



INNOVATION FOR SUSTAINABLE IMPACT

Nashville Media Summit Fact Sheet

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SUSTAINABLE IMPACT FACT SHEET

SUSTAINABLE IMPACT

Sustainable Impact is at the heart of our reinvention journey, fueling our innovation and growth and strengthening our business for the long term. It's our commitment to create positive, lasting change for the planet, its people, and our communities.

- **Meeting and exceeding customer expectations.**
 - In 2018, Sustainable Impact helped us win over \$900 million of new revenue, an increase of 35% over 2017.ⁱ
 - In 2018, customers with sustainable purchasing criteria (including criteria related to eco-labels) represented a total of approximately \$20 billion of existing, new, and potential business revenue.
- **Attracting and retaining top talent.**
 - Per an internal FY18 employee survey, 89% of employees agreed that HP is socially and environmentally responsible (up from 87% in 2017), and 77% agreed that they see HP values being demonstrated in their everyday lives (up from 73% in 2017).

PLANET

HP is transforming our entire business to drive a more efficient, circular, and low-carbon economy.

- **Recycled content: We work to use materials as efficiently as possible and increase the use of recycled and renewable materials.**
 - For more than 25 years, HP Planet Partners (available in 76 countries and territories) has provided personal and business customers around the world with convenient ways to recycle HP products.
 - In 2018, we used 21,250 tonnes of recycled plastic in HP products.
 - In 2019, we set a goal to increase our use of recycled content plastic to 30% across our print and personal systems portfolio by 2025.ⁱⁱ
- **Ocean-bound plastics: We are leading the industry on efforts to source and incorporate post-consumer plastic into our products – and keep it out of the ocean.**
 - As part of our transformation, in 2016 we launched a partnership with the First Mile Coalition to use bottles collected in Haiti to make Original HP ink cartridges, helping keep these bottles from ending up in the ocean.
 - We furthered our commitment by joining NextWave Plastics in 2018 to further combat the growing epidemic of ocean-bound plastics and helping to create the first global network of ocean-bound plastics supply chains.
 - In 2019, we invested \$2 million to expand our ocean-bound plastic supply chain by building a new plastic washing line in Haiti that will allow recyclers to produce cleaner, higher quality recycled plastic locally for use in HP products.
 - As of September 2019, we have sourced more than 1 million pounds – or 450 tonnes – of ocean-bound plastic bottles (equal to roughly 35 million bottles) for upcycling into HP ink cartridges and hardware.
 - In 2019, we introduced the HP Elite Dragonfly, the world's lightest compact business convertibleⁱⁱⁱ (weighing less than one kg^{iv}) – and world's first notebook containing ocean-bound plastics^v.
 - In 2019, we announced the HP Elite Display E273D, the world's first display containing ocean-bound plastics.^{vi}
 - In 2019, we committed to include ocean-bound plastic material in all new HP Elite and HP Pro desktop and notebook computers launching in 2020.

- In addition to protecting our ocean and the planet, HP's program in Haiti has helped create more than 1,100 income opportunities for adults in the country and has provided 150 children with quality education, food, and medical assistance.
- **Product repair, reuse, and recycling: Keeping products and materials in use for as long as possible reduces the strain on natural resources and helps to enable a circular economy.**
 - In 2018, 4.34 million units of hardware were repaired, and 1.25 million units were remarketed/reused.
 - We have a goal to recycle 1.2 million tonnes of hardware and printing supplies from 2016–2025. Since the beginning of 2016, we have recycled 395,200 tonnes of hardware and supplies.
 - Through 2018, we manufactured over 4.2 billion HP ink and toner cartridges using 107,000 tonnes of recycled plastic – this has kept 830 million returned HP cartridges, an estimated 101 million apparel hangers and 4.3 billion postconsumer plastic bottles out of landfills.
- **Climate action: We recognize that addressing climate change is not only our responsibility, but also vital to the long-term success of our business.**
 - We set a goal to reduce emissions in our global operations by 60% by 2025, compared to 2015 (and reached a 41% reduction through 2018) – a target approved by the Science Based Targets Initiative as consistent with levels required to keep warming to 1.5°C.
 - We are a member of RE100 and set a goal to achieve 100% renewable electricity usage in global operations by 2035. As of 2018, we have achieved 100% in the U.S. and 47% globally.
 - Since 2010, on average, the energy consumption has dropped by 44% for our personal systems^{vii} products, 56% for our HP LaserJet portfolio^{viii}, and 20% for HP inkjet portfolio.^{ix}
 - In 2019, we introduced the HP Tango Terra printer, which is certified as being carbon neutral throughout its entire life cycle – from raw material extraction and processing to manufacturing to use and end of life – in accordance with The CarbonNeutral Protocol.
- **Zero deforestation: Forests are vital for life, home to millions of species, they protect soil from erosion, produce oxygen, store carbon dioxide, and help control climate.**
 - We have achieved zero deforestation associated with HP brand paper and are working to meet our goal paper-based product packaging by 2020.^x
 - In September 2019, HP announced a partnership with the World Wildlife Fund (WWF) that will help protect 200,000 acres of forest by restoring part of Brazil's threatened Atlantic Forest and increasing sustainable management of state-owned farms and forest plantations in China.

