

BMG

Munich, 22. February 2006
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Category:
Organisation

Distribution list:
Heads of BMG Germany
Heads of BMG World

BMG Circular No. 17/2006

Announcement Roadmap Process and Communication

By merging the two brands, BenQ and Siemens, into the combined brand BenQ-Siemens, we merged as well two portfolios into a combined roadmap. 2006 will see the fruits of our joined efforts to bring competitive devices on the market.

We often underlined the necessity to work together as one team for one common goal. This applies to all of us, all of our processes and thus concerned as well our roadmap definition and communication.

There is and will be only one global roadmap.

All products shown on this global roadmap have to be approved by Head of Category Management (Phil Mulholland).

Once approved by Category Management and the BenQ-Siemens Board, the roadmap is released and is communicated as follows:

- An **Internal Planning Roadmap** is communicated for internal purpose only every two months on IMS to the Board and its direct reports showing approved products for the upcoming 5 to 6 quarters;
- For customer presentations, a **Communication Roadmap** showing products with a M0/C0 status is included in the Account Communication Package and is available on IMS.

Changes to the roadmap (i.e. shift of DS) have to be approved by Head of Category Management (Phil Mulholland). After that the adapted roadmap has to be released by the CEO in the board.

Our priority has to be to increase our efficiency by securing resources availability, profitability and time-to-market of the global and official roadmap. Let's concentrate and execute what is planned.

One company, one common goal and one roadmap.

Kind regards,

sgd. Clemens J. Joos

sgd. Phil Mulholland