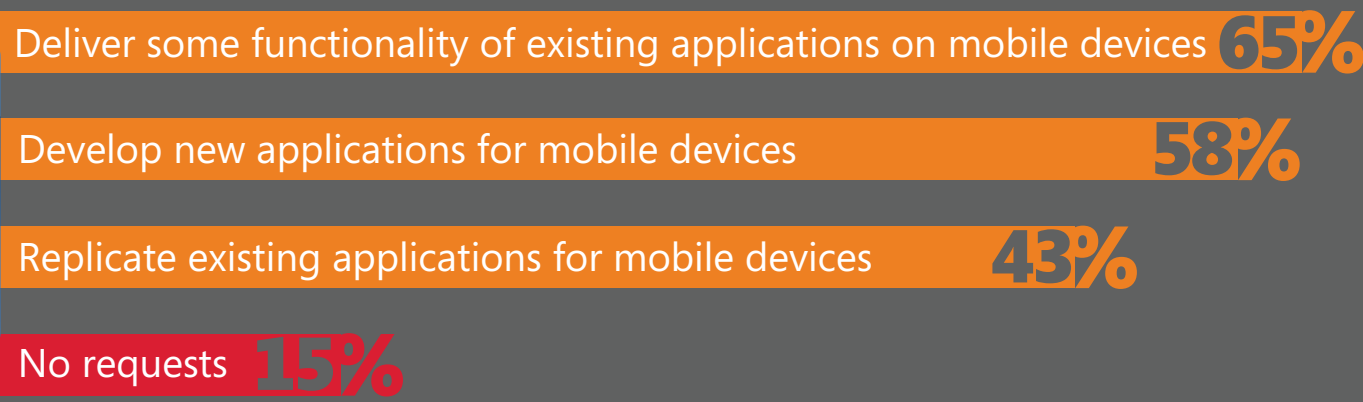


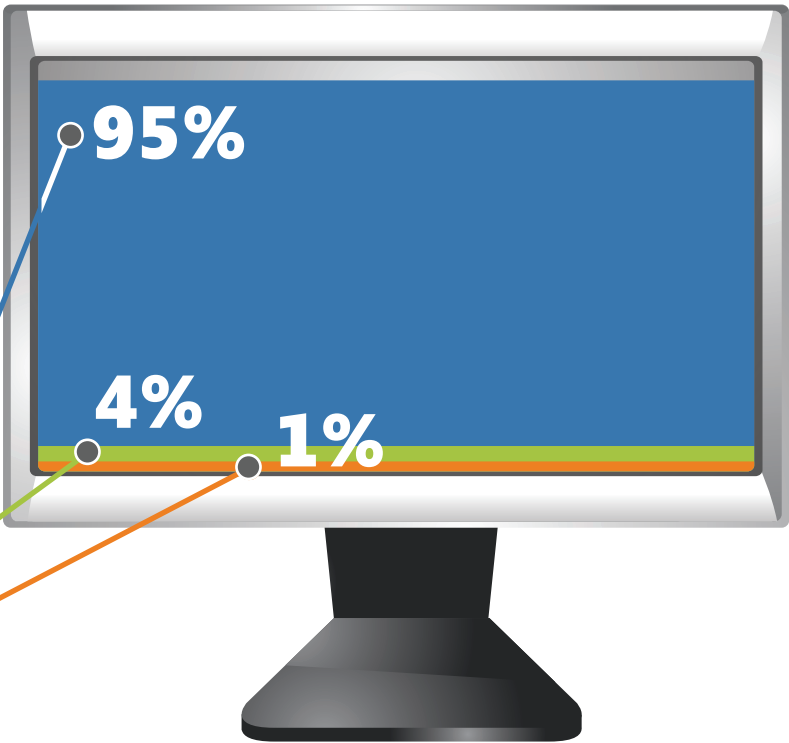
WINDOWS DEVELOPERS ENTER THE BRAVE NEW WORLD OF MOBILE APPS

85% of Windows developers have had requests for mobile applications

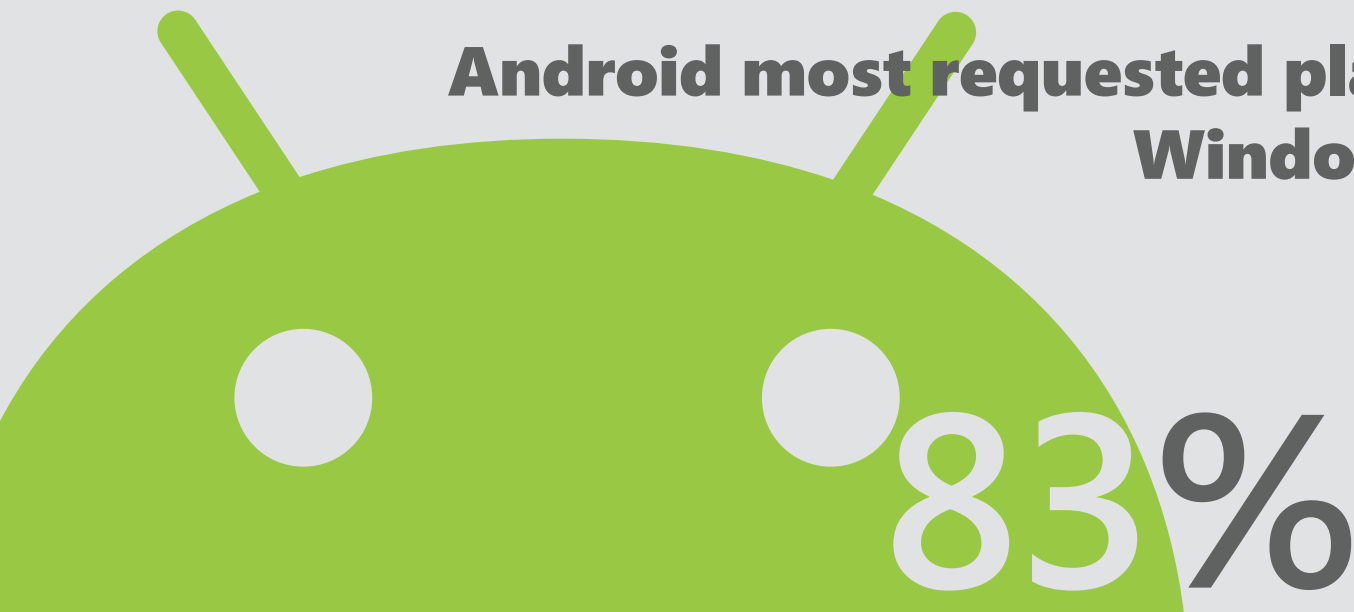


Mobile application development does NOT replace existing desktop needs

- Yes, we will continue all development and support for the foreseeable future
- We will provide support only, no new features