PEOPLE

We embed diversity and inclusion in everything we do, to drive better innovation and power our business.

- **Our commitment starts at the top.**
 - As of January 31, 2019, HP's Board of Directors is the most diverse of any U.S. technology company (45% women, 55% total minorities, 27% underrepresented minorities).
- **Our commitment flows throughout the whole organization.**
 - Women represent 36% of HP's global full-time workforce, including 31% of the company's full-time vice president positions, and 30.3% of full-time directors as of October 31, 2018.
 - In 2018, 59% of all U.S. new hires were from typically underrepresented groups (women, minorities, veterans, and people with disabilities).
- **Our mission to increase diversity extends to our suppliers, partners, and communities.**
 - In 2016, HP challenged our top five U.S.-based marketing agencies to increase the pipeline for diverse talent. By October 2018, on average, HP's agency account teams consisted of 62% women and 36% are underrepresented groups.

We work to enable all people who help bring our products to market to thrive at work, at home, and in their communities.

- In 2018, more than \$2B in new, retained, and potential revenue was tied in some way to our supply chain responsibility performance.
- We set a goal to develop the skills and improve wellbeing of 500,000 factory workers by 2025, since the beginning of 2015. Through 2018, we have reached 255,400 workers.

COMMUNITY

We are unlocking educational and economic opportunity for the communities where we live, work, and do business.

- **Quality education is a human right and technology is the great equalizer.**
 - HP has committed to enabling better learning outcomes for 100 million people by 2025.
 - Through 2018, more than 21 million students and adult learners have benefited from HP's education programs and solutions.
- **Preparing people with skills of the future.**
 - HP LIFE provides 32 free business and IT skills courses in seven languages.
 - HP LIFE has an enrollment goal of 1 million users between 2016 and 2025.
 - Since 2016, more than 166,000 people have been reached around the globe, and nearly 750,000 since 2012.
- **Working to improve the vitality and resilience of our local communities.**
 - HP and the HP Foundation set a goal to reach \$100 million in HP Foundation and employee community giving by 2025, since the beginning of 2016. Through 2018, HP has reached \$23.21 million in HP Foundation and employee community giving.
 - HP and the HP Foundation aim to achieve 1.5 million employee volunteering hours between 2016 and 2025. Through 2018, we have reached 284,000 employee volunteering hours.

SUPPLIES RECYCLING

HP Planet Partners Return and Recycling Program – North America

HP Planet Partners allows customers to easily recycle Original HP ink, HP LaserJet, and Samsung cartridges for free.

- **Shipping label:** Free shipping label enclosed in every new box of HP toner (all A4 cartridges). Samsung toner cartridges can be included in this box. **(US only)**
- **Recycling materials:** Customers can order a prepaid recycling envelope or recycling box for cartridges from hp.com/recycle and drop it off at the designated courier location, or hand to a UPS driver that may already be at their office location.
- **Pallet pick-up:** Customers can order a free pallet pick-up service for large quantities.
- **Retail drop-off:** Customer can drop off their HP ink cartridges at one of many retail stores.
- Customers can drop off HP ink cartridges at Staples, Office Depot, Walmart, and Best Buy. HP LaserJet and Samsung toner cartridges can be dropped off at Staples. **(US only)**
- Customer can drop off their HP and Samsung cartridges at Staples or London Drugs. **(Canada only)**

HARDWARE REPAIR, REUSE, AND RECYCLING

HP Planet Partners offers secure and responsible end-of-use services for IT equipment.

- **Consumer Recycling Programs:** HP has various recycling options for used equipment, including free drop-off options at Staples and Best Buy.
- **Business Recycling Programs:** HP offers custom recycling services for commercial customers, including pickup, free recycling and certificate of destruction for used equipment.
- **HP Trade-In Program:** Invest in the future; maximize the past. Let us help you put older equipment to good use by extracting value from it to go toward the purchase of your new HP solutions. Available for select devices only, conditions apply. Learn more at hp.com/go/promotions.
- **HP PC Device Recovery Service:** HP Device Recovery Service is a complete PC service solution that includes the secure and sustainable repurposing of end-of-use devices and provides residual value back to you. Learn more at hp.com/go/DeviceRecovery.

