BILL GATES
GERMAN AGENDA

Thursday, 15th October

07:30   <u>Arrive Frankfurt airport on AA flight 84 from Chicago</u>
Met by Jochen Haink & Thomas Koll.

08:00   <u>Breakfast briefing with Jochen Haink, Thomas Koll, Douglas Levin & Niels Dempster</u>
Conference room, Hall 4, Frankfurt Messe.

09:00   <u>Opening Speech, PC Windows</u>
Main conference hall, PC Windows, Frankfurt Messe.

Background:
PC Windows is the first windows exhibition of this scale to be held in Germany. Between 15.000 and 30.000 visitors are expected to attend this four day event. PC Windows is supported and sponsored by Microsoft, PC World and PC Week.

Goals/Objectives:
- Get the audience excited about Microsoft's Windows strategy !!
- Make the audience understand that Microsoft Windows is an open, scalable architecture.
- Present Microsoft's Workgroups strategy.
- Clearly state that Microsoft can deliver best of breed workgroup functionality.
- Provide an outlook on new developments in the PC industry.

Audience:
Between 500 and 1.000 PC Windows attendees

PC Windows Opening Speech Agenda:
<u>Wednesday, 14th October</u>
Official opening by Eckhard Utpadel, President, IDG Publishing House.
"The Lotus Strategy for Groupware and Mobile Computing for the next decade" presentation by John Landry, Senior Vice President and Chief Technology Officer, Lotus Development Corp..

<u>Thursday, 15th October</u>
"Microsoft's Windows Strategy in the 90's" presentation by Bill Gates, Chairman of the Board and Chief Executive Officer, Microsoft Corporation.

<u>Friday, 16th October</u>
"The Changing Dynamics of Computing" presentation by Philip Kahn, Chief Executive Officer, Borland Corporation.

Speech:	"Microsoft's Windows Strategy in the 90's"
Length:	30 minutes
Medium:	Power Point
Topics:	+ Bill Gate's vision for the 90's!

> + The Windows family: a scalable architecture.
> + Microsoft Workgroup computing and messaging solutions.
>   (Micrososft Mail, Windows for Workgroups, Workgroup applications.)
> + Positioning of Windows for Workgroups & Workgroup applications against Lotus Notes.
> + New technologies/trends in the PC S/W market; i.e. Object Oriented User Interface, Distributed File Systems, etc

10:05   <u>Press Conference Keynote Speech. Introduction of Windows for Workgroups.</u>
Exhibition grounds, hall 4C, conference room "Concorde"

Background:
This event will be the official announcement of Windows for Workgroups in Germany.
Following on from our pre-launch campaign for journalists, this presentation is crucial to our efforts to establish Windows for Workgroups in the German market.
The presence of Bill Gates at the press conference and his speech will highlight the strategic importance and excellence of Windows for Workgroups.
In Germany we plan to sell about 187,000 units of Windows for Workgroups in FY'93 (ca. 67,000 retail packages, 120,000 OEM licenses). Our goal is to become number one in peer-to-peer networking in Germany and to set the standard for Windows-based workgroup computing
The audience consists of journalists from the German and international press, it is crucial that we explain to them the Microsoft system strategy and IAYF. Many of the journalists in Germany are already informed about the technical details of Windows for Workgroups but are unable to clearly position Windows for Workgroups within our overall Windows strategy. Many journalists underestimate the significance this product will have on our overall Windows market share
Feedback from the German press so far has been positive in regard to Windows for Workgroups.

Goals/Objectives:
- Generate press coverage "Microsoft starts its leadership in workgroup computing".
- Describe the benefits of Windows for Workgroups
- Position Windows for Workgroups within Microsoft's Windows strategy
- Emphasize the scalability of Microsoft's Windows strategy (Many journalists view OS/2 positively).
- Guide the current focus of the press away from stand-alone systems to networking. (in conjunction with workgroup computing).
- Position Windows for Workgroups within Microsoft's IAYF and WOSA concepts.
- Communicate Bill Gate's vision of Workgroup computing.

Audience:
- 100 journalists from the international and German press. Most work for PC publications but there will also be representatives from the financial press.
- Representatives from Microsoft OEM partners such as Vobis, Actebis, Aquarius, Zenith and Tandon.
- Special guests from the computer industry such as Intel.

