



A New Era. Together.

A sea change is coming. Led by Microsoft®, it will revolutionize how you use IT to grow your business. Breakthrough technologies, such as the upcoming Windows® 8 and a wide array of existing Microsoft products, are changing the way we think about personal computing. They give forward-looking businesses the tools to turn vision into action, boost productivity and, ultimately, generate value.

To encourage you to try our latest products, we are now offering a suite of incentives. Don't miss this valuable opportunity!

Program period:

July 10 to September 28, 2012

Promotion Offer

Assorted Category

Accumulative purchase of Microsoft License(s) under Open or Open Value for Windows® 7, Microsoft® Office 2010, Microsoft Windows Server® 2008 R2, Microsoft SQL Server 2012, Microsoft SharePoint® Server 2010, Microsoft SharePoint Server 2010 CAL, Microsoft Exchange Server 2010, Microsoft Exchange Server 2010 CAL

Total Value of Purchase**	Customer Offer/Purchase Incentive
US\$2,000 or above (ERP)	HK\$100 shopping coupon
US\$5,000 or above (ERP)	HK\$250 shopping coupon
US\$10,000 or above (ERP)	HK\$500 shopping coupon or Arch Touch Mouse (Oh Joy limited edition) ¹
US\$30,000 or above (ERP)	HK\$1,500 shopping coupon or HK\$1,500 travel coupons or a Nokia Lumia 610 ²

Product Category

Windows Enterprise	<p>30% Discount on Windows Enterprise³!</p> <p>"Don't wait to upgrade. Enjoy Windows 7 Enterprise and Software Assurance (SA) now AND be one of the first to get Windows 8 when it hits the shelf!"</p> <p>* Offer ends September 24, 2012.</p>
MSDN	For each MSDN license purchased: 1 free seat at a Windows 8 Metro App Development training ⁴

Remarks

- ** For the sole purpose of this program, each US\$1.00 in the value of all listed Server and CAL products sold will be deemed to represent US\$1.30.
- 1. Arch Touch mouse (Oh Joy edition) is a limited edition product and provided on a first-come-first-served basis. If stocks of the Oh Joy edition run out, an alternative model will be offered at Microsoft's sole discretion.
- 2. Nokia Lumia 610 Windows phones will be offered in different colors, subject to stock availability, and provided on a first-come-first-served basis. If stocks run out, a comparable product will be offered at Microsoft's sole discretion.
- 3. This is part of the Microsoft corporate program offer. This discount offer applies only to Microsoft Windows Enterprise through the Microsoft Open License Program and Microsoft Open Value License Program. The offer commences on July 10, 2012 and closes on September 24, 2012. The discount is based on Estimated Retail Price (hereafter referred to as "ERP"). Actual pricing and discounts may vary by reseller. The discount is administered via the reseller and final product price will be determined by the reseller. Please contact your reseller for details.
- 4. The training workshop will cover Windows 8 Metro App Development. The training schedule will be announced in October 2012. Training will be conducted in Hong Kong by MSHK or its vendor/ partner. To qualify, make a reservation with PPM Concepts Ltd (hotline: 2806 2208) on or before October 12, 2012. Each company can redeem a maximum of 5 training seats during the Promotion Period.

Terms and Conditions

Eligibility

1. This program is only open to Hong Kong and Macau corporate partners or its salesmen of at least 18 years of age with an account on the Microsoft "Get More With Less" portal ("Partners") and to customers of Microsoft Hong Kong Ltd ("MSHK") and Microsoft Macau Ltd ("MSMacau"). Customers at Level C pricing, Academic, Charity, Government sector customers, and sales to these customers are not eligible to enter this program. By entering this program, each partner and customer agrees it has read, agrees to, accepts, and will be unconditionally bound by, these Terms and Conditions. Employees and agents of MSHK and MSMacau and its respective affiliates and divisions, and those involved in the administration of this program and their immediate family members are not eligible to enter this program. The purchase price for the relevant Microsoft Products applicable in this program is based on the Estimated Retail Price (ERP) for the Purchase Incentive.