AVAILABLE IN NORTH AMERICA - HP INSTANT INK

- With prepaid envelopes that make cartridge return and recycling easy^{xi}, HP Instant Ink is designed to reduce the environmental impact of buying ink in traditional ways.
- Additionally, Instant Ink cartridges have a higher capacity and use less packaging materials per page printed than conventional models, which helps reduce materials consumption by 57% on average per printed page.

These efforts help reduce the carbon footprint of ink purchase and disposal by 84%, decrease energy use by 86%, and lower water usage by 89%.^{xii}

HP PLANET PARTNERS IN LATAM – HIGHLIGHTS FOR EACH COUNTRY

- In 2018, HP expanded return and recycling services in Colombia to include HP ink cartridges and re-started HP ink and toner cartridge recycling in Peru.
- The program is now available in 8 Latin American countries and Puerto Rico. HP offers HP ink and toner cartridge collection as well as computer hardware return and recycling in Brazil, Mexico, Colombia, Peru and Puerto Rico. In Panama, we offer HP toner and ink cartridge collection and in Costa Rica, Ecuador and Chile we offer HP toner cartridge collection.
- In Brazil, we recycle the HP cartridges and all brands of computer hardware collected. In the rest of Latin America, the HP ink and toner cartridges we collect are shipped to the US for recycling, and the computer hardware is recycled in country.
- As part of HP's commitment to protecting the planet, we offer free and convenient return and recycling through HP Planet Partners. Through this program, HP picks up 5 or more HP cartridges from the customer's location or customers can drop their cartridges off at retail locations (listed on hp.com/la/reciclar).

HIGHLIGHTS FOR EACH COUNTRY

COSTA RICA AND ECUADOR

- We offer toner recycling collection.
- As part of HP's commitment to the community in Costa Rica, HP supports the NGO Fundecor.

CHILE

- We offer toner recycling collection.
- As part of HP's commitment to the community in Chile, HP supports the NGO Fundacion Huilo Huilo in the conservation of the Huemul.

COLOMBIA

- Collection of ink and toner through Planet Partners program, pick ups and 31 retail drop off points.
- Besides the collection and recycling through Planet Partners (tonner and ink), HP is also part of the RLGA collective plan that operates a takeback system for residues of electric and electronic equipment.
- As part of HP's commitment to the community in Colombia, HP has supported the NGO Fundacion Omacha since 2007, funding the research and conservation of aquatic species and ecosystems threatened in Colombia.

MEXICO

- Collection of ink and toner through Planet Partners program, pick ups and 31 retail drop off points.
- Besides the collection and recycling through Planet Partners (tonner and ink), HP is also part of the RLGA collective plan with other companies that operate a takeback system for electric and electronic equipment, complying with takeback requirements of the regulations in country.
- As part of HP's commitment to the community in Mexico, HP supports the NGO Selva Negra in the protection of sea turtles.

PANAMA

- Collection of ink and toner through Planet Partners program, pick ups and 6 retail drop off points.
- As part of HP's commitment to the community in Panama, HP supports the NGO Ancon.

PERU

- Collection of ink and toner through Planet Partners program, pick ups and 11 retail drop off points.
- Besides the collection and recycling through Planet Partners (toner and ink), since 2014 HP has been providing recycling solutions for electronic equipment as part of the RLGA collective.

BRAZIL

- HP partners with Conservation International in Brazil, supporting its program in the Amazon region.
- Besides the collection and recycling through Planet Partners (ink and tonner), HP is also part of a collective scheme, Green Eletron, with other companies that operate a takeback system for electric and electronic equipment, complying with takeback requirements of the regulations in country
- In Brazil, HP has a Sustainability Program designed to support closed-loop recycling and the zero-waste goal in the local manufacturing.
 - **TakeBack and Recycling Program** – HP Brazil Planet Partners Program has more than 400 collection points for printing supplies nationwide and collects equipment free of charge to the consumer. HP has unified efforts to focus on developing recycling solutions that enable to close the loop for plastics locally.
 - Since 2012, 5,200 tonnes of end-of-life HP products have been collected and recycled at HP's Recycling Center partner.
 - Since 2012, HP Brazil has manufactured locally more than 8.5M printers with recycled content.
 - In 2018, the HP Ink Tank printer manufactured in Brazil for the Latin America market contained 20% recycled content by weight of plastic. The goal is to reach 32% of recycled content by 2020 by weight of plastic.
 - **Zero Waste Initiative** – Focused on the development of reuse and recycling solutions on the production line, the Zero Waste Program was created to meet the goal of zero waste sent to landfills in our local manufacturing, and gained greater contours with environmental benefit metrics and initiatives from the Procurement and Production Engineering teams.

