

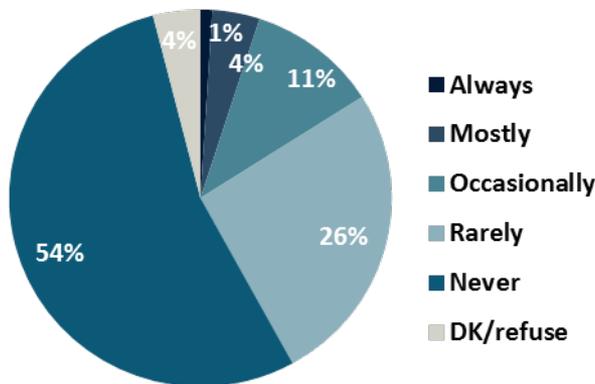


2011 Global Software Piracy Study

New Zealand

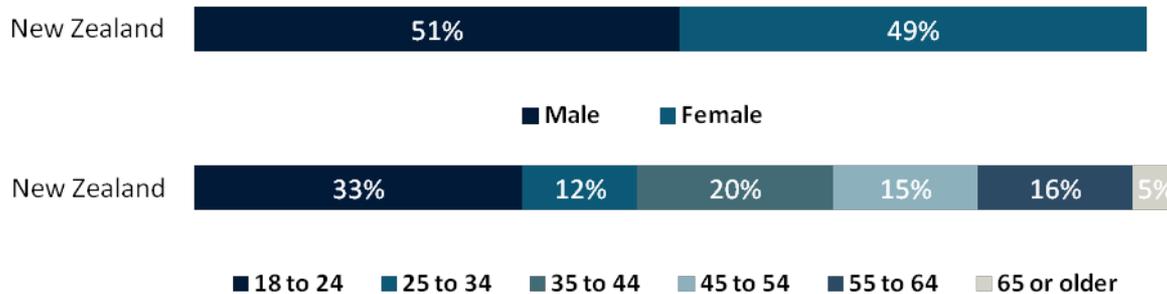
Online survey of 406 computer users in New Zealand, conducted from February to March 2012

Self Reported Piracy in New Zealand



“How often do you acquire pirated software or software that is not fully licensed — all of the time, most of the time, occasionally, rarely, or never?”

Demographics of ‘Admitted Pirates’ in New Zealand



- PC users in New Zealand who say the “risk of getting caught” is a good reason not to acquire unlicensed software: 26%
- PC users in New Zealand who say “pirating software is illegal” is a good reason not to acquire unlicensed software: 38%

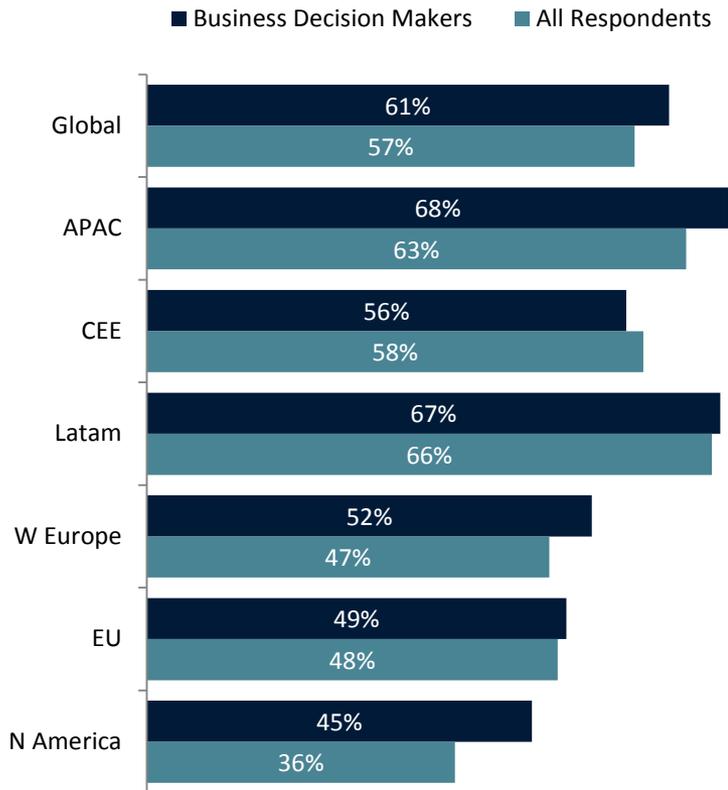
2011 Global Software Piracy Rates & Commercial Values

	2011 Piracy Rate	2011 Commercial Value (M)
New Zealand	22%	\$99
Asia Pacific	60%	\$20,998
Global	42%	\$63,456



2011 Global Software Piracy Study

Self-Reported Piracy by Region



“How often do you acquire pirated software or software that is not fully licensed — all of the time, most of the time, occasionally, rarely, or never?”

- In many regions, business decision makers (BDMs) are more likely to admit acquiring unlicensed software than other users.
- Globally, BDMs who admit they pirate software most frequently are more than twice as likely to acquire software for one computer and install it on multiple PCs in their office than other users.

Survey Background

Online and in-person surveys of 14,702 PC users globally conducted February-March 2012

“Business Decision Maker” is defined as someone who has significant business decision-making authority for their company, multiple departments, or their own department.