Microsoft GmbH Participants:
Jochen Haink, General Manager.
Ruth Bachmann, PR Manager.
Christian Wildfeuer, Business Unit Manager, Personal Systems.
Stefan Heimerl, PM, Windows for Workgroups.
Michaela Kraft, PM, Personal Systems.

Agenda:

10:05	Welcome (R. Bachmann)
10:10	Announcement Windows for Workgroups. (B. Gates)
10:35	Q&A with Bill Gates.
10:45	Windows for Workgroups. (S. Heimerl, C. Wildfeuer, M. Kraft)
11:05	The german market for workgroup comp. (J. Haink)
11:20	Q&A (All speakers except Bill Gates)
11:35	Buffet

Speech: Windows for Workgroups as part of the Windows scalable architecture.
Length: 25 minutes
Medium: PowerPoint

Topics:
+ Announcement of Windows for Workgroups.
+ Benefits of Windows for Workgroups.
+ Positioning of Windows for Workgroups within Microsoft's scalable
+ Windows architecture.
+ Positioning of Windows for Windows for Workgroups in relation to WOSA and IAYF.
+ The growing importance of networking and workgroup computing.

Expected Questions:
- Will Windows for Workgroups substitute Win 3.1?
- Could you describe the role of Win 3.1 in the future?
- Does Microsoft see Windows for Workgroups as a low-end network operating system - or is it more?
- Windows for Workgroups is a solution for small and medium business - what about its role in the corporate environment?
- Windows for Workgroups is a very good NetWare client - will Microsoft give up its fight on the server side? How does this affect the position of LAN Manager in Microsoft's strategy?

10:45   <u>Walk to Marriott Hotel</u>

11:00   <u>Presentation at SNI banking event.</u>
          Marriott hotel

Background:
SNI and MS want to pursue a strategic alliance to address the European and worldwide market for distributed client/server systems installed at professional end users' sites, for instance in the banking and insurance industry.

In this alliance, the partners will combine SNI's infrastructure and experience in integrating HW and SW technologies and comprehensive customer support to create professional end user solutions, with MS's established position as a providor of first class operating systems and application software.

SNI has a major market share in the banking and retail markets in Europe, and has a large installed base of distributed client/server systems. These systems are based on PCs with pre-installed MS-DOS and Windows on the desk top and on servers running SINIX®, SNI's SVR4 based operating system. SNI integrates its Hardware with systems and application software to provide complete end user solutions.

"We are going to use Windows NT as the strategic operating system for the client systems in our distributed solutions for the market", said Dr. Horst Nasko, Vice Chairman of the Managing Board of SNI. "while on the server level we offer the mature SNI implementation of SVR4 with added value from SN unter the name SINIX. If the market decides that NT is the OS of choice, we are ready for that too. We are pleased to work with MS in a strong allience to provide the most advanced solutions to our customers."

SNI and MS have decided to improve and extend the existing long term cooperation of the two companies in the future through :

o   A Memorandum of Understanding which describes mutual agreements and understandings in this framework;

o   Regular strategy consultations between the two companies on the highest management level.

o   Exchange of advanced information on upcoming MS strategies and about new requirements of SNI's corporate customer base;

o   Support of the SNI salesforces and service organization through MS in selling and servicing customers' systems

o   Evaluation of synergy between the the two partners. e g use of the SNI service network in Europe to support MS customers or use of the SNI training and education facilities for training of customers and employees;

o   Establishing of a SNI residence office with SNI employees on the MS campus in the US in order to facilitate the cooperation on the technical level and to improve the information transfer between the partner companies;

Siemens Nixdorf Informationssysteme AG, headquartered in Paderborn, Germany, is the leading European computer company with a workforce of about 50,000 employees worldwide, international manufacturing and a sales and service network in 50 countries. As a major universal supplier of DP products and integration services Siemens Nixdorf ranks among the world's leading Information Technology specialists

Goals/Objectives:

- Present new Microsoft/Siemens partnership to the German banking and insurance industry.

