Microsoft Corporation
Forecasted Discounts
New Users
US$

Key

check discounts

	US	UK	Sweden	Norway	Finland	Denmark	Germany	Switz	Austria	France	Belgium	Holland	Italy	Spain	Portugal	Australia	Canada	Japan
	(50% disc)	(44% disc)																
Win Office																		
US list price--FPP	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750
US$ list price--FPP (today's FX rate)	$750	$750	$853	$1,065	$1,151	$1,031	$1,267	$1,208	$1,242	$1,207	$1,271	$1,201	$1,207	$1,035	$1,077	$867	$733	$702	$872
Markup to US list price			1.14	1.42	1.53	1.38	1.69	1.61	1.66	1.61	1.63	1.60	1.61	1.38	1.44	1.16	0.98	0.94	1.16
US$ list price FPP / 2 (budget FX rate)	$375	$420	$405	$504	$539	$468	$600	$578	$578	$578	$581	$570	$574	$497	$486	$389	$378	$354	$395
US$ price forecast--blended (budget FX rate)	$282	$282	$221	$339	$301	$222	$378	$397	$430	$361	$430	$358	$263	$333	$335	$287	$279	$254	$254
Forecasted discount	76.2%	67.1%	54.6%	67.3%	55.8%	47.3%	63.1%	68.9%	74.5%	62.6%	74.0%	62.8%	46.8%	67.0%	68.9%	73.7%	74.0%	71.8%	64.4%
Markup to US price forecast--blended ($282)			0.78	1.20	1.07	0.79	1.34	1.41	1.53	1.28	1.52	1.27	0.93	1.18	1.19	1.02	0.99	0.90	0.90
US$ prices--blended (Mar, Apr, May at actual FX rates)	$361	$361	$270	$532	$504	$301	$586	$560	$496	$533	$405	$288	$268	$407	$312	$387	$236	$292	$443
Recent discount	96.3%	86.0%	66.7%	105.6%	92.5%	64.2%	97.6%	97.2%	85.9%	92.3%	69.8%	50.5%	50.2%	81.9%	64.2%	99.6%	62.6%	82.4%	112.2%
Markup to US blended price ($361)			0.75	1.47	1.40	0.83	1.62	1.55	1.37	1.48	1.12	0.80	0.80	1.13	0.86	1.07	0.65	0.81	1.23
US$ street prices--FPP--MS	$479	$479	$669	$628				$685			$834	$551	$542	$676	$722		$545	$491	$467
US$ street prices--FPP--Lotus	$460	$460	$585	$789				$636			$683	$464	$472	$681	$655		$545	$468	$428
Win Excel																			
US list price--FPP	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495
US$ list price--FPP (today's FX rate)	$495	$495	$586	$710	$767	$688	$844	$795	$815	$791	$784	$783	$786	$648	$615	$681	$465	$507	$547
Markup to US list price			1.18	1.43	1.55	1.39	1.71	1.61	1.65	1.60	1.58	1.58	1.59	1.31	1.24	1.38	0.94	1.02	1.10
US$ list price--FPP / 2 (budget FX rate)	$248	$277	$278	$336	$359	$313	$400	$379	$379	$379	$373	$371	$374	$311	$277	$306	$240	$256	$248
US$ price forecast--blended (budget FX rate)	$150	$150	$151	$253	$217	$146	$223	$224	$267	$230	$277	$236	$256	$201	$132	$181	$172	$150	$122
Forecasted discount	60.6%	54.1%	54.2%	75.2%	60.3%	46.7%	55.8%	59.0%	70.6%	60.8%	74.2%	63.4%	68.4%	64.5%	47.7%	59.3%	71.7%	58.8%	49.2%
Markup to US price forecast--blended ($150)			1.00	1.68	1.45	0.97	1.49	1.49	1.78	1.53	1.84	1.57	1.70	1.34	0.88	1.21	1.14	1.00	0.81
US$ prices--blended (Mar, Apr, May at actual FX rates)	$125	$125	$139	$274	$328	$183	$172	$330	$295	$294	$236	$270	$299	$201	$223	$251	$137	$160	$261
Recent discount	50.6%	45.1%	60.0%	81.8%	91.2%	58.6%	43.0%	87.1%	77.9%	77.6%	63.3%	72.7%	80.0%	64.6%	80.4%	82.2%	57.2%	62.6%	106.3%
Markup to US blended price ($125)			1.11	2.19	2.62	1.46	1.38	2.64	2.36	2.35	1.89	2.16	2.39	1.61	1.78	2.01	1.10	1.28	2.09
US$ street prices--FPP--MS	$300	$300	$451	$414	$522	$646	$560	$472			$550	$380	$371	$502	$499		$362	$299	$347
US$ street prices--FPP--Lotus	$310	$310	$417	$341	$522	$617	$582	$421			$473	$425	$398	$478	$431		$376	$350	$239
Win Word																			
US list price--FPP	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495
US$ list price--FPP (today's FX rate)	$495	$495	$586	$710	$767	$688	$844	$795	$815	$791	$784	$783	$786	$648	$615	$681	$465	$507	$547
Markup to US list price			1.18	1.43	1.55	1.39	1.71	1.61	1.65	1.60	1.58	1.58	1.59	1.31	1.24	1.38	0.94	1.02	1.10
US$ list price--FPP / 2 (budget FX rate)	$248	$277	$278	$336	$359	$313	$400	$379	$379	$379	$373	$371	$374	$311	$277	$306	$240	$256	$248
US$ price forecast--blended (budget FX rate)	$150	$150	$151	$236	$217	$147	$245	$229	$270	$221	$279	$247	$244	$209	$130	$184	$159	$149	$129
Forecasted discount	60.6%	54.1%	54.2%	70.4%	60.3%	46.9%	61.1%	60.5%	71.4%	58.4%	74.7%	66.5%	65.2%	67.1%	46.9%	60.4%	66.2%	58.2%	52.2%
Markup to US price forecast--blended ($150)			1.00	1.58	1.45	0.98	1.63	1.53	1.80	1.47	1.86	1.65	1.62	1.39	0.87	1.23	1.06	0.99	0.86
US$ prices--blended (Mar, Apr, May at actual FX rates)	$118	$116	$109	$244	$243	$139	$183	$308	$271	$309	$282	$216	$240	$190	$200	$198	$119	$133	$185
Recent discount	46.9%	41.8%	39.2%	72.7%	67.6%	44.6%	45.7%	81.3%	71.6%	81.6%	75.6%	68.2%	64.2%	61.1%	72.1%	64.9%	49.7%	52.0%	74.6%
Markup to US blended price ($116)			0.94	2.10	2.09	1.20	1.58	2.66	2.34	2.66	2.43	1.86	2.07	1.64	1.72	1.71	1.03	1.15	1.59
US$ street prices--FPP--MS	$300	$300	$454	$414	$522	$631	$546	$472			$551	$380	$371	$486	$471		$342	$295	$379
US$ street prices--FPP--Lotus	$240	$240	$607	$390	$582	$617	$582	$315			$474	$144	$188	$478	$396		$383	$249	$188

