



GUIDELINES

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Prepared (also subject responsible if other)
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Limited to MXT and

its agents/ sales channels

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Approved
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MOBITEX Market Plan and Reporting Guidelines

Authorized Mobitex sales channels and agents use a market plan to communicate future sales opportunities for the Mobitex product to Mobitex Technology AB, in order to enable Mobitex Technology to provide support in the best possible way.

The market plan shall be short, to the point, and cover customer(s) and important business opportunities in the geographical area covered by the sales channel/ agent. The market plan shall cover 2 years, be updated at least every quarter and at least contain the following information if applicable:

1. **Executive summary** with main objectives and conclusions.
2. **Market analysis and strategy** covering strategically important issues within the areas of macro economy, business cycle, income structure and demographic data, addressable local wireless data market structure and potential, specific regulatory and legal requirements if any, Mobitex position on the market, competitors of strategic importance, both existing and potential, customer prioritization, and potential customers. Orders and sales forecast and activity plan.
3. **Customer/ prospect information** covering project progress developments, budget, debts status, issues affecting customer or prospects financial strength or ownership and organisation, customers' anticipated needs (solutions). Orders and sales forecast and activity plan.

Progress report shall be communicated on a weekly basis in (called "SOFT report") to Mobitex Technology AB, in order to enable Mobitex Technology to provide support in the best possible way.

"SOFT" which stands for **S**uccess, **O**pportunities, **F**ailures, and **T**hreats, which shall be the headers of the four paragraphs in the report.

The SOFT report shall be short, to the point, and shall focus on updates on the market plan, important recent developments as well as planned activities. Background material shall not be included.