- No, we will cease development and support of Windows applications



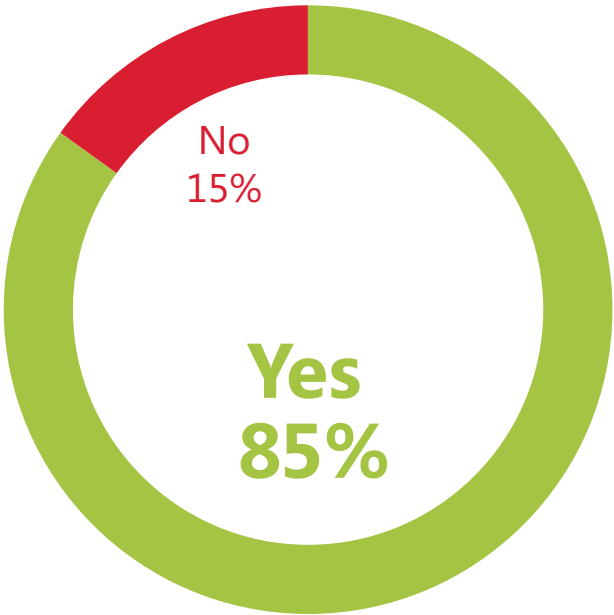
Android most requested platform among Windows developers



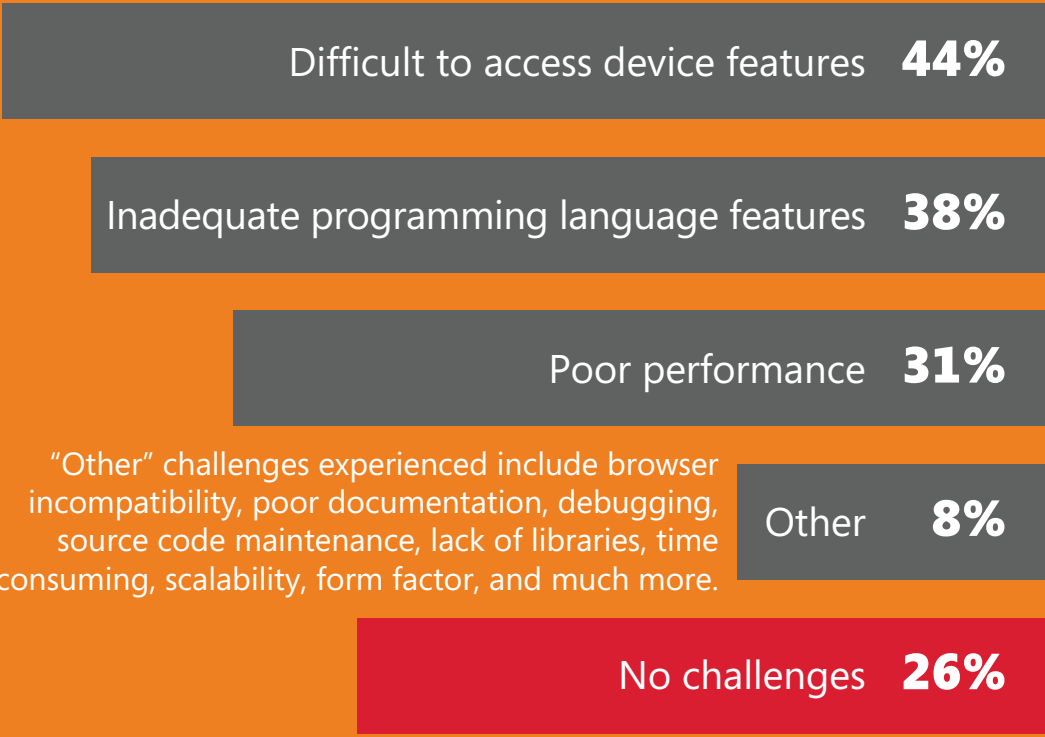
- Android 83%
- Apple iOS 67%
- Windows Phone 33%
- Windows RT 17%
- BlackBerry 14%
- Other 4%

85%

say native apps are best for users



74% have had challenges using HTML5 and JavaScript to deliver mobile apps



September 2013