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Microsoft Corporation
Forecasted Discounts
New Users
Local Currencies

	US		UK	Sweden	Norway	Finland	Denmark	Germany	Switz	Austria	France	Belgium	Holland	Italy	Spain	Portugal	Australia	Canada	Japan
	(50% disc)	(44% disc)																	
Today's FX rates	1.0000	1.0000	0.6743	7.7473	7.1690	5.7442	6.5139	1.6972	1.5060	11.990	5.7245	34.880	1.9020	1536.25	129.95	161.40	1.4932	1.2824	106.04
Budgeted FX rates	1.0000	1.0000	0.7100	8.1900	7.6500	6.3200	6.8700	1.7800	1.6200	12.530	6.0200	36.750	2.0000	1600.00	144.00	180.00	1.4500	1.2700	117.00
Win Office																			
US list price--FPP	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750	$750
LC list price--FPP	$750	$750	575	8,250	8,250	5,925	8,250	2,051	1,871	14,472	6,990	41,900	2,295	1,590,000	139,900	139,900	1,095	900	92,417
Markup to US list price			*1.14*	*1.42*	*1.53*	*1.38*	*1.69*	*1.61*	*1.66*	*1.61*	*1.63*	*1.60*	*1.61*	*1.38*	*1.44*	*1.16*	*0.98*	*0.94*	*1.16*
LC list price--FPP / 2	$375	$420	288	4,125	4,125	2,963	4,125	1,025	936	7,236	3,495	20,950	1,148	795,000	69,950	69,950	548	450	46,209
LC price forecast--blended	$282	$282	157	2,777	2,300	1,400	2,601	708	697	4,528	2,587	13,148	525	533,000	48,229	51,586	405	323	29,740
Forecasted discount	*75.2%*	*67.1%*	*54.6%*	*67.3%*	*55.8%*	*47.3%*	*63.1%*	*68.9%*	*74.5%*	*62.6%*	*74.0%*	*62.8%*	*45.8%*	*67.0%*	*68.9%*	*73.7%*	*74.0%*	*71.8%*	*64.4%*
LC prices--blended (Mar, Apr, May)	$361	$361	181	3,982	3,443	1,703	3,672	888	742	5,948	2,177	9,382	514	611,894	38,288	57,968	341	370	50,353
Recent discount	*98.3%*	*86.0%*	*63.0%*	*96.5%*	*83.6%*	*57.5%*	*89.0%*	*86.6%*	*79.3%*	*82.2%*	*62.3%*	*44.8%*	*44.8%*	*77.0%*	*61.9%*	*82.9%*	*62.3%*	*82.2%*	*109.0%*
LC street prices--FPP--MS	$479	$479	475	5,140				1,219			5,020	20,240	1,084	1,082,000	103,924		790	623	54,600
LC street prices--FPP--Lotus	$460	$460	415	6,295				1,132			4,112	17,038	943	1,090,000	79,873		790	596	50,076
Win Excel																			
US list price--FPP	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495
LC list price--FPP	$495	$495	395	5,500	5,500	3,950	5,500	1,349	1,227	9,490	4,490	27,300	1,495	995,000	79,900	109,900	695	650	58,000
Markup to US list price			*1.18*	*1.43*	*1.55*	*1.39*	*1.71*	*1.61*	*1.65*	*1.60*	*1.58*	*1.58*	*1.59*	*1.31*	*1.24*	*1.38*	*0.94*	*1.02*	*1.10*
LC list price--FPP / 2	$248	$277	198	2,750	2,750	1,975	2,750	675	613	4,745	2,245	13,650	748	497,500	39,950	54,950	348	325	29,000
LC price forecast--blended	$150	$150	107	2,069	1,659	922	1,535	398	433	2,885	1,665	8,660	511	321,000	19,046	32,567	249	191	14,270
Forecasted discount	*60.6%*	*54.1%*	*54.2%*	*75.2%*	*60.3%*	*46.7%*	*55.8%*	*69.0%*	*70.6%*	*60.8%*	*74.2%*	*63.4%*	*68.4%*	*64.5%*	*47.7%*	*59.3%*	*71.7%*	*58.8%*	*49.2%*
LC prices--blended (Mar, Apr, May)	$125	$125	84	2,069	2,254	1,046	1,067	524	443	3,283	1,265	6,817	534	304,722	26,319	37,622	199	203	30,011
