EXHIBIT A

Redacted Version of Document Sought to be Sealed
Principles for the Microsoft Store on Windows
Public statement from President CELA

1. Developers will have the freedom to choose whether to distribute their apps for Windows through our app store. We will not block competing app stores on Windows.

2. We will not block an app from Windows based on a developer's business model or how it delivers content and services, including whether content is installed on a device or streamed from the cloud.

3. We will not block an app from Windows based on a developer's choice of which payment system to use for processing purchases made in its app.

4. We will give developers timely access to information about the interoperability interfaces we use on Windows, as set forth in our Interoperability Principles.

5. Every developer will have access to our app store as long as it meets objective standards and requirements, including those for security, privacy, quality, content and digital safety.

6. Our app store will charge reasonable fees that reflect the competition we face from other app stores on Windows and will not force a developer to sell within its app anything it doesn't want to sell.

7. Our app store will not prevent developers from communicating directly with their users through their apps for legitimate business purposes.

8. Our app store will hold our own apps to the same standards to which it holds competing apps.

9. Microsoft will not use any non-public information or data from its app store about a developer's app to compete with it.

10. Our app store will be transparent about its rules and policies and opportunities for promotion and marketing, apply these consistently and objectively, provide notice of changes and make available a fair process to resolve disputes.
Policies for the Microsoft Stores

10.1.2: Your app must be fully functional

10.1.5: Your app may promote or distribute SW only through the Store

10.2.4: Products may depend on 3rd party SW to deliver functionality, but that dependent SW must be disclosed and be available in the Store

10.8.1: Use of our billing platform
Policies for the Microsoft Stores
APPENDIX
Microsoft Store Revenue Share & Exceptions Overview
January 2021

Picture is non-editable
Store Policy Session Overview

**Session Purpose**

- Provide an overview of both Mineral, State Standard, Fees, and Revenue. State and Policy exceptions provided to Redacted and Redacted Partners ranked by gross sales.

**Desired Outcome**

- Understand Partner-types that Store provides exceptions for and why.
- Understand the key Policy exceptions provided and why.

**Strategic questions being addressed**

- Why does Store provide Policy exceptions to select few partners?
- What are and why does Store provide other contractual ‘gives’ to select partners?
# Microsoft Store Standard Fees & Revenue Share Overview

Across All Storefronts*

<table>
<thead>
<tr>
<th>Microsoft Store on Windows 10</th>
<th>Microsoft Store Revenue Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Applications</strong></td>
<td></td>
</tr>
<tr>
<td>All transactions (one-time app purchase, subscriptions, in-app digital content)</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Games</strong></td>
<td></td>
</tr>
<tr>
<td>All transactions (one-time game purchase, subscriptions, in-app digital content)</td>
<td>30% (today)</td>
</tr>
<tr>
<td>All games will move to 80% in Q2'21</td>
<td>12% (FY'21)</td>
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</tbody>
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<table>
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<th>Microsoft Store on xbox</th>
<th>Microsoft Store Revenue Share</th>
</tr>
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<tr>
<td><strong>Applications</strong></td>
<td></td>
</tr>
<tr>
<td>One-time app purchase/in-app purchase of non-subscription based digital content</td>
<td>30%</td>
</tr>
<tr>
<td><strong>App Subscriptions</strong></td>
<td></td>
</tr>
<tr>
<td>Any recurring fee paid to access/consume app services</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Games</strong></td>
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*The ADA also addresses the Windows 10 legacy platform as well as Store for Business and Education. When we make the update to reduce Microsoft revenue share for apps from 30% to 15%, these same standard modifications apply. The following is a non-representative list of examples with redacted content for confidentiality. Reduced for confidentiality.
<table>
<thead>
<tr>
<th>Store Policy Exception Summary – Redacted</th>
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**Current Exceptions Overview:**
- 
- **Redacted**

**Policy Exception Categories:**
- **Subscription Billing**
  - **Redacted**
- **Redacted**
- **Standard Rev Share Fee**
  - **Redacted**

**Policy Exception Rationale:**
- 
- **Redacted**

**Other Contractual Issues to Top Partners:**
- **Redacted**

*Standard 30-day notice for all changes. No 30/60/90 days on transactions, renewals in progress on PC as of 4/27/21.*
Store Policy Exception Summary – Top Games by Sales
PC Gaming Partners accounting for 100% of gross revenue

The PC Games category is achieving healthy organic growth in the Casual Games segment (free cross-mobile games like...), without contractual incentives other than short-term Store merchandising during a game's launch for Top 200 mobile games that come to Win.