- Get the audience excited about Microsoft's Windows strategy !!
- Make the audience understand that Microsoft Windows is an open, scalable architecture.
- Present Microsoft's WOSA Extensions for Financial Services.
- Present Microsoft's Workgroups strategy.
- Clearly state that Microsoft can deliver best of breed workgroup functionality.
- Provide an outlook on new developments in the PC industry

Participants:
Dr. Horst Nasko, Vice Chairman of the Managing Board, Siemens Nixdorf AG
Friedrich-Karl Bruhns, Vice Chairman Associate, Siemens Nixdorf AG.
Joachim Feldmann, Senior Director, Siemens Nixdorf AG.
Heinz Diehl, Director Open Systems Consortia, Siemens Nixdorf AG.
Karl-Heinz Werner, General Manager, Savings Banks Organization, Siemens Nixdorf AG.

60 high level decision makers from major German banks, financial institutions and insurance companies.
These customers have been invited by Siemens Nixdorf AG.

Microsoft Participants:
Christian Wedell, Director Central Europe.
Jochen Haink, General Manager, Microsoft GmbH.
Thomas Koll, Sales Manager Regions.
Kay-Uwe Kopenhagen, OEM FG Account Manager.
Niels Dempster, Large Account Marketing.

Agenda:

11:00   *Introduction to welcome Bill Gates*, Dr. Horst Nasko, Vice Chairman of the
Managing Board, Siemens Nixdorf AG.

11:15   *Windows Computing Standards and Future Developments in the 90's*, Bill Gates

12:15   *SNI Strategies for Corporate Client/Server Networks in the 90's*, Dr. Horst Nasko

12:45   *Q&A, Bill Gates and Dr. Horst Nasko*

Simultaneous translation service will be provided for Bill Gates.

Speech:	Windows Computing Standards and Future Developments in the 90's.
Length:	60 minutes
Medium:	Power Point
Topics:	+ Microsoft/SNI partnership.
	+ Bill Gate's vision for the 90's!
	+ The Windows family: a scalable architecture.
	+ WOSA
	+ WOSA Extensions for Financial Services
	+ New technologies/trends in PC S/W market: i e. Object Oriented User Interface, Distributed File Systems, etc.
	+ Microsoft Workgroup computing and messaging solutions. (Microsoft Mail, Windows for Workgroups, Workgroup applications)

13:15   Lunch with Christian Wedell

13:45   Brief Meeting with Theo Lieven /Vobis Microcomputer AG
Marriott Hotel Suite

Participants:
Theo Lieven, CEO and Founder of Vobis Microcomputer AG
Luigi Colani, Internationally known Designer

Microsoft Gmbh Participants:
Stefanie Reichel, OEM Account Manager
Christian Wedell, Director of Central Europe

Background:
Although this is a brief meeting, it is in follow-up to their last meeting in Redmond at the OEM Briefing in September. At this meeting, Mr. Lieven showed Billg a small notebook computer made in Hong Kong that both Bill and Steve Ballmer liked and said that they would like to have one. Mr.Lieven promised Billg that when they saw eachother at PC-Windows in Frankfurt, that he would make sure he brought him one. Lieven wants to use this opportunity to present this gift to Billg as promised. He even made sure that there was an English keyboard and MS-DOS instead of DR-DOS on it which was previously pre-installed in ROM at the time Billg and Steveb

saw it. Lieven also wants to introduce briefly Billg to Luigi Colani, an Internationally famous designer of anything from pens, cars, jewelery, household goods and now computers for Vobis. Vobis is introducing at PC-Windows a new computer designed by Colani. Lieven wants to also inform Billg that there are going to be 50 limited edition Colani 486 machines produced which he would like to later present Billg with machine #1. More importantly, another reason for introducing Billg and Colani is that Lieven is interested in discussing with us the possibility of designing a Colani "Highscreen-Microsoft" Mouse. Lieven has an exclusive 5 year deal with Colani for design of Computers and Mice.

Goals/Objectives:
- Demonstrate our further committment and interest in working together with Vobis Microcomputer.
- Show committment of wanting to work together more and for further discussion between our two companies on the possibility of a Microsoft/Highscreen Colani designed Mouse.

