

LCC's Experience in the Microsoft Ecosystem

Background On Completed Cross Border Engagements from 2007 to Current

These materials provide background information on the work that Lincoln Crowne & Company has provided to various clients during the course of building our operations in Australia and across Asia.



Work Book Index



1. Overview of *Lincoln Crowne & Company's* work with *Microsoft*
2. 2009 Credentials
3. 2008 Credentials
4. 2007 Credentials
5. Overview of Engagements
6. Corporate Social Responsibility
7. Contact Information



Overview of LCC's work with *Microsoft*

LCC has developed a deep knowledge of the *Microsoft* ecosystem across the South Asia & Asia Pacific Regions

Asia Wide Experience

- ❑ LCC is proud to have worked with *MSN* on many engagements
- ❑ Work has been undertaken across South Asia and Asia Pacific
- ❑ Country projects completed in Thailand, Vietnam, India & Singapore

Range of Engagements

- ❑ Engagements have varied from financial advisory to strategic advice
- ❑ LCC supports *MSN Online Services* with full time *secondees*
- ❑ LCC has undertaken deep market assessment research work

Strategic Advantage

Lincoln Crowne & Company presents the opportunity of working with an independent advisor with deep experience & understanding of the *Microsoft* universe gained from working with senior *MSN* leaders over a number of years on simple to complex cross border and intra country engagements



2009 Tombstones Of Completed Engagements



LCC provided financial advisory services to MSN Online Services Group

Financial Advisory

March 2009



LCC provided business development advice to MSN Online Services Group

Business Development

January 2009



LCC provided business analytics advice to MSN Online Services Group

Financial Advisory

January 2009








LCC provides ongoing professional support with two secondees to MSN Online Services Group located in Singapore

Professional Secondees

January 2009



2008 Tombstones Of Completed Engagements

 <p>LCC provided financial advisory services to MSN Online Services Group</p> <p>Financial Advisory</p> <p>December 2008</p>	 <p>LCC provided market entry advice to MSN Online Services Group</p> <p>Strategic Advice</p> <p>November 2008</p>	 <p>LCC commences <u>ongoing</u> professional support with a secondees to MSN Online Services Group located in Singapore</p> <p>Professional Secondees</p> <p>September 2008</p>	 <p>LCC provided strategic advice to MSN Online Services Group in relation to a confidential project</p> <p>Strategic Review</p> <p>August 2008</p>	 <p>LCC provided commercial implementation advice to MSN Video in the Indian market</p> <p>Business Development</p> <p>August 2008</p>
--	--	---	---	--

 <p>LCC provided strategic advice to MSN Online Services Group in relation to Indian market entry</p> <p>Strategic Advice</p> <p>July 2008</p>	 <p>LCC provided business development advice to MSN Online Services Group</p> <p>Financial Advisory</p> <p>July 2008</p>	 <p>LCC provided business development advice to MSN Online Services Group</p> <p>Strategic Advice</p> <p>April 2008</p>	 <p>LCC provided financial advisory services to MSN Online Services Group</p> <p>Financial Advisory</p> <p>March 2008</p>
--	--	---	---



2007 Tombstones Of Completed Engagements



LCC provided financial advisory services relating to Mid Year Budget Review process

Financial Advisory

December 2007



LCC provided MSN Mobile Services Group with strategic advice on data services opportunities

Strategic Advice

December 2007



LCC provided MSN Mobile Services Group with strategic advice relating to the Thailand market

Strategic Advice

November 2007



LCC provided Microsoft Services Group with research services relating to Asia Pacific Market Sizing

Strategic Research

July 2007



LCC provided financial advisory services relating to the beginning of year budget for the MSN Online Services Group

Financial Advisory

July 2007



LCC provided financial advice relating to the preparation of a business case for internal funding & technology support

Financial Advisory

March 2007



2009 Engagement Overview

March 2009	Financial Advisory	LCC has assisted MSN Online Services Group with the development and ongoing monitoring of its Financial Operations Model in South East Asia
January 2009	Business Development	LCC has assisted Microsoft Services Group with the commercial negotiations of content and distribution agreements within South East Asia
January 2009	Financial Advisory	LCC has assisted MSN Online Services Group with business analytics consulting relating to the refinement of South East Asian operations
January 2009	Professional Secondees	LCC provides ongoing professional support with two secondees to MSN Online Services Group located in Singapore



2008 Engagement Overview

December 2008	Financial Advisory	LCC has assisted MSN Online Services Group with the Mid Year Budget review process for MSN Online Services Group in South East Asia
November 2008	Strategic Advice	LCC has assisted MSN Online Services Group with market entry advice relating to launch of MSN Mail and Messenger into the Vietnam market
September 2008	Professional Secondees	LCC commences secondee support with a professional to MSN Online Services Group located in Singapore
August 2008	Strategic Review	LCC has assisted MSN Online Services Group with a confidential strategic review
August 2008	Business Development	LCC has assisted MSN Video with commercial implementation of its video over IP product in the Indian market
July 2008	Strategic Advice	LCC has assisted MSN Online Services Group with its organic market entry strategy for MSN in the Indian market
July 2008	Financial Advisory	LCC has assisted MSN Online Services group with the Beginning of Year Budget review process for MSN Online Services Group in South East Asia
April 2008	Strategic Advice	LCC has assisted MSN Online Services Group with the implementation of MSN Video over IP product in the South East Asia market
March 2008	Financial Advisory	LCC has assisted MSN Online Services Group with the development and ongoing monitoring of its Financial Operations Model in South East Asia



2007 Engagement Overview

December 2007	Financial Advisory	LCC has assisted MSN Online Services Group with the Mid Year Budget review process for MSN in South East Asia
December 2007	Strategic Advice	LCC provided MSN Mobile Services Group with strategic advice in relation to data services opportunities across Asia Pacific for internal investment case
November 2007	Strategic Advice	LCC has assisted MSN Mobile Services Group with business case & channel partner development for a co-branded MSN mobile device to be launched in the Thailand market
July 2007	Strategic Research	LCC has assisted Microsoft Services Group with an Asia Pacific Market Sizing Research Report
July 2007	Financial Advisory	LCC has assisted MSN Online Services Group with the Beginning of Year Budget process for MSN in South East Asia
March 2007	Financial Advisory	LCC has assisted MSN Video with the development of the business case seeking internal funding and technology support for product launch in South Asia



Corporate Social Responsibility



*Lincoln Crowne
Foundation*

Lincoln Crowne & Company has initiated the LINCOLN CROWNE FOUNDATION.

This is a charitable organisation which supports grass roots charities whose mission is to enrich the lives of underprivileged and impoverished children across Asia, Australia and the Pacific Islands.

www.lincolncrownefoundation.org



Lincoln Crowne & Company is a signatory to the United Nations Global Compact.

The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies relating to ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

www.unglobalcompact.org



Lincoln Crowne & Company

Strategy Mergers Acquisitions

Contact Information

Nicholas Assef

Executive Chairman

Email: nicholas.assef@lincolncrowne.com

Grant McCarthy

Executive Director - Asia

Microsoft Ecosystem Practice Leader

Email: grant.mccarthy@lincolncrowne.com



Sydney | Singapore | Kuala Lumpur | Ho Chu Minh City | Mumbai | Boston | New York | Manila
www.lincolncrowne.com

