

HIGHLY  
CONFIDENTIAL

**MICROSOFT CORPORATION**  
**Pricing Comparison (New User Licenses)**  
Local Language Product Revenues Only

Prepared by: Mike Lucarelli

(SUN2LOC1.XL) W/Top Level Information

Microsoft Finance Business Information Group

11/11/93

12:18 PM

	NORTH AMERICA				CENTRAL						SOUTHERN					
	Canada	England	Sweden	Norway	Denmark	Finland	Germany	Austria	Switz	France	Portugal	Spain	Italy	Belgium	Netherl	Australia

**FULL YEAR FY94 BUDGET**

**WIN OFFICE (Excl. Office Pro)**

Revenue per License	\$396	\$411	\$520	n/a	\$553	\$480	\$510	\$515	\$501	\$565	\$390	\$476	\$432	\$560	\$582	\$440	\$254
Indexed from MSUS	n/a	1.00	1.04	1.31	n/a	1.40	1.21	1.30	1.26	1.43	0.98	1.20	1.09	1.41	1.42	1.11	0.64
Average Revenue per License	\$285	\$320	\$341	\$0	\$385	\$324	\$398	\$361	\$445	\$430	\$321	\$354	\$333	\$402	\$281	\$288	\$254
Indexed from MSUS	n/a	0.90	0.77	1.20	0.00	1.35	0.78	1.40	1.56	1.51	1.13	1.24	1.17	1.41	0.98	1.01	0.89
Average Revenue Discount	28%	46%	34%	n/a	30%	53%	22%	30%	11%	24%	18%	26%	23%	28%	50%	35%	0%
Current FPP Street Price MS	\$460	\$455	\$686	\$673	\$622	\$385	\$701	\$689	\$725	\$685	\$0	\$608	\$660	\$719	\$792	\$518	\$465
Indexed from MSUS	n/a	0.99	1.49	1.34	1.46	1.35	1.27	1.52	1.58	1.49	n/a	1.32	1.44	1.36	1.13	1.13	1.01
Markup from FPP to MS	16%	14%	67%	19%	13%	22%	37%	34%	45%	21%	n/a	28%	53%	28%	41%	18%	83%
% Above/Below Lotus FPP Street Price	3%	(4%)	9%	(11%)	(17%)	(20%)	(17%)	(17%)	0%	31%	n/a	n/a	2%	40%	10%	(1%)	3%
Current FPP Street Price Lotus	\$445	\$474	\$629	\$744	\$754	\$731	\$840	\$828	\$725	\$513	\$541	n/a	\$645	\$514	\$719	\$524	\$452
Indexed from Lotus US	n/a	1.07	1.41	1.67	1.69	1.64	1.89	1.86	1.63	1.15	1.22	n/a	1.45	1.16	1.62	1.18	1.02
Revenue Mix:																	
Full Packaged Product	48%	46%	28%	51%	47%	34%	62%	34%	70%	53%	51%	48%	54%	35%	12%	51%	100%
Competitive Upgrade	25%	33%	9%	0%	10%	34%	16%	29%	0%	8%	0%	0%	0%	0%	0%	0%	0%
Select	16%	21%	24%	5%	2%	2%	3%	5%	18%	3%	0%	20%	21%	22%	66%	31%	0%
Special Agreements	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other Licenses	12%	0%	0%	0%	0%	0%	12%	12%	9%	19%	35%	31%	13%	43%	22%	9%	0%
Academic	7%	0%	9%	13%	6%	15%	6%	10%	2%	8%	0%	0%	12%	0%	0%	0%	0%