Customer Incentives

1. By entering this program, Customers agree to allow Partners to transfer their contact information to MSHK or MSMacau in relation to this program and to receive promotional information and materials about Microsoft products and services from MSHK and MSMacau and/or its affiliates. Customers that purchase Microsoft Product during the Promotion Period shall be eligible for Purchase Incentives as detailed in the Incentive Guide under this program. The purchase of Microsoft Products must be made on the terms of respective product license type and of the specified quantity or United States dollar value, if any, to qualify for relevant Purchase Incentives, in accordance with the Incentive Guide ("Purchase Incentives"). Full details of qualifying license types, quantity and /or monetary values of the Microsoft Product required for various Purchase Incentives under this program are specified in the sections "Customer Offer" and "Pricing Level" in the Incentive Guide. Each Customer can only be awarded no more than one (1) Purchase Incentive per product category within the Promotion Period.
2. Customer's Purchase Incentives will be fulfilled by PPM Concepts Ltd. Each Purchase Incentive supplied is subject to the standard manufacturer/ service provider warranty terms and to the maximum extent permitted by law, MSHK and MSMacau and its third party distributors give no warranty in respect of them.
3. MSHK or MSMacau will reference the sales records relating to purchase of the Microsoft Software for each Customer obtained from its MS Sales database as final and conclusive evidence of purchase for determining the award of Purchase Incentives to the Customer.
4. To claim its Purchase Incentive, Customer must register its successful purchase of the relevant Microsoft Product by providing a copy of the respective invoice and contacting Ms. Cathy Lee at (852) 2806 2208 or by fax with their contact information to (852) 2806-2658 on or before October 12, 2012 ("Redemption Deadline"). Normally PPM Concepts Ltd will confirm the eligibility of the incentive within 14 days after the redemption deadline, customers are required to pick up the goods at PPM Concepts Ltd within 30 days after receiving confirmation from PPM Concepts Ltd. Microsoft reserves the right to forfeit the incentive after this period
5. Customer may claim for both assorted category and product category for purchase which fits the required product specified in the program.

Miscellaneous Provisions

1. Each eligible customer or partner may only claim each Customer Offer or Partner Offer once during Promotion Period unless otherwise stated. Stocks of Sales Incentives and Purchase Incentives are limited and provided on a first-come-first-served basis. When such stocks have been depleted then MSHK or MSMacau will have no obligation to supply additional or alternative incentives and shall not be liable for any failure to do so. Cash or credit alternatives to incentives will not be offered.
2. By participating in this program, Partners expressly agree to allow Microsoft, at its sole discretion, to issue marketing, promotional materials and /or directly contact their Customers with promotional details of Microsoft Products and other offerings. With Customer's consent, Partners may nominate Customers to receive information on Software Asset Management (SAM) practices by MSHK and MSMacau. MSHK and MSMacau have the right, at any time at its discretion and without any notification, to change these Terms and Conditions and/or the program and discontinue any aspect of them without cost or liability to any Partner and/or Customer. Any change or discontinuation will take effect from the date it is communicated. Microsoft reserves the right in its sole and absolute discretion to amend, modify, cancel or terminate this program if it believes that a Partner and/or Customer has breached any of these Terms and Conditions. In the event of any dispute arising in relation to: the program, eligibility for it, the incentives offered or interpretation of these Terms and Conditions, the decisions of Microsoft shall be final and binding on all Partners and Customers. Each Partner and/or Customer shall be responsible for any taxes connected to its receipt of incentives and Microsoft and its third party distributors shall not be liable for these.
3. Since the program is an incentive scheme that operates at the discretion of Microsoft each Partner and/ or Customer agrees that to the maximum extent permitted by law: (i) Microsoft shall not be liable for any indirect, special or consequential loss or damage that Partners and/or Customers may suffer in connection with the program or any of the matters detailed in these Terms and Conditions; and (ii) Microsoft's liability to each Partner and/or Customer in connection with the program and these Terms and Conditions shall be limited to, and shall in no event exceed, HKD 1,000.
4. Microsoft's Privacy Policy located at <http://privacy.microsoft.com/en-us/default.aspx> will apply to this program and to all personal information that it receives in connection with a Partner's and Customer's participation. Partner should read the Privacy Policy before participating and ensure that all personal information of customers and potential customers that it submits to Microsoft in connection with the program ("Customer Details") has been obtained in accordance with the Privacy Policy and with the explicit consent of those customers for it to be provided to Microsoft. By accepting these Terms and Conditions Partners are also accepting the terms of the Privacy Policy and warranting and representing that all Customer Details have been obtained in compliance with, and subject to, it. If any provision of these Terms and Conditions shall be held to be unlawful, void or unenforceable, then such provision shall be replaced with terms that most closely match the intent of Microsoft and the remainder of the Terms and Conditions shall continue in full force and effect.
5. These Terms and Conditions constitute the entire agreement with Partners and/or Customers in relation to the program and they shall be governed and construed in accordance with the laws of the Hong Kong SAR and Macao SAR. Each Partner and/or Customer must comply with all applicable laws and regulations, including without limitation the Prevention of Bribery Ordinance, the Personal Data (Privacy) Ordinance and the Unsolicited Electronic Messages Ordinance. The program is operated by Microsoft Hong Kong Ltd. of 13/F, Cyberport 2, 100 Cyberport Road, Hong Kong and Microsoft Macau Limited of 32nd Floor Flat B, Edf. Banco da China, 323 Avenida Doutor Mario Soares, Macau SAR.

For enquiry, please contact Ms. Cathy Lee at 2806 2208 or email to cathy@i-directmarket.com