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INTERNATIONAL OPERATIONS

Ashton-Tate is a leading microcomputer software company in the international marketplace, offering the largest and most comprehensive line of database and multi-purpose software products translated into foreign languages.

With many foreign language versions of its products, a solid distribution and sales network, and the early success of dBASE II, Ashton-Tate has quickly established its leadership in the global market. International sales accounted for 22 percent of the company's \$82.3 million in revenues for the fiscal year ended January 31, 1985.

"Because the use of personal computers is increasing rapidly in many foreign markets, the potential for our software products is significant," said Ronald Posner, executive vice president, marketing, sales and international. "Our strong position in Europe gives us an edge in other developing international markets."

One key to Ashton-Tate's overwhelming success is its dedication to making its products available in several foreign languages. dBASE II has been translated into 11 languages including Dutch, Swedish and Japanese. dBASE III and Framework,

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introduced in Europe during the summer of 1984, are available in seven languages including Italian, French, German and Spanish.

"We recognize that the demands on software developers and marketers are vastly different in the international arena," said Posner. "Our firm commitment to translating dBASE II, dBASE III and Framework into many languages is critical for meeting the needs of microcomputer software users in foreign countries."

Ashton-Tate sells its products internationally through a comprehensive network of distributors, dealers, and microcomputer manufacturers. To further service its customers, Ashton-Tate also has established subsidiaries in the United Kingdom, the Netherlands, West Germany and Spain.

"Ashton-Tate is determined to sell and support its products through foreign nationals wherever possible," said Posner. "Our strategy has been to take advantage of existing sales and distribution channels and to utilize the marketing expertise of those already established in foreign countries."

A central element of Ashton-Tate's successful international strategy is its establishment of "master" distributors. Master distributors are responsible for everything from the production of software and documentation and the organization of sub-distribution and dealer networks, to the arrangement of service and support. Through master distributors, Ashton-Tate offers international users the same high-quality, localized service and

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support -- including technical hot-lines and informational newsletters -- that it provides in the United States.

Ashton-Tate has signed major agreements with master distributors worldwide including La Comande Electronique, a leading French software distributor; Editrice Italiana Software in Milano, Italy; Arcom Pacific, Australia and New Zealand; Advanced Computing Resources, Hong Kong; and Datalogica in Brazil. Additionally, Ashton-Tate has made a strong entry into the Mexican market, signing a distribution agreement with SIGA, located in Mexico City.

As part of its commitment to working closely with nationals in foreign countries, Ashton-Tate has also developed strategic relationships with major microcomputer manufacturers through which they distribute their software products. Among them are IBM, Olivetti, Ericsson and Applied Computer Techniques (ACT), Great Britain's largest maker of microcomputers.

The company also has a partnership agreement with Software International, a wholly owned subsidiary of the Japan Systems Engineering Corporation (JSE) of Tokyo, Japan. Under the agreement, the two firms have formed a new company, Nippon Ashton-Tate, which will market Ashton-Tate products in Japan.

Ashton-Tate's international operations employ more than 85 people worldwide. Jon Seegert, director of international sales and marketing, manages international operations from the

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company's Culver City, California headquarters. The company's European operations are headquartered in Maidenhead, England, while Far East operations are headquartered in Tokyo, Japan, and headed by James B. Lewis, managing director, Far East operations.

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