OEM Packaged Product	0%	0%	10%	13%	7%	12%	0%	0%	1%	10%	14%	0%	0%	0%	0%	8%	0%
License Mix:																	
Full Packaged Product	34%	30%	15%	33%	33%	11%	48%	24%	62%	40%	47%	36%	42%	25%	6%	31%	100%
Competitive Upgrade	24%	35%	9%	6%	15%	45%	21%	31%	0%	7%	0%	0%	0%	0%	0%	0%	0%
Select	25%	35%	29%	5%	3%	1%	7%	8%	24%	8%	0%	35%	35%	55%	80%	46%	0%
Special Agreements	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other Licenses	12%	0%	15%	13%	24%	8%	14%	21%	10%	18%	42%	29%	12%	40%	14%	8%	0%
Academic	5%	0%	17%	28%	15%	25%	10%	15%	3%	10%	0%	0%	21%	0%	0%	0%	0%
OEM Packaged Product	0%	0%	16%	15%	10%	10%	0%	0%	1%	17%	17%	0%	0%	0%	0%	12%	0%
Revenue per License:																	
Full Packaged Product	\$396	\$411	\$520	n/a	\$553	\$480	\$510	\$515	\$501	\$565	\$390	\$476	\$432	\$560	\$582	\$440	\$254
Competitive Upgrade	\$270	\$244	\$234	\$195	\$243	\$170	\$315	\$340	n/a	\$469	n/a	\$206	\$278	\$256	\$230	\$195	n/a
Select	\$181	\$152	\$183	\$329	\$315	n/a	\$202	\$204	\$324	\$158	n/a	n/a	\$181	\$452	\$450	\$327	n/a
Special Agreements	\$292	n/a	\$288	\$417	\$437	\$375	\$357	\$360	\$426	\$452	\$273	\$193	n/a	n/a	n/a	n/a	n/a
Other Licenses	n/a	n/a	\$122	\$153	\$166	\$137	\$229	\$245	\$346	\$331	\$271	n/a	n/a	n/a	n/a	n/a	n/a
Academic	n/a	n/a	\$139	\$297	\$265	\$268	n/a	n/a	n/a	\$255	\$271	n/a	n/a	n/a	n/a	\$211	n/a
% of FPP Revenue/Licenses:																	
Full Packaged Product	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Competitive Upgrade	68%	61%	57%	38%	44%	35%	62%	66%	n/a	83%	n/a	43%	64%	46%	41%	44%	10%
Select	46%	38%	45%	63%	57%	n/a	40%	40%	65%	28%	n/a	80%	80%	77%	80%	74%	10%
Special Agreements	n/a	n/a	n/a	n/a	n/a	n/a	70%	70%	85%	80%	70%	80%	80%	77%	80%	74%	10%
Other Licenses	n/a	n/a	n/a	n/a	n/a	n/a	45%	48%	69%	59%	70%	n/a	45%	n/a	n/a	46%	10%
Academic	n/a	n/a	n/a	n/a	n/a	n/a	56%	56%	45%	45%	45%	n/a	n/a	n/a	n/a	46%	10%
OEM Packaged Product	\$174,145	\$14,311	\$59,411	\$7,388	\$3,358	\$1,010	\$74,919	\$7,300	\$10,766	\$54,708	\$524	\$2,846	\$3,413	\$1,090	\$6,774	\$14,186	\$12,038
Total Revenues (in thousands)	610,745	55,498	270,005	21,648	8,732	4,319	190,513	20,228	24,217	127,309	1,633	8,018	16,342	7,707	23,127	49,251	39,702