HP COMMUNITY POSITIVE IMPACT INITIATIVES

CANADA

- **WWF-Canada's Living Planet @ Work Program:** HP & WWF have had a decade of close collaboration, and HP has supported WWF-Canada's Living Planet @ Work program as a founding partner. This award-winning, web-based and freely available program promotes environmental education and action for Canadians in any business or organization. In 2019, HP and WWF-Canada worked on a Buying Responsibly Guide which was promoted through the Living Planet @ Work program.
- **Living Planet @ Campus:** Building on our joint success with the Living Planet @ Work program, HP & WWF-Canada collaborated with post-secondary campuses to launch Living Planet @ Campus, a program with a goal that every student graduates with the education and experience to make a contribution to creating a sustainable Canada. In 2017-2018, HP supported the launch of the program through a \$100,000+ sponsorship and design of the Smart Campus Challenge.
- **Thomas Laird Kennedy Secondary School (TLK):** TLK is HP Canada's "adopted" High School located in Mississauga, Ontario. HP volunteers have engaged in mock interviews for Coop students, career panels, office tours and employee presentations. HP Canada hosts students whose parents do not have a workplace they can visit during the annual "Bring Your Kids to Work Day. Several of HP's technology grants have been awarded to TLK to support the school's robotics team.
- **Acces Employment:** ACCES Employment is a leader in connecting employers with qualified employees from diverse backgrounds. Every year HP partners with ACCES Employment to support their Speed Mentoring® program for newcomers to Canada. HP employees volunteer their skills and their time to share their industry expertise and experience, helping expand professional networks for new Canadians who are starting their job search.
- **Kids, Cops, and Computers (KCC):** Merry Go Round Children's Foundation launched the Kids, Cops & Computers (KCC) Program in Toronto in 1998 as a response to the growing digital divide which limited the ability of deserving but financially disadvantaged youth to keep up with their peers in school. Every year

participating Grade 7 students are provided with a brand-new HP laptop, receive ongoing police mentorship during Lead & Learn sessions, engage in student-led fundraisers, and develop essential digital literacy skills. To date, the Program has assisted more than 4,000 students in Toronto and across Canada in partnership with the RCMP Foundation. HP Canada is the official Technology Partner of Kids, Cops & Computers; with employees passionate about giving back to the community volunteering their time at fundraising events every year in support of the Program.

- **Youth without Shelter (YWS):** YWS is an emergency residence and referral agency serving homeless youth. They provide shelter and support programs for homeless youth ages 16-24. Each year, a team of volunteers help organize a holiday games night at the shelter. HP Employees collect donations and presents, wrap and distribute them during a night of food, fun and laughter! Throughout the year employees also cook and serve hot breakfasts to the youth. HP has also supported YWS through a technology grant from the HP foundation which will allow the students in the YWS 'Stay in School Program' individual laptop access and educational opportunities.
- **CVC Greening Corporate Grounds (CVC):** Nestled against the protected Etobicoke Creek ravine, the HP Canada head office site was built in 1993 and was designed to preserve a natural setting. Over the years, we have worked to maintain this, and we are delighted to be recognized by Credit Valley Conservation. The Greening Corporate Grounds designation recognizes the work we do in ecological landscaping and education, while enhancing the building's landscape. The goal of the program is to create habitat and provide environmental benefits while improving aesthetics, reducing costs and bringing renewed life to the property.
- **Learning for a Sustainable Future (LSF):** As a long-time supporter of this small but mighty NGO, HP facilitates the transformation of teaching and learning in Canada and beyond. HP helped LSF create a database of curriculum connected sustainability resources for educators, making it easy for educators to access high-quality lesson plans, books, videos, and outdoor activities that have all been thoroughly reviewed by their peers. The Resources 4 Rethinking (R4R) database now contains over 1,250 free resources in both French and English and was visited over 90,000 times in 2016, helping educators across the country bring sustainability learning into their classroom.

UNITED STATES

- **Homeboy Electronics Recycling:** HP partners with Los Angeles-based Homeboy Electronics Recycling to recover material from end-of-service devices for incorporation into our closed-loop materials stream. By employing formerly incarcerated and otherwise hard-to-employ men and women and training them to repair and recycle electronic equipment, Homeboy is building a world in which our human and natural resources are valued.
- **HP Life:** HP LIFE provides 32 free business and IT skills courses in seven languages. HP has partnership with National Association for Community College Entrepreneurship (NACCE), a consortium of over 300 community colleges within the USA. Teachers use the free, online content to support 21st century skills, while supporting entrepreneurship and small business owner capacity building more broadly. In 2019, HP ran a global student challenge in partnership with NACCE.
- **Truckers Against Trafficking:** In 2016, HP was the first IT company to join the Truckers Against Trafficