

MICROSOFT AS SUMMARY
 RETAIL SYSTEMS PLAN
 FISCAL YEAR 1991

25-Apr-90
 14:22

CURRENCY : SWEDISH
 CHANGE TO U.S. \$: 6.140

PRODUCT DESCRIPTION	SHIP DATE	\$		INTL (Local) RETAIL PRICE **	LIST DISCOUNT	PRICE UPLIFT	COST OF GOODS FACTOR	PER UNIT LOCAL COST		SPM%	
		U.S. LIST	LOCAL LIST					COST	COST %		
WINDOWS 3.0	01 FY91	148.00	914.88	1280.00	58.00%	1.31	0.350	320.20	80.64%	36.38%	
WINDOWS 3.0 Loc	02 FY91	148.00	914.88	1788.00	66.00%	1.91	0.455	418.26	54.08%	40.84%	
WINDOWS 3.0X	01 FY88	508.00	3870.00	4500.00	53.80%	1.47	0.350	1874.80	51.46%	48.54%	
WINDOWS 3.0X Loc	01 FY88	500.00	3870.00				0.455	1368.85			
PACKAGED DOS	01 FY88	100.00	814.00	477.48	0.00%	0.78	0.350	274.80	45.01%	54.99%	
PACKAGED DOS Loc	01 FY89	100.00	814.00	533.30	0.00%	0.87	0.460	347.14	48.30%	53.65%	
DOS Retail Upg Mk	04 FY91	79.00	489.08	850.00	0.00%	1.34	0.350	189.77	26.12%	73.88%	
DOS Retail Upg Mk	01 FY92	103.00	632.42	800.00	0.00%	1.28	0.465	257.75	35.97%	64.03%	
OS/2 Packaged	01 FY92	785.00	4881.39	2100.00	0.00%	0.43	0.350	1708.46	81.36%	18.64%	
OS/2 Packaged Loc	03 FY92	1035.00	6354.30	2800.00	0.00%	0.41	0.465	2881.46	111.21%	-11.21%	
OS/2 BOX	01 FY88	2888.88	15884.00	18000.00	0.00%	1.18	0.350	5587.40	23.41%	76.59%	
Windows 3 Upd		50.00	307.00	300.00	31.89%	1.83	0.350	107.45	31.48%	68.54%	
Windows 3 Loc Upd		50.00	307.00	300.00	26.39%	1.83	0.455	138.69	37.81%	62.19%	
Windows 3 Lic Pack		118.20	731.88	950.00	54.81%	1.38	0.350	266.18	58.67%	41.33%	
Windows 3 Loc Lic Pack		118.20	731.88	1200.00	54.67%	1.84	0.435	333.61	81.16%	38.84%	
Windows 3 Manuals		17.88	109.78	180.00	0.00%	1.37	-	25.008	183.50	102.33%	-2.33%
Windows 3 Loc Manuals		17.88	109.78	200.00	0.00%	1.82	-	25.608	163.60	76.70%	23.30%

** Used Sweden's list price and an average discount of all 4 country markets: Sweden, Denmark, Finland, Norway.

* Cost Plus product

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 CONFIDENTIAL

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Plaintiff's Exhibit
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 Comes V. Microsoft