

HIGHLY CONFIDENTIAL

MICROSOFT CORPORATION
Street Price and Channel Markup Analysis
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FX Rate	North America					Northern Europe					Central Europe					Southern Europe					Japan
	USA	Canada	England	Sweden	Norway	Denmark	Finland	Germany	Austria	Switzerland	France	Portugal	Spain	Italy	Belgium	Netherl.	Austria	Japan			
	1.0000	1.1200	0.6680	7.9550	7.2000	6.6300	5.7950	1.6240	11.5300	1.4280	5.9290	167.0000	134.0000	1.5870	35.3900	1.8200	1.5370	107.0000			
	\$460	\$455	\$686	\$618	\$673	\$622	\$585	\$701	\$689	\$725	\$685	\$0	\$608	\$660	\$719	\$792	\$518	\$165			
Win Office	\$445	\$474	\$639	\$744	\$756	\$754	\$731	\$840	\$828	\$725	\$513	\$541	n/a	\$645	\$514	\$719	\$524	\$452			
Smart Suite	\$400	\$262	\$466	\$350	\$349	\$390	\$439	\$455	\$454	\$455	\$504	\$339	\$317	\$438	\$467	\$525	\$311	\$325			
Win Word	\$585	\$372	\$391	\$313	\$349	\$366	\$366	\$426	\$216	\$422	\$427	\$303	\$441	\$475	\$475	\$328	\$445	\$345			
WP for Window	\$100	\$101	\$166	\$351	\$349	\$440	\$439	\$455	\$454	\$455	\$501	\$339	\$419	\$438	\$407	\$525	\$328	\$325			
Win Excel	\$300	\$284	\$416	\$361	\$407	\$440	\$420	\$439	\$542	\$475	\$431	\$319	\$399	\$430	\$468	\$505	\$380	\$335			
Lotus 1-2-3 for																					
	\$399	\$376	\$443	\$546	\$518	\$638	n/a	\$576	\$535	\$570	\$558	n/a	n/a	\$399	\$593	\$516	\$420	\$356			
Win Office	\$250	\$240	\$310	\$364	\$391	\$436	\$237	\$387	\$392	\$370	\$365	\$327	\$265	\$254	n/a	\$409	\$242	\$237			
Win Word	\$261	\$269	\$308	\$281	\$381	\$311	\$263	\$392	\$381	\$391	\$364	\$325	\$290	\$232	\$387	\$403	\$232	\$246			
Win Excel	\$61	\$79	\$242	\$72	\$135	\$16	n/a	\$125	\$154	\$155	\$126	n/a	n/a	\$262	\$126	\$216	\$98	\$109			
Win Office	\$50	\$22	\$155	\$14	\$43	\$46	\$202	\$68	\$62	\$85	\$139	\$13	\$155	\$184	\$116	\$116	\$89	\$89			
Win Word	\$19	\$34	\$158	\$69	\$32	\$129	\$135	\$63	\$73	\$64	\$137	\$14	\$129	\$206	\$81	\$122	\$96	\$79			
Win Excel	15%	21%	55%	13%	25%	(2%)	(2%)	22%	29%	27%	23%	23%	66%	21%	54%	23%	31%	31%			
Win Office	20%	9%	30%	(4%)	(11%)	(11%)	85%	17%	16%	23%	38%	4%	58%	28%	37%	37%	37%	37%			
Win Word	15%	12%	51%	25%	(8%)	(8%)	67%	16%	19%	17%	38%	4%	44%	21%	30%	41%	32%	32%			
Win Excel	1.00	0.99	1.49	1.34	1.46	1.35	1.27	1.52	1.50	1.58	1.49	0.00	1.32	1.44	1.56	1.72	1.13	1.01			
Win Office	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 Word	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			
Win Excel	1.00	0.91	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	1.03	0.89			
Win Office	1.00	0.96	1.24	1.16	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 Word	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	0.94			
Win Excel	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			
Smart Suite	1.00	0.95	1.37	1.10	1.32	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			
WordPerfect	1.00	0.95	1.39	1.20	1.36	1.47	1.40	1.46	1.81	1.58	1.44	1.06	1.33	1.43	1.56	1.68	1.27	1.12			
Lotus 1-2-3																					
	3%	(4%)	9%	(17%)	(11%)	(18%)	(20%)	(17%)	(17%)	0%	31%	(100%)	n/a	2%	40%	10%	(1%)	3%			
Win Office	5%	(1%)	19%	2%	0%	3%	20%	7%	110%	8%	18%	12%	30%	(1%)	6%	1%	(6%)	(6%)			
Win Word	(0%)	7%	12%	(3%)	(14%)	(0%)	(4%)	(6%)	(6%)	(4%)	16%	6%	5%	2%	0%	(1%)	(14%)	(3%)			
Win Excel																					

NOTE: FPP Smart Suite is not sold in Belgium, so street price reflects 1/grade price

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Business Information Group

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