**PLAINTIFF'S  
EXHIBIT**  
**1896**  
Comes v. Microsoft

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**MICROSOFT CORPORATION**  
**Pricing Comparison (New User Licenses)**  
**Local Language Product Revenues Only**

Prepared by: Mike Lucarelli

(SUB)210C1.XL.WTrop Level Information

Microsoft Finance Business Information Group  
 11/11/93  
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	NORTH AMERICA					CENTRAL					SOUTHERN					Japan
	Canada	England	Sweden	Norway	Denmark	Finland	Germany	Austria	Switz	France	Portugal	Spain	Italy	Belgium	Nether	

**PULL YEAR FY94 BUDGET**

**WIN WORD**

Full Package Revenue per License	\$262	\$240	\$282	\$346	\$324	\$368	\$319	\$304	\$304	\$304	\$363	\$278	\$272	\$286	\$365	\$366	\$242	\$154
Indexed from MSUS	n/a	0.92	1.08	1.32	1.24	1.41	1.22	1.16	1.16	1.16	1.39	1.05	1.04	1.09	1.39	1.40	0.92	0.59
Average Revenue per License	\$150	\$149	\$158	\$241	\$224	\$253	\$143	\$239	\$222	\$280	\$279	\$226	\$169	\$223	\$394	\$261	\$167	\$125
Indexed from MSUS	n/a	0.99	1.05	1.60	1.49	1.68	0.95	1.59	1.48	1.86	1.85	1.50	1.12	1.48	1.96	1.73	1.11	0.83
Average Revenue Discount	-4%	38%	-4%	30%	31%	31%	55%	21%	37%	8%	23%	19%	38%	22%	19%	29%	31%	19%
Current FPP Street Price MS	\$300	\$262	\$466	\$150	\$149	\$190	\$439	\$455	\$454	\$455	\$504	\$339	\$419	\$478	\$467	\$525	\$331	\$325
Indexed from MSUS	n/a	0.87	1.55	1.17	1.16	1.30	1.46	1.52	1.51	1.52	1.68	1.13	1.40	1.46	1.56	1.75	1.10	1.08
Markup from FPP to MS	15%	9%	65%	1%	8%	6%	38%	50%	50%	50%	39%	22%	54%	51%	28%	43%	37%	11%
% Above/Below WordPerf FPP Street Price	5%	(4%)	19%	12%	0%	3%	20%	7%	110%	8%	18%	12%	32%	(1%)	6%	10%	1%	(6%)
Current FPP Street Price WordPerf	\$285	\$272	\$391	\$313	\$349	\$377	\$366	\$426	\$422	\$422	\$427	\$303	\$317	\$444	\$441	\$475	\$328	\$345
Indexed from WordPerf US	n/a	0.95	1.37	1.10	1.22	1.32	1.28	1.49	0.76	1.48	1.50	1.06	1.11	1.55	1.55	1.67	1.15	1.21
Revenue Mix:	48%	43%	37%	60%	48%	34%	21%	65%	48%	71%	50%	71%	42%	60%	43%	48%	60%	82%
Full Package Product	27%	26%	0%	3%	12%	24%	46%	0%	6%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Competitive Upgrade	8%	10%	7%	6%	3%	2%	1%	5%	5%	16%	9%	0%	21%	14%	13%	36%	11%	0%
Select	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Special Agreements	13%	12%	37%	18%	28%	19%	12%	16%	27%	11%	30%	16%	14%	14%	43%	15%	14%	18%
Other Licenses	3%	10%	14%	13%	8%	21%	20%	14%	14%	1%	11%	13%	13%	11%	0%	0%	14%	0%
Academic	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OEM Package Product	28%	26%	21%	42%	37%	23%	9%	51%	35%	66%	38%	57%	26%	47%	35%	35%	41%	66%
Full Package Product	39%	40%	0%	5%	20%	38%	51%	0%	10%	0%	0%	0%	0%	0%	0%	0%	3%	0%
Competitive Upgrade	10%	0%	9%	6%	1%	2%	1%	9%	7%	20%	16%	0%	26%	17%	20%	57%	17%	0%
Select	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Special Agreements	10%	9%	29%	16%	24%	17%	7%	18%	28%	12%	29%	19%	18%	14%	45%	13%	10%	34%
Other Licenses	13%	16%	29%	30%	30%	32%	30%	25%	20%	5%	17%	23%	29%	22%	0%	0%	29%	0%
Academic	0%	0%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
OEM Package Product	\$262	\$240	\$282	\$346	\$324	\$368	\$319	\$304	\$304	\$304	\$363	\$278	\$272	\$286	\$365	\$366	\$242	\$154
Revenue per License	\$105	\$96	n/a	\$190	\$142	\$161	\$128	n/a	\$136	n/a	\$151	n/a	\$136	\$184	\$194	\$181	\$111	n/a
Full Package Product	\$122	\$170	\$115	\$217	\$195	n/a	n/a	\$145	\$145	\$145	\$151	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Competitive Upgrade	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	n/a	n/a
Select	\$192	\$196	\$198	\$277	\$259	\$291	\$251	\$213	\$213	\$259	\$290	\$193	\$218	\$229	\$284	\$294	\$227	\$67
Special Agreements	\$38	\$95	\$76	\$102	\$97	\$269	\$91	\$150	\$164	n/a	\$188	\$125	\$77	\$116	n/a	n/a	\$82	n/a
Other Licenses	n/a	n/a	\$70	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
Academic	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OEM Package Product	40%	40%	n/a	38%	44%	44%	40%	n/a	45%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Full Package Revenue/License:	47%	71%	44%	63%	60%	60%	60%	48%	48%	71%	42%	50%	50%	64%	53%	50%	46%	n/a
Competitive Upgrade	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	n/a	n/a
Select	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	n/a	n/a
Special Agreements	71%	82%	70%	80%	80%	79%	79%	70%	85%	80%	80%	70%	80%	80%	78%	80%	94%	44%
Other Licenses	14%	40%	27%	29%	30%	73%	29%	49%	54%	51%	45%	28%	28%	22%	0%	0%	34%	n/a
Academic	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	n/a	n/a
OEM Package Product	\$113,665	\$8,640	\$3,470	\$5,285	\$2,595	\$2,156	\$1,041	\$35,071	\$3,131	\$3,746	\$36,229	\$196	\$648	\$6,238	\$1,609	\$1,077	\$4,382	\$10,458
Total Revenues (in thousands)	755,288	57,943	148,756	219,944	11,591	8,508	7,290	146,446	14,082	13,364	130,002	869	3,830	28,234	5,468	7,969	26,181	93,918
Total Licenses																		

