Strategy Matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year by Year Decisions: Pricing & R&D Allocations | | | | |
|  | **2012** | **2013** | **2014** | **2015** |
| X5 | Price | Price | Price | Price |
| R&D % | R&D % | R&D % | R&D % |
| Discontinue? | Discontinue? | Discontinue? | Discontinue? |
| X6 | Price | Price | Price | Price |
| R&D % | R&D % | R&D % | R&D % |
| Discontinue? | Discontinue? | Discontinue? | Discontinue? |
| X7 | Price | Price | Price | Price |
| R&D % | R&D % | R&D % | R&D % |
| Discontinue? | Discontinue? | Discontinue? | Discontinue? |