

Microsoft Non-Confidential Version

Response to South Africa Competition Commission Reference: 2021MAY0010 (Competition Commission Inquiry Into Online Intermediation Platform)

Attachment 1: Platform Performance Information

1A: Microsoft Store Unique Visitors, Downloads, and Revenues in South Africa by Channel by Calendar Year

Year	Store Channel	Unique Visitors	Free Purchase Quantity	Paid Purchase Quantity	Consumer Purchase Quantity	Revenue (US\$)	Quantity of Users with Paid Purchases
1/1/2019	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2019	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2019	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2019	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

1B: Microsoft Store Unique Visitors and (where data is available) Total Visitors by Channel by Month

Month	Store Channel	Unique Visitors	Total Visitors (If Available)
1/1/2019	[Redacted]	[Redacted]	[Redacted]
1/1/2019	[Redacted]	[Redacted]	[Redacted]
2/1/2019	[Redacted]	[Redacted]	[Redacted]
2/1/2019	[Redacted]	[Redacted]	[Redacted]
3/1/2019	[Redacted]	[Redacted]	[Redacted]
3/1/2019	[Redacted]	[Redacted]	[Redacted]
4/1/2019	[Redacted]	[Redacted]	[Redacted]
4/1/2019	[Redacted]	[Redacted]	[Redacted]
5/1/2019	[Redacted]	[Redacted]	[Redacted]
5/1/2019	[Redacted]	[Redacted]	[Redacted]
6/1/2019	[Redacted]	[Redacted]	[Redacted]
6/1/2019	[Redacted]	[Redacted]	[Redacted]
6/1/2019	[Redacted]	[Redacted]	[Redacted]
7/1/2019	[Redacted]	[Redacted]	[Redacted]
7/1/2019	[Redacted]	[Redacted]	[Redacted]
7/1/2019	[Redacted]	[Redacted]	[Redacted]
8/1/2019	[Redacted]	[Redacted]	[Redacted]
8/1/2019	[Redacted]	[Redacted]	[Redacted]
8/1/2019	[Redacted]	[Redacted]	[Redacted]
9/1/2019	[Redacted]	[Redacted]	[Redacted]
9/1/2019	[Redacted]	[Redacted]	[Redacted]
9/1/2019	[Redacted]	[Redacted]	[Redacted]
10/1/2019	[Redacted]	[Redacted]	[Redacted]
10/1/2019	[Redacted]	[Redacted]	[Redacted]
10/1/2019	[Redacted]	[Redacted]	[Redacted]
11/1/2019	[Redacted]	[Redacted]	[Redacted]
11/1/2019	[Redacted]	[Redacted]	[Redacted]
11/1/2019	[Redacted]	[Redacted]	[Redacted]
12/1/2019	[Redacted]	[Redacted]	[Redacted]
12/1/2019	[Redacted]	[Redacted]	[Redacted]
12/1/2019	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]
1/1/2020	[Redacted]	[Redacted]	[Redacted]
2/1/2020	[Redacted]	[Redacted]	[Redacted]
2/1/2020	[Redacted]	[Redacted]	[Redacted]
2/1/2020	[Redacted]	[Redacted]	[Redacted]
3/1/2020	[Redacted]	[Redacted]	[Redacted]

3/1/2020	[Redacted]	[Redacted]	[Redacted]
3/1/2020	[Redacted]	[Redacted]	[Redacted]
4/1/2020	[Redacted]	[Redacted]	[Redacted]
4/1/2020	[Redacted]	[Redacted]	[Redacted]
4/1/2020	[Redacted]	[Redacted]	[Redacted]
5/1/2020	[Redacted]	[Redacted]	[Redacted]
5/1/2020	[Redacted]	[Redacted]	[Redacted]
5/1/2020	[Redacted]	[Redacted]	[Redacted]
6/1/2020	[Redacted]	[Redacted]	[Redacted]
6/1/2020	[Redacted]	[Redacted]	[Redacted]
6/1/2020	[Redacted]	[Redacted]	[Redacted]
7/1/2020	[Redacted]	[Redacted]	[Redacted]
7/1/2020	[Redacted]	[Redacted]	[Redacted]
7/1/2020	[Redacted]	[Redacted]	[Redacted]
8/1/2020	[Redacted]	[Redacted]	[Redacted]
8/1/2020	[Redacted]	[Redacted]	[Redacted]
8/1/2020	[Redacted]	[Redacted]	[Redacted]
9/1/2020	[Redacted]	[Redacted]	[Redacted]
9/1/2020	[Redacted]	[Redacted]	[Redacted]
9/1/2020	[Redacted]	[Redacted]	[Redacted]
10/1/2020	[Redacted]	[Redacted]	[Redacted]
10/1/2020	[Redacted]	[Redacted]	[Redacted]
10/1/2020	[Redacted]	[Redacted]	[Redacted]
11/1/2020	[Redacted]	[Redacted]	[Redacted]
11/1/2020	[Redacted]	[Redacted]	[Redacted]
11/1/2020	[Redacted]	[Redacted]	[Redacted]
12/1/2020	[Redacted]	[Redacted]	[Redacted]
12/1/2020	[Redacted]	[Redacted]	[Redacted]
12/1/2020	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]
1/1/2021	[Redacted]	[Redacted]	[Redacted]
2/1/2021	[Redacted]	[Redacted]	[Redacted]
2/1/2021	[Redacted]	[Redacted]	[Redacted]
2/1/2021	[Redacted]	[Redacted]	[Redacted]
3/1/2021	[Redacted]	[Redacted]	[Redacted]
3/1/2021	[Redacted]	[Redacted]	[Redacted]
3/1/2021	[Redacted]	[Redacted]	[Redacted]
4/1/2021	[Redacted]	[Redacted]	[Redacted]
4/1/2021	[Redacted]	[Redacted]	[Redacted]
4/1/2021	[Redacted]	[Redacted]	[Redacted]
5/1/2021	[Redacted]	[Redacted]	[Redacted]
5/1/2021	[Redacted]	[Redacted]	[Redacted]
5/1/2021	[Redacted]	[Redacted]	[Redacted]

**1C: Usage Hours by Calendar Year**

Year	Microsoft Store for Windows Engagement Hours	Xbox Store for Consoles Engagement Hours
2019	[Redacted]	[Redacted]
2020	[Redacted]	[Redacted]
2021	[Redacted]	[Redacted]