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Integrity and Governance

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[MAIN COPY BLOCK]

One tangible example of our commitment to integrity and good governance is our partnership with groups like the Center for Political Accountability to apply strong standards for transparency and reporting on our participation in the policy process. For instance, when the Citizens United Supreme Court case opened new avenues for corporations to fund unregulated areas of political advocacy, Microsoft adopted a policy that we would not engage in those activities.

Each day we interact with a variety of individuals and groups—including our customers, partners, competitors, co-workers, shareholders, vendors, government and regulatory agencies, and the communities in which we operate. We are committed to interacting with all of these audiences in a respectful, ethical manner and in compliance with applicable laws and regulatory requirements. We train employees annually in our Standards of Business Conduct and have strong compliance systems to ensure the principles are upheld and take corrective action if they are not. We have a sophisticated set of Political

[SIDEBAR]

We also have a strong set of industry-leading corporate governance policies and systems in place designed to:

• Establish and preserve management accountability to Microsoft's owners by appropriately distributing rights and responsibilities among Microsoft Board members, managers, and shareholders.

• Provide a structure through which management and the Board set objectives and monitor performance.

• Strengthen and safeguard our culture of business integrity and responsible business practices.

• Encourage the efficient use of resources, and to require accountability for stewardship of those resources.

[LOCAL IMPACT MAP]

[RESOURCES]

Main take-away, or tagline

Main take-away, or tagline

Find ways for the first paragraph to "feel graphical in its presence"

Identify ways to place copy text into visual containers

Pull out a section of the text into a 'sidebar' element that has a different treatment from the main body copy

Pull 'Resource' links into right rail, instead of solely relying on in-line hyperlinks.

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[PRIMARY COPY BLOCK]

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[Secondary Copy Block]

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[LOCAL IMPACT MAP]

[RESOURCES]

Main take-away, or tagline

Main take-away, or tagline

Find ways for the first paragraph to "feel graphical in its presence"

Include imagery

Pull 'Resource' links into right rail, instead of solely relying on in-line hyperlinks.

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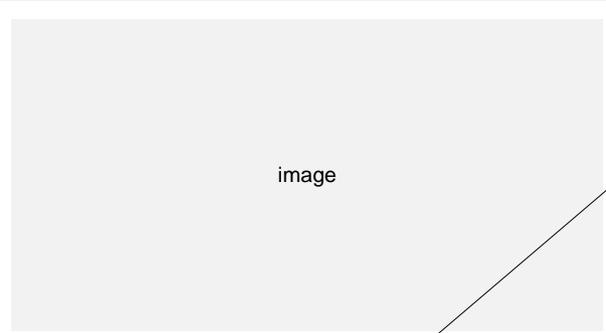
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Minimize introductory copy to two lines

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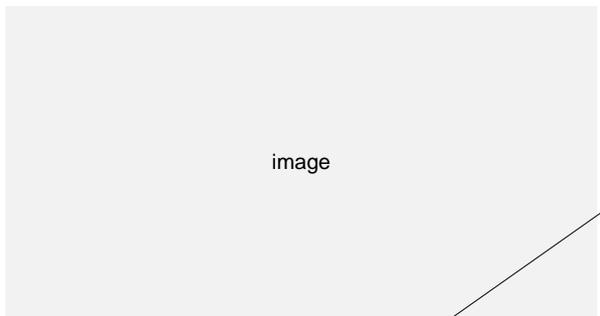
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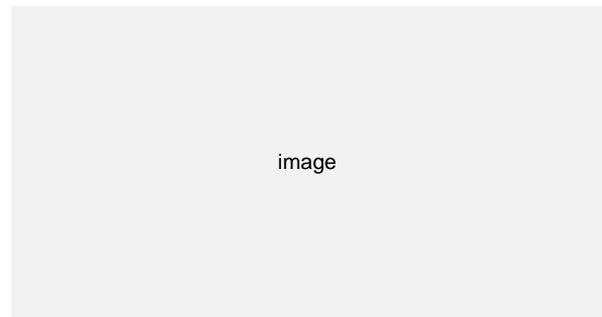
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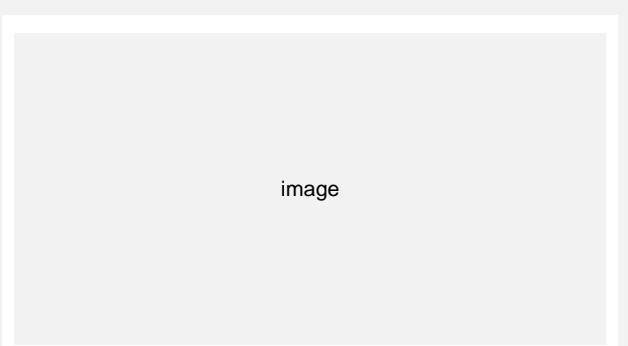
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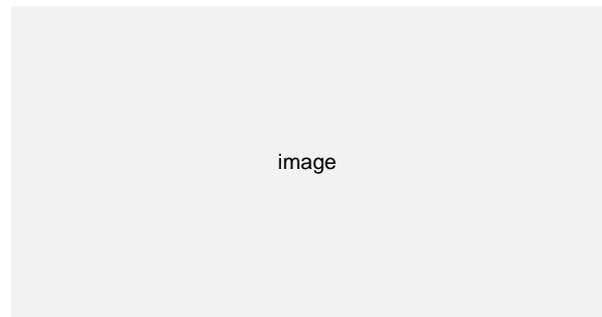
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