14:00   Walk to the Frankfurt Messe for next presentation

14:15   Presentation to Top 150 German Dealers at the Microsoft Strategy Forum.
         "Concorde" conference room, "Kongreßhalle", Frankfurt Messe.

   Background:
   The "Microsoft Strategy Forum" is targeted at the top management of our most important dealers. This is the first dealer event this year and is aimed promoting new Microsoft products as well as the Microsoft systems strategy. As a follow to this event we will be running technical oriented seminars for dealer System Engineers and Sales Reps from September through November. Microsoft GmbH has a registered dealer base of 2,500 from which 300 contribute to around 80% of GmbH's FG revenue. Mail-order houses play an important role in Germany. Due to their aggressive pricing they could expand their business dramatically and contribute to roughly 35% of GmbHs FG revenue Microsoft has a direct account relationship with 250 dealers, those remaining are supported by Channel Marketing.

   Objectives:
   - Get the resellers excited about Microsoft's Systems and Application strategy !
   - Make the resellers understand that Microsoft Windows is an open, scalable architecture
   - Clearly state that Microsoft can deliver best of breed workgroup functionality to any customer.
   - Get the resellers motivated to actively sell existing and upcoming new products!
   - Provide an outlook on new developments in the PC industry.

   Participants:
   - General Managers, Technical Managers and Sales Managers from the TOP 150 dealers in Germany. These are Large Account Dealerships and System Integrators.
   - Microsoft Retail Sales Reps.

   Agenda
       14:00 - 14:15   Welcome (C.Wedell)
       14:15 - 14:55   Microsoft Systems and Application strategy (B.Gates)
       15:00 - 15:45   WOSA (K.H. Breitenbach)
       15:45 - 16:05   Break
       16:05 - 16:50   MICROSOFT Workgroup: Concept and products (S. Heimerl)
       16:50 - 17:20   MICROSOFT Database Strategy (G.Gordon)
       20:00 - 23:00   Dinner

Speech:	Microsoft Systems and Application Strategy.
Length:	45min
Medium:	PowerPoint
Topics	+ Windows in the enterprise, (focus should be on applications; usability and productivity). + The Windows Family: A scalable architecture. + Windows NT and its value for the UNIX market + Microsoft Workgroup Computing and messaging solutions, (Microsoft Mail, Windows for Workgroups, Mail Gateways, MAPI). + Positioning of Windows for Workgroups against Lotus Notes. + New technologies/trends in the PC H/W market. + New technologies/trends in the SW market; i.e. Object Oriented User Interface, Distributed File SysteMicrosoft, etc. + Implications for resellers

15:00   <u>Drive to airport and Interview with Journalist from "Highscreen Highlights",</u>
Jochen Haink, Thomas Koll, and Stefanie Reichel to accompany Bill Gates in car ride and oversee the interview with the Highscreen Highlights Journalist.

Highscreen Highlights Journalist: Herr Schirmer
Will be conducting the interview in English.

Background:
Vobis has committed to Microsoft that they want to work closer together and particularly more in the eyes of the press. At PC-Windows, Theo Lieven plans to be present at the press conference for WFW and to be showing WFW at his stand as well. He will be giving feedback and speaking with Journalists on how "hot" he thinks WFW is and how Vobis plans on committing to the Microsoft Workgroup computing strategy. He arranged this opportunity for us to get an interview with Highscreen Highlights. Highscreen Highlights is the computer magazine for Vobis's Highscreen computers and has an estimated distribution of 150,000 and is sold at Newstands throughout Germany, Austria and Switzerland. It is independently owned and run by DMV publishing and it mainly targets the Vobis Highscreen customer who already owns a PC or potential new entry customers who are first time buyers This interview and the resulting press coverage will be very positive for us and the Journalist is approaching us from a positive not antagonistic standpoint.

Goals/Objectives:
- Generate press coverage of the Microsoft and Vobis relationship.
- Describe the benefits of Windows for Workgroups and that it will now be offered
- Communicate Bill Gates' Vision of Workgroup computing and the future of the industry and the future for PC-users.

* More details will be given to Bill Gates on Thursday morning along with a list of expected questions from the Journalist and issues to address.

15:30   <u>End of Interview</u>

16:55   <u>Depart Frankfurt on LH 3016</u>