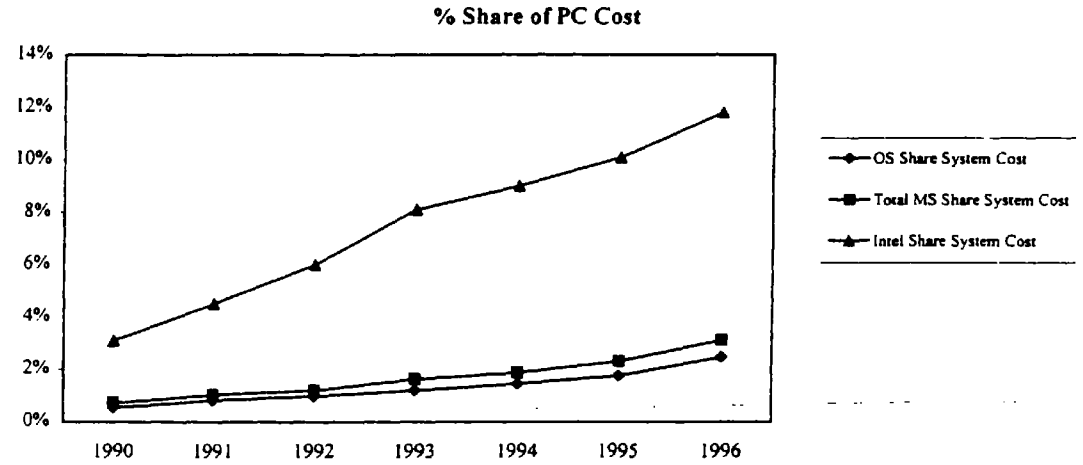
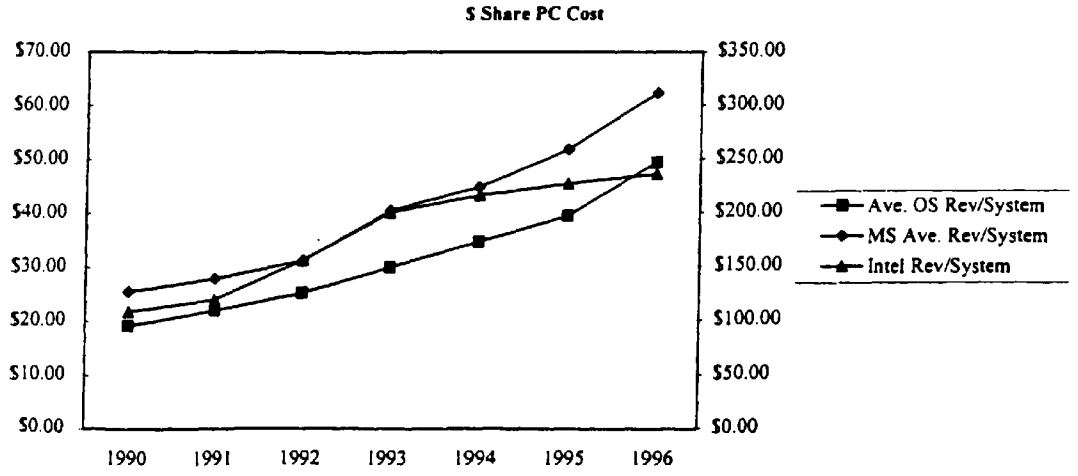
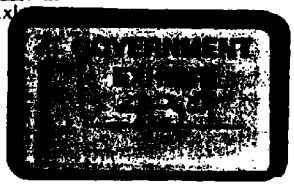
Microsoft OEM
PC Value Analysis
CY 1990 - CY 1996
March 4, 1996

($ and units in M)

	1990	*1991*	*1992*	*1993*	*1994*	*1995*	*1996*
Average Cost of PC (No Monitor)	$3,500	$2,700	$2,600	$2,500	$2,400	$2,250	$2,000
Total MS OS Shipments	11.4	13.3	17.7	23.5	33.4	42.0	51.9
Ave. OS Rev/System	$19.03	$22.04	$25.34	$30.11	$34.80	$39.52	$49.40
Ave. Non OS Software Rev/System	$6.35	$5.94	$6.03	$7.79	$7.52	$9.28	$9.85
Ave. Hardware Rev/System*	$0.00	$0.00	$0.00	$2.77	$2.62	$3.03	$3.10
MS Ave. Rev/System	**$25.39**	**$27.98**	**$31.37**	**$40.67**	**$44.94**	**$51.83**	**$62.35**
OS Share System Cost	0.5%	0.8%	1.0%	1.2%	1.5%	1.8%	2.5%
Non OS Software Share System Cost	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.5%
Hardware Share System Cost*	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%
Total MS Share System Cost	**0.7%**	**1.0%**	**1.2%**	**1.6%**	**1.9%**	**2.3%**	**3.1%**
Intel Rev/System	$108.41	$120.41	$157.12	$201.34	$216.76	$227.52	$236.37
Intel Share System Cost	3.1%	4.5%	6.0%	8.1%	9.0%	10.1%	11.8%

**Hardware Revenue not available 1990-1992*

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