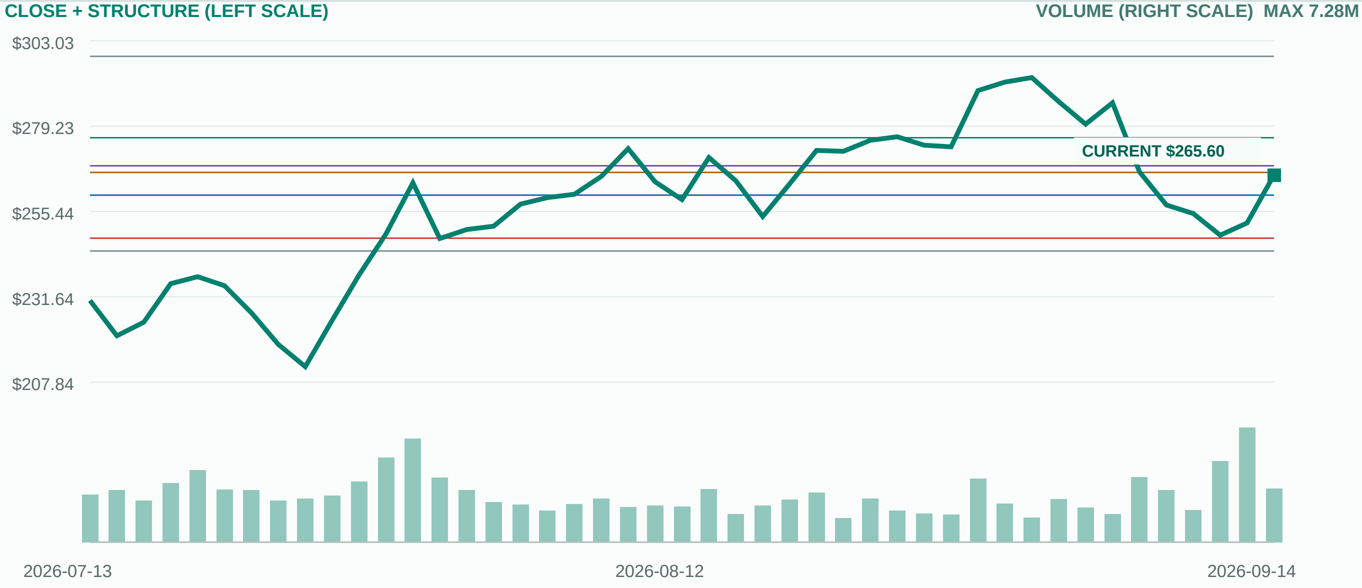
Implied volatility is elevated at 37.58%, suggesting market participants anticipate significant price swings in the near future. | The stock has recovered from recent lows but remains below its 20-day moving average, indicating potential for further consolidation or downside. | Skew is balanced with a slight put bias, reflecting some concern about potential downside risk.

Risk watch

Slowing revenue growth and user acquisition metrics raise concerns about ADBE's long-term growth trajectory.

Enhanced price structure

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



- Model reference $260.00
- Upside scenario $276.00
- Risk reference $248.00
- 20D MVWAP $268.18
- 200D SMA $266.34
- BB upper $298.70
- BB lower $244.42

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%	88.0
Strategy Fit	100.0%	71.1
Technical Trend	100.0%	54.0
Market Tail Risk	100.0%	56.3
Fundamental Quality	100.0%	82.9
Volatility Pressure	100.0%	45.1

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
bearish_warning	**Below MVWAP**	**Below 200D trend**	**high**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BEARISH WARNING | neutral | MACD decelerating**
Trend signal	**BEARISH WARNING**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**49.46 / 50.56 / 52.10**
RSI velocity	**2.52**
MACD line / signal / histogram	**0.80 / - / 5.01**
MACD acceleration	**-1.23**
Stochastic K / D	**23.04 / 11.86**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-1.44**
20-day MVWAP	**$268.18**
Price vs 20-day MVWAP	**-0.96%**
Daily reference VWAP	**$262.79**
Price vs daily reference	**+1.07%**
Volume	**3.40M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-0.44**
20-day / 200-day SMA	**$271.56 / $266.34**
Bollinger range	**$244.42 - $298.70**
Bollinger position	**0.390**

Options and volatility intelligence

Structure, premium conditions and principal risks

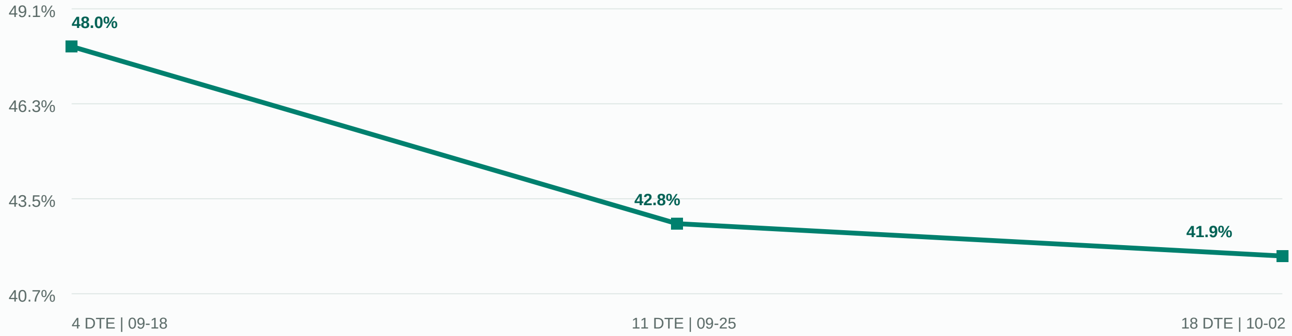
IV rank	IV percentile	VVIX	SKEW
36 / 100	32 / 100	94.17	154.49

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-6.15 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 14, 2026 2:51 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

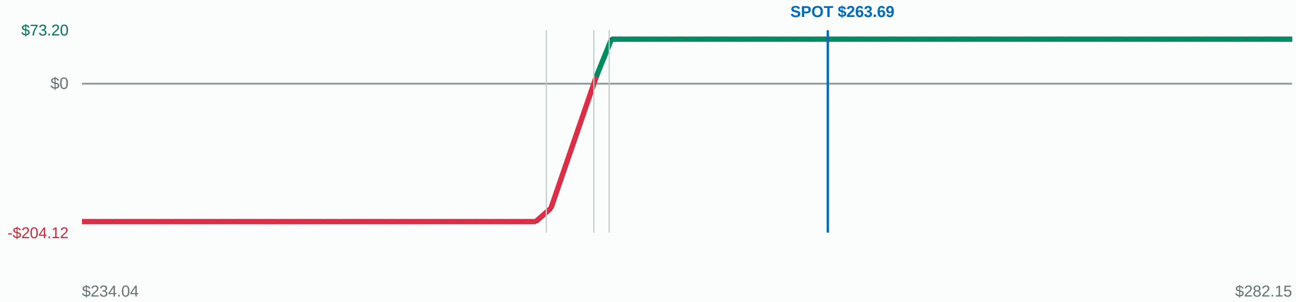
EXPIRATION	DTE	ATM IV	STATE
2026-09-18	4	48.0%	-
2026-09-25	11	42.8%	-
2026-10-02	18	41.9%	-

Reference spread payoff

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

Bull Put Spread reference

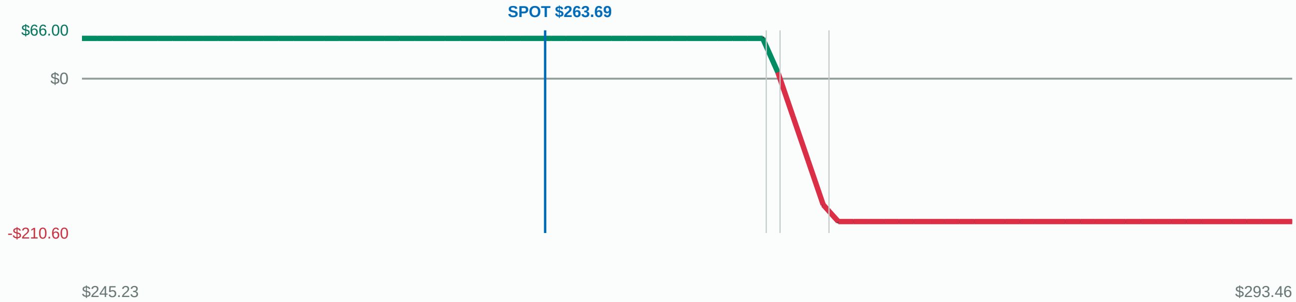
Short $255.00 | Long $252.50 | Width $2.50 | Net credit $0.61