- [Redacted]
  - There is a proposal currently under Gaming Leadership Team consideration to adopt BB12 as a public PC games revenue share for all games in exchange for the grant of streaming rights to Microsoft.

- [Redacted]
  - The business model of advertising a game in other games via middleware ad platforms (Wangle, IronSource) is a pillar of the iOS and Google mobile gaming ecosystems. As a result, in lieu of policy and payment terms exceptions, the PC Gaming category team has effectively used this co-op marketing approach with partners to accelerate growth in the category.

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| Case 4:20-cv-05640-YGR   Document 551-7   Filed 04/30/21   Page 13 of 16 |
|---|---|---|---|---|---|---|---|
| **Store Policy Exceptions – Top PC Games Publishers** | **Partner Apps / Company** | **% Games on Xbox Live Gold** | **2020 Annual Revenue** | **2020 Net Revenue** | **Pricing & Acquisition Promoted** | **Contractual Revenue** | **MSFT Stores, Custom Category** |
| **1** | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 2 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 3 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 4 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 5 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 6 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 7 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 8 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 9 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 10 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 11 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 12 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 13 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 14 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 15 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 16 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 17 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 18 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 19 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| 20 | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |
| **Total** | **Redacted** | **PC** | **Redacted** | **Redacted** | **Redacted** | **Redacted** | **Redacted** |

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Movie Industry Climate
COVID continues to alter how content reaches consumers

- **Box Office Impact:**
  - -52% YOY Drop in Domestic Box Office Revenue ($2.18 billion in 2020 vs. $1.13 billion in 2019)**
  - -50% YOY Drop in title releases (444 titles in 2020 vs. 911 titles in 2019)**
  - -6% YOY in China Box Office; still surpassed North America total in 2020, $3.3 billion

- **Exhibitors/Theater Owners:**
  - Majority of domestic theaters have been closed since March, or opened at limited capacity <50%
  - Regal has had 860+ theaters closed since early October
  - AMC is trying to avoid bankruptcy; stock dropped 75% in 2020

- **Studios: Experimenting**
  - Content drought: Most production halted in Spring; resumed in Fall. LA filming now stopped again
  - Major Studios are determining individually what is best for their content:
    - Finished big-budget titles ($100M-$200M); Release delayed until more theaters open (e.g., Black Widow)
    - Studios are releasing smaller titles on their own streaming services (Soul, Artemis Fowl, etc.), selling to other streamers (Coming2America, Greyhound, etc.), or selling as a Premium Video on Demand (PVOD) on transactional services (TrollHunt, Sedona, etc.)

- **Consumers and Expansion:**
  - 
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          - 
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Microsoft Movies & TV - Rental programs

**Key questions:**

- How effective are VOD sales at driving new users?
- Which price point drove more new users?
- What are the behaviors of these new users after they participate on discounted VOD?

**REVISE:**

- Look at LIFT comparatively in .99c, we need to justify why we need to get .99c look at
- Look at quality type of users from
- Percentage of difference from each tier, think from revenue to units to price point

**Determine what price attracts the most quality new users, First Time Purchasers**

"this will do no harm" aggressive discounts // significant // pulsing different siginigint // we use rental sale to attrach most number of new users, attracting new users that continue to come in and by. Keep in mind, .99c good way to keep people
in but better quality keep – quality purchasers
Going forward, 1.99 / .99

Potential different hypothesis:
- Aggressive rental discounts will attract First-time purchasers to MMTV platform
- Aggressive rental discounts will attract quality First Time purchasers to MMTV platform
- .99c & 1.99c rental sale campaigns will attract quality First Time purchasers to MMTV platform
- Aggressive rental sale discounts on demo content with elevated merchandising will attract quality First-time purchasers into MMTV platform
- Aggressive .99c rental discounts of on demo content will attract quality First-time purchasers to MMTV versus 1.99c rental discounts of off demo content

- MMTV Rental Programs are effective new user drivers with .99c deals on new release AAA titles vs. MMTV .99c or 1.99 rental single SKU spotlight promotions
- MMTV Rental Programs with .99c deals are more effective than 1.99c deals in new user acquisition

More misc notes:
- XX% sale participants bought $X.X VOD price point & $X.X EST price point
- XX% or # sale participants bought more than one rental & EST purchase
Store Policy Exceptions – Theatrical Release Strategies are Fragmented

Studios have broken the traditional release windows during C19 to optimize for their individual growth needs. Microsoft agreements have been amended to align with new business models.