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**MICROSOFT CORPORATION**

**Pricing Comparison (New User Licenses)**

**Local Language Product Revenues Only**

Prepared by: Amir Lucarelli

(SUB)LOC1 XLW(Top Level Information)

Microsoft Finance Business Information Group

11/11/93

12:18 PM

NORTH AMERICA	CENTRAL								SOUTHERN							
	Canada	England	Sweden	Norway	Denmark	Finland	Germany	Austria	Switz	France	Portugal	Spain	Italy	Belgium	Nether	Australia

**FULL YEAR FY94 BUDGET**

**WIN EXCEL**

FPP Average Revenue per License Indexed from MSUS	\$262	n/a	\$241	\$182	\$147	\$124	\$368	\$310	\$107	\$309	\$304	\$363	\$279	\$272	\$286	\$364	\$366	\$265	\$160
Average Revenue per License Indexed from MSUS	\$150	\$150	\$254	\$220	\$147	\$241	\$279	\$279	\$222	\$222	\$222	\$293	\$222	\$172	\$221	\$293	\$277	\$187	\$122
Average Revenue Discount	-43%	38%	44%	27%	31%	38%	34%	29%	22%	8%	23%	20%	20%	37%	23%	19%	24%	29%	24%
Current FPP Street Price MS Indexed from MSUS	\$300	\$466	\$351	\$349	\$440	\$439	\$455	\$455	\$454	\$455	\$501	\$339	\$419	\$438	\$487	\$525	\$525	\$328	\$325
Markup from FPP to MS	n/a	1.01	1.55	1.17	1.16	1.47	1.52	1.51	1.52	1.52	1.67	1.13	1.40	1.46	1.56	1.75	1.75	1.09	1.08
% Above/Below Lotus FPP Street Price	0%	7%	12%	(3%)	(14%)	0%	4%	4%	(16%)	(4%)	(4%)	6%	5%	2%	0%	4%	4%	(14%)	(3%)
Current FPP Street Price Lotus Indexed from Lotus US	\$300	\$284	\$416	\$361	\$407	\$440	\$439	\$542	\$475	\$431	\$319	\$399	\$430	\$468	\$505	\$380	\$335	\$380	\$335

Revenue Mix:	48%	44%	47%	59%	45%	39%	39%	17%	58%	57%	70%	56%	71%	45%	57%	50%	45%	66%	46%
Full Packaged Product	27%	26%	0%	2%	12%	21%	21%	43%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	39%
Competitive Upgrade	9%	9%	8%	6%	2%	2%	2%	1%	4%	16%	11%	11%	0%	8%	15%	17%	25%	9%	0%
Special Agreements	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other Licenses	13%	13%	13%	26%	18%	23%	23%	12%	13%	25%	12%	19%	13%	31%	13%	34%	30%	14%	14%
Academic	3%	9%	13%	9%	8%	9%	17%	15%	13%	1%	1%	12%	17%	16%	14%	0%	0%	9%	0%
OEM Packaged Product	0%	0%	5%	6%	6%	6%	6%	10%	10%	0%	0%	2%	0%	0%	0%	0%	0%	2%	0%
License Mix:	28%	28%	26%	44%	31%	24%	24%	8%	41%	44%	64%	43%	56%	28%	44%	40%	34%	47%	35%
Full Packaged Product	39%	40%	0%	3%	18%	30%	30%	49%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	39%
Competitive Upgrade	10%	9%	12%	7%	3%	2%	2%	1%	7%	8%	19%	19%	0%	10%	18%	15%	38%	15%	0%
Special Agreements	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other Licenses	10%	9%	21%	17%	23%	18%	18%	7%	14%	28%	13%	18%	14%	24%	13%	35%	28%	13%	26%
Academic	13%	14%	29%	23%	18%	18%	18%	27%	19%	3%	18%	18%	30%	25%	25%	0%	0%	22%	0%
OEM Packaged Product	0%	0%	12%	8%	8%	8%	8%	8%	16%	0%	1%	2%	0%	0%	0%	0%	0%	5%	0%
Revenue per License:	\$262	\$241	\$282	\$347	\$324	\$368	\$319	\$307	\$309	\$304	\$363	\$279	\$272	\$286	\$364	\$366	\$265	\$160	\$122
Full Packaged Product	\$105	\$96	n/a	\$142	\$142	\$162	\$128	n/a	\$122	\$123	\$162	n/a	n/a	\$136	\$183	\$185	\$115	n/a	n/a
Competitive Upgrade	\$122	\$144	\$125	\$217	\$195	\$206	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
Special Agreements	\$192	\$205	\$198	\$277	\$259	\$292	\$251	\$215	\$217	\$259	\$292	\$202	\$217	\$229	\$283	\$293	\$221	\$69	\$69
Other Licenses	\$36	\$95	\$71	\$102	\$97	\$111	\$91	\$150	\$167	n/a	\$189	\$125	\$75	\$128	n/a	n/a	\$97	n/a	n/a
Academic	n/a	n/a	\$30	\$202	\$173	\$177	\$178	\$135	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
OEM Packaged Product	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of FPP Revenue/License:	40%	40%	44%	44%	40%	44%	40%	40%	40%	40%	45%	45%	50%	50%	51%	51%	44%	44%	44%
Full Packaged Product	47%	40%	44%	61%	60%	56%	56%	40%	77%	77%	77%	77%	72%	80%	80%	78%	80%	81%	41%
Competitive Upgrade	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	n/a	n/a	n/a
Special Agreements	13%	85%	70%	80%	80%	79%	79%	70%	85%	81%	81%	45%	45%	45%	45%	45%	45%	45%	41%
Other Licenses	14%	40%	25%	39%	30%	30%	30%	28%	54%	52%	52%	28%	28%	28%	28%	28%	28%	28%	28%
Academic	n/a	n/a	25%	58%	54%	48%	48%	44%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
OEM Packaged Product	\$81,438	\$8,982	\$16,224	\$7,261	\$2,770	\$2,604	\$1,394	\$31,905	\$2,143	\$3,473	\$31,917	\$143	\$486	\$1,231	\$1,109	\$2,216	\$4,365	\$14,271	\$17,249
Total Revenues (in thousands)	541,728	59,757	102,014	28,546	12,601	11,442	9,486	145,854	8,910	12,471	114,458	645	2,834	23,684	3,780	8,602	23,355	33,355	117,249
Total Licenses																			

