

Draft

FRACSUBJ.XL.WTTop Level Information

MICROSOFT CORPORATION
 Pricing Comparison (New User Licenses)

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	NORTH AMERICA			NORTHERN			CENTRAL			SOUTHERN			Australia	Newbr	Japan	
	Canada	England	Sweden	Norway	Denmark	Finland	Germany	Austria	Switz	France	Portugal	Spain				Italy
MSUS																
FPP Average Revenue per License Indexed from MSUS	\$376	\$443	\$538	\$538	\$577	\$507	\$573	\$534	\$552	\$559	\$418	\$431	\$438	\$551	\$420	\$337
Localized Licenses Mix %	0%	0%	0%	100%	33%	83%	98%	99%	84%	99%	0%	0%	28%	56%	0%	99%
Average Revenue per License Indexed from MSUS	\$311	\$298	\$366	\$246	\$329	\$329	\$499	\$485	\$487	\$456	\$385	\$284	\$339	\$386	\$305	\$336
FPP Street Price MS (Magazine)	\$460	\$584	\$618	\$651	\$597	\$566	\$701	\$689	\$725	\$776	\$470	\$746	\$660	\$517	\$692	\$510
Magazine Indexed from MSUS	0.99	1.27	1.34	1.41	1.30	1.23	1.52	1.50	1.58	1.69	1.02	1.62	1.44	1.12	1.51	1.11
Markup from FPP to MS	15%	32%	15%	21%	3%	13%	23%	29%	31%	39%	12%	0%	53%	18%	25%	43%
% Above/Below Lotus FPP Street Price	3%	(4%)	9%	(17%)	(18%)	(20%)	(17%)	(17%)	0%	35%	(13%)	122%	2%	1%	(42%)	10%
FPP Street Price Lotus (Magazine) Indexed from Lotus US	\$445	\$474	\$535	\$734	\$724	\$707	\$840	\$828	\$725	\$577	\$541	\$336	\$645	\$514	\$719	\$465
Revenue Mix:																
Full Packaged Product	64%	53%	72%	28%	19%	4%	61%	59%	45%	54%	26%	(2%)	14%	57%	34%	94%
Competition & Upgrade	7%	0%	0%	0%	59%	91%	7%	10%	18%	4%	56%	98%	51%	16%	33%	0%
Select	3%	0%	6%	0%	0%	2%	4%	0%	0%	0%	0%	1%	3%	0%	16%	0%
Special Agreements	5%	4%	3%	21%	0%	0%	0%	0%	0%	0%	0%	0%	3%	5%	1%	0%
Other Licenses	19%	16%	18%	26%	21%	1%	28%	31%	36%	26%	18%	5%	20%	23%	16%	7%
Academic	0%	0%	4%	24%	2%	2%	0%	0%	0%	12%	0%	0%	7%	0%	0%	0%
OEM Packaged Product	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%
License Mix:																
Full Packaged Product	51%	36%	49%	13%	11%	3%	53%	53%	40%	44%	18%	(1%)	11%	46%	21%	98%
Competition & Upgrade	9%	3%	1%	0%	70%	91%	9%	13%	21%	5%	66%	96%	48%	17%	38%	0%
Select	8%	0%	6%	4%	0%	2%	8%	0%	0%	0%	0%	2%	6%	0%	27%	0%
Special Agreements	8%	5%	17%	39%	0%	0%	0%	0%	0%	0%	0%	0%	6%	11%	1%	0%
Other Licenses	20%	20%	17%	13%	14%	0%	30%	34%	39%	27%	16%	2%	19%	26%	13%	2%
Academic	0%	0%	11%	31%	4%	4%	0%	0%	0%	19%	0%	0%	10%	0%	0%	0%
OEM Packaged Product	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%
Revenue per License:																
Full Packaged Product	\$399	\$443	\$538	\$538	\$577	\$507	\$573	\$534	\$552	\$559	\$418	\$431	\$438	\$552	\$420	\$337
Competition & Upgrade	\$298	\$241	n/a	n/a	\$296	\$329	\$388	\$376	\$416	\$324	\$242	\$283	\$356	\$351	\$268	\$96
Select	\$195	\$222	\$203	\$140	n/a	n/a	\$247	n/a	n/a	n/a	n/a	n/a	\$309	n/a	\$179	n/a
Special Agreements	\$320	\$304	\$393	\$483	\$502	n/a	\$469	\$449	\$460	\$443	\$309	n/a	\$350	\$338	\$331	\$342
Other Licenses	n/a	n/a	\$137	\$182	n/a	\$184	n/a	n/a	n/a	\$298	n/a	n/a	\$236	n/a	n/a	n/a
Academic	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$336	n/a	n/a	n/a	n/a	n/a	n/a
OEM Packaged Product	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
% of FPP Revenue/ License:																
Full Packaged Product	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Competition & Upgrade	75%	64%	n/a	n/a	51%	65%	68%	70%	73%	58%	58%	n/a	83%	80%	49%	n/a
Select	54%	n/a	n/a	66%	n/a	n/a	43%	n/a	n/a	n/a	n/a	n/a	69%	n/a	32%	n/a
Special Agreements	49%	59%	46%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	46%	39%	n/a	n/a
Other Licenses	80%	67%	69%	73%	87%	n/a	82%	84%	83%	79%	74%	n/a	81%	77%	68%	96%
Academic	n/a	n/a	n/a	31%	35%	n/a	36%	n/a	n/a	53%	n/a	n/a	55%	n/a	n/a	n/a
OEM Packaged Product	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	60%	n/a	n/a	n/a	n/a	n/a	n/a
Total Revenues (in thousands)	\$42,568	\$11,671	\$11,155	\$1,152	\$857	\$325	\$11,490	\$2,514	\$4,824	\$8,848	\$810	\$789	\$6,038	\$1,107	\$1,001	\$4,272
Total Licenses	124,334	14,002	39,204	3,159	2,422	987	43,041	5,186	9,900	19,411	2,843	2,782	17,792	2,867	3,278	25,154

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