Max profit $61.00 | Max loss -$189.00 | Break-even $254.39 | Per contract at expiry

Bear Call Spread reference

Short $272.50 | Long $275.00 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $273.05 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-12-09**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**16.71**
VVIX	**94.17**
SKEW index	**154.49**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**115**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**115**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears neutral on Adobe (ADBE) as implied volatility is elevated but recent price action shows signs of recovery. While the stock has rebounded after a post-earnings dip, concerns remain around slowing growth metrics and the impact of AI competition. The option chain reflects this uncertainty with balanced skew and a backwardated term structure.

Options context

Mixed Signals for ADBE Options

Wheel context

ADBE's options market shows mixed signals. While recent price action suggests recovery, elevated implied volatility and balanced skew indicate ongoing uncertainty surrounding the company's growth prospects and AI competition.

Observed evidence

Implied volatility is elevated at 37.58%, suggesting market participants anticipate significant price swings in the near future. | The stock has recovered from recent lows but remains below its 20-day moving average, indicating potential for further consolidation or downside. | Skew is balanced with a slight put bias, reflecting some concern about potential downside risk.

Principal risks to monitor

Slowing revenue growth and user acquisition metrics raise concerns about ADBE's long-term growth trajectory.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$100.26B**	P/E (TTM) **13.87**
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 **-28.0%**
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 14, 2026 9:38 AM EDT

Covered Call | 2026-09-18

At signal $263.00 | Current $265.60

SHORT **Option $262.50 B $6.15 / A $6.55**

High turnover | Conservative | CR $6.35

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$11.06**
ATR as % of price	**4.2%**
Volatility environment	**high**
Current IV	**42.2%**
IV rank	**48 / 100**
IV percentile	**49 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 14, 2026 7:30 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**64 / 100**
Trend health	**38 / 100**
Momentum health	**92 / 100**
Volatility health	**48 / 100**
Structure health	**89 / 100**
Earnings risk / date	**low | 2026-12-09**
Macro risk	**unknown**
Volatility risk	**high**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$271.56 / $253.53 / $266.34**
EMA (9 / 21)	**$263.96 / $266.19**
Bollinger upper / middle / lower	**$298.70 / $271.56 / $244.42**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.390**
True high / low	**$266.10 / $252.23**
5-day true high / low	**$266.51 / $241.51**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.443	**-**
SMA50	0.873	**-**
MVWAP20	-1.436	**-**
MACD	-1.226	**-**
RSI	2.519	**-**
Volume	457021.000	**-**
ATR	0.076	**-**
T1	-	**0.87 / 268.44 / 255.30 / 241.51**
T2	-	**2.32 / 270.89 / 255.00 / 247.19**
T3	-	**4.47 / 272.48 / 259.43 / 254.40**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$263.69**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 14, 2026 2:51 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-09-18 | 4 DTE**
Front at-the-money IV	**48.0%**
25-delta skew	**-0.14**
Put / Call 25-delta	**$255.00 Delta -0.243 / $272.50 Delta 0.274**
Median option bid/ask spread	**12.6%**
Bid/ask spread	**-**
Contracts observed / quoted	**115 / 115**

Price context

Last Price: 263.69 | Bid: 263.62 | Ask: 263.68 | Previous Close: 252.23 | Change: 11.46 | Daily change: 4.54% | Update Time: 2026-09-14T14:51:55.150555-04:00 | Latest History Date: 2026-09-14 | Latest History Price: 263.69

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-18 | Latest Date: 2026-09-14 | Latest Price: 263.69 | Max Drawdown 60d Percent: -15.01%

Fundamental context

Current Iv Percent: 37.58% | Iv Rank: 36.48 | Iv Percentile: 31.87 | Next Earnings Date: 2026-12-09 | Ex Dividend Date: 2005-03-23

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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