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**MICROSOFT CORPORATION**

Street Price and Channel Markup Analysis  
Prepared by Marc Lucarelli

	North America			Northern Europe					Central Europe					Southern Europe					Japan
	USA	Canada	England	Sweden	Norway	Denmark	Finland	Germany	Austria	Switz	France	Portugal	Spain	Italy	Belgium	Neither	Australia		
FX Rate	1.0000	1.3200	0.6680	7.9550	7.2900	6.6300	5.7950	1.6240	11.5300	1.4280	5.8290	167.0000	134.0000	1.5870	35.3900	1.8200	1.5370	107.0000	
<b>STREET PRICES IN US\$</b>																			
Win Office	\$460	\$455	\$686	\$618	\$673	\$622	\$585	\$701	\$689	\$725	\$685	\$0	\$608	\$660	\$719	\$792	\$518	\$465	
Smart Suite	\$415	\$414	\$639	\$744	\$756	\$754	\$731	\$840	\$828	\$725	\$513	\$581	n/a	\$645	\$514	\$719	\$524	\$452	
Win Word	\$300	\$262	\$466	\$350	\$349	\$390	\$439	\$455	\$454	\$455	\$504	\$339	\$419	\$438	\$467	\$525	\$331	\$325	
WP for Windows	\$285	\$272	\$391	\$313	\$349	\$377	\$366	\$426	\$216	\$422	\$427	\$303	\$317	\$444	\$441	\$475	\$328	\$345	
Win Excel	\$300	\$303	\$466	\$351	\$349	\$440	\$439	\$455	\$454	\$455	\$501	\$339	\$419	\$438	\$467	\$525	\$328	\$335	
Lotus 1-2-3 for	\$300	\$284	\$416	\$361	\$407	\$440	\$420	\$439	\$542	\$475	\$431	\$319	\$399	\$430	\$468	\$505	\$380	\$335	
<b>Calculated YTD FPP %/License (Prem Pricing Comparison)</b>																			
Win Office	\$399	\$376	\$443	\$546	\$538	\$638	n/a	\$376	\$535	\$570	\$558	n/a	n/a	\$399	\$593	\$516	\$420	\$356	
Win Word	\$250	\$240	\$310	\$364	\$391	\$436	\$237	\$387	\$392	\$370	\$365	\$327	\$265	\$254	n/a	\$409	\$242	\$237	
Win Excel	\$261	\$269	\$308	\$281	\$381	\$311	\$263	\$392	\$381	\$391	\$364	\$325	\$290	\$232	\$387	\$403	\$232	\$246	
<b>Channel Markup</b>																			
Win Office	\$61	\$79	\$242	\$72	\$135	\$16	n/a	\$125	\$154	\$155	\$126	n/a	n/a	\$262	\$126	\$276	\$98	\$109	
Win Word	\$50	\$22	\$155	\$-14	\$-13	\$-46	\$202	\$68	\$62	\$85	\$139	\$13	\$155	\$184	n/a	\$116	\$89	\$89	
Win Excel	\$39	\$34	\$158	\$69	\$32	\$129	\$175	\$63	\$73	\$64	\$137	\$14	\$129	\$206	\$81	\$122	\$96	\$79	
<b>% Markup in Channel</b>																			
Win Office	15%	21%	55%	13%	25%	(2%)	(2%)	22%	29%	27%	23%		66%	21%	54%	23%	31%		
Win Word	20%	9%	50%	(4%)	(11%)	85%	85%	17%	16%	23%	38%	4%	58%	73%	28%	37%	37%		
Win Excel	15%	12%	51%	25%	(8%)	41%	67%	16%	19%	17%	38%	4%	44%	89%	21%	30%	41%		
<b>MS Street Price Uplift</b>																			
Win Office	1.00	0.99	1.49	1.34	1.46	1.35	1.27	1.52	1.50	1.38	1.49	0.00	1.32	1.44	1.56	1.72	1.13	1.01	
Win Word	1.00	0.87	1.55	1.17	1.16	1.30	1.46	1.52	1.51	1.52	1.68	1.13	1.40	1.46	1.56	1.75	1.10	1.08	
Win Excel	1.00	1.01	1.55	1.17	1.16	1.47	1.46	1.52	1.51	1.52	1.67	1.13	1.40	1.46	1.56	1.75	1.09	1.08	
<b>MS FPP Uplift</b>																			
Win Office	1.00	0.94	1.11	1.37	1.35	1.60	n/a	1.44	1.34	1.43	1.40	n/a	n/a	1.00	1.49	1.29	1.05	0.89	
Win Word	1.00	0.96	1.24	1.46	1.56	1.74	0.95	1.55	1.57	1.48	1.46	1.30	1.06	1.01	n/a	1.63	0.97	0.95	
Win Excel	1.00	1.03	1.18	1.08	1.46	1.19	1.01	1.50	1.46	1.50	1.39	1.25	1.11	0.89	1.48	1.54	0.89	0.91	
<b>Comptitor Street Price Uplift</b>																			
Smart Suite	1.00	1.07	1.41	1.67	1.70	1.69	1.64	1.89	1.86	1.63	1.15	1.22	n/a	1.45	1.16	1.62	1.18	1.02	
WordPerfect	1.00	0.95	1.37	1.10	1.22	1.32	1.28	1.49	0.76	1.48	1.50	1.06	1.11	1.56	1.55	1.67	1.15	1.21	
Lotus 1-2-3	1.00	0.95	1.39	1.20	1.36	1.47	1.40	1.46	1.81	1.48	1.44	1.06	1.33	1.43	1.56	1.68	1.27	1.12	
<b>Street Price % Above/Below Competitor</b>																			
Win Office	3%	(4%)	9%	(17%)	(11%)	(18%)	(20%)	(17%)	0%	31%	(100%)		n/a	2%	40%	10%	(1%)	3%	
Win Word	5%	(4%)	19%	12%	0%	3%	20%	7%	110%	8%	18%	12%	32%	15%	6%	10%	1%	(6%)	
Win Excel	0%	7%	12%	(1%)	(14%)	0%	(4%)	(16%)	(4%)	16%	6%	6%	5%	2%	0%	4%	(14%)	(3%)	

NOTE: FPP Smart Suite is not sold in Belgium, so street price reflects upgrade price

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