Recent discount	*58.5%*	*46.1%*	*47.6%*	*74.9%*	*83.0%*	*83.0%*	*38.8%*	*77.7%*	*72.2%*	*69.2%*	*56.3%*	*64.6%*	*71.4%*	*61.3%*	*65.9%*	*68.5%*	*57.3%*	*62.5%*	*103.6%*
LC street prices--FPP--MS	$300	$300	320	3,391	3,990	4,080	3,850	840			3,310	13,958	742	803,000	71,899		525	380	40,600
LC street prices--FPP--Lotus	$310	$310	296	2,795	3,890	3,900	3,995	750			2,847	15,629	786	761,000	62,025		545	445	27,963
Win Word																			
US list price--FPP	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495	$495
LC list price--FPP	$495	$495	395	5,500	5,500	3,950	5,500	1,349	1,227	9,490	4,490	27,300	1,495	995,000	79,900	109,900	695	650	58,000
Markup to US list price			*1.18*	*1.43*	*1.55*	*1.39*	*1.71*	*1.61*	*1.65*	*1.60*	*1.58*	*1.58*	*1.59*	*1.31*	*1.24*	*1.38*	*0.94*	*1.02*	*1.10*
LC list price--FPP / 2	$248	$277	198	2,750	2,750	1,975	2,750	675	613	4,745	2,245	13,650	748	497,500	39,950	54,950	348	325	29,000
LC price forecast--blended	$150	$150	107	1,935	1,859	927	1,681	408	438	2,771	1,878	9,075	487	334,000	18,727	33,197	230	189	15,150
Forecasted discount	*60.6%*	*54.1%*	*54.2%*	*70.4%*	*60.3%*	*46.9%*	*61.1%*	*60.5%*	*71.4%*	*58.4%*	*74.7%*	*66.5%*	*65.2%*	*67.1%*	*46.9%*	*60.4%*	*66.2%*	*58.2%*	*62.2%*
LC prices--blended (Mar, Apr, May)	$116	$116	73	1,833	1,673	800	1,140	489	406	3,449	1,515	7,034	429	286,880	23,281	29,623	172	170	21,362
Recent discount	*46.9%*	*41.8%*	*37.0%*	*66.7%*	*60.8%*	*40.5%*	*47.5%*	*72.5%*	*66.2%*	*72.7%*	*67.6%*	*51.6%*	*57.4%*	*57.7%*	*58.3%*	*53.9%*	*49.5%*	*52.3%*	*73.7%*
LC street prices--FPP--MS	$300	$300	322	3,390	3,990	3,990	3,750	840			3,315	13,958	742	778,000	67,848		486	375	44,370
LC street prices--FPP--Lotus	$240	$240	431	3,196	4,450	3,900	3,895	560			2,851	5,308	331	764,000	56,964		555	316	21,996

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Note: Win Office excludes Professional versions, maintenance, and version upgrades.

Note: US SRPs for FY94 = $750 for Office and $495 for Excel and Word.

Note: Forecasted LC list prices for standard product from BWB.

Note: German LC list price derived from Jochen Haink's uplift summary.

Note: Switzerland LC list price not available: used German uplift * US list price * budgeted FX rate of 1.62.

Note: Austrian LC list price not available: used German uplift * US list price * budgeted FX rate of 12.53.

Note: Japan's Office SRP of 92,417 Yen is a blend of 3 prices: 78,000, 98,000, and 118,000 Yen.

Note: Forecasted local currency revenues per license from BWB. Product types include standard, upgrades, MLPs, MMLPs, academic, and whitebox (excludes maintenance and version upgrades).

Note: Recent (March, April, and May) local currency revenues per license are from WWS inquiry, using actual FX rates. Product types include standard, upgrades, MLPs, MMLPs, academic, and whitebox (excludes returns, maintenance, and version upgrade part numbers).

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