GO-TO-MARKET

MARK MOON
PRESIDENT
ACROSS MANY MARKETS

PUBLIC SAFETY & GOVERNMENT ▲ 8%

ENERGY, UTILITIES & NATURAL RESOURCES ▲ 15%

TRANSPORTATION & LOGISTICS ▲ 7%

MANUFACTURING ▲ 9%

RETAIL ▲ 1%

ALL OTHERS ▼ 3%

50%
OUR SALES TEAM

1,800 MSI
20,000 PARTNERS
100+ COUNTRIES
POWER OF OUR CHANNEL

SCALE
REACH
DOMAIN EXPERTISE
DIFFERENTIATION

VALUE ADDED RESELLERS
GLOBAL SYSTEMS INTEGRATORS
ALLIANCES
APPLICATION PARTNERS
OEM
CARRIERS
DISTRIBUTORS

PARTNERING IS CORE TO OUR STRATEGY
NEW SALES REGIONS

AMERICAS

EUROPE & AFRICA

ASIA PACIFIC & MIDDLE EAST
2012 SALES BY REGION

$8.7B

- **NORTH AMERICA**: 9% ▲
- **ASIA PACIFIC & MIDDLE EAST**: 8% ▲
- **LATIN AMERICA**: 3% ▼ (+16% without iDEN)
- **EUROPE & AFRICA**: 0%

Total Sales: $8.7B
AMERICAS PRIORITIES

NORTH AMERICA
- MAINTAIN MOMENTUM AND MARKET SHARE IN RADIO PORTFOLIO
- PS-LTE AND FIRSTNET
- CAPTURE LARGE ENTERPRISE OPPORTUNITIES
- ENTERPRISE OPPORTUNITY BEYOND RETAIL

LATIN AMERICA
- CAPTURE LARGE RADIO SYSTEM OPPORTUNITIES
- FOUNDATION FOR PS-LTE
- EXPAND ENTERPRISE COVERAGE
- FURTHER PENETRATION IN BRAZIL AND MEXICO
CAPTURE TETRA SYSTEMS AND SUBSCRIBER REFRESH CYCLE

OPTIMIZE PSION INTEGRATION TO GROW ENTERPRISE MARKET SHARE

MAINTAIN POSITION IN WESTERN EUROPE

EXPAND SALES COVERAGE IN EMERGING ECONOMIES OF EASTERN EUROPE, RUSSIA AND AFRICA
NEW LEADERSHIP

EXPAND AND BALANCE SALES COVERAGE AT COUNTRY LEVEL

DRIVE GOVERNMENT CORE AND CAPTURE IDENTIFIED PS-LTE OPPORTUNITIES

EXPAND SERVICE SALES & CAPABILITIES ACROSS THE REGION

ASIA PACIFIC & MIDDLE EAST PRIORITIES
IN SUMMARY

TWO CORE BUSINESSES IN GROWING MARKETS

WELL POSITIONED WITH INDUSTRY-LEADING PRODUCTS, SERVICES AND SALES TEAMS

FOCUSED ON OPPORTUNITIES FOR LEVERAGED GROWTH
EXCITED ABOUT OUR FUTURE

INTERNAL COLLABORATION IMPROVED WITH COMBINED ORGANIZATION

CUSTOMER-CENTRIC INNOVATION HAS NEVER BEEN BETTER

CUSTOMERS WILL CONTINUE TO CHOOSE MOTOROLA