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From joachim Mon Feb 18 16:20:55 1991
To: mikehal
Subject: MS goals
Date: Mon Feb 18 17:00:46 1991

1. Increase WIN penetration through balanced channel sales (OEM/RETAIL) to >50% by 93
2. Defend our 80%+ DOS market share!
3. Develop 1 additional new and profitable market segment every 18 month. (e.g NET business, CAD/CAM business, etc.)
4. Preserve the original MS spirit: Small units, aggressiveness, no politics and superior products.
5. Establish a "work smart" program, whereby management and employees are encouraged and incented to question current working methods and pursue alternatives.
6. Double all APPS penetrations in the US market by 93 and continue to increase Your share in ROW. (US penetration represents biggest growth opportunity, do NOT do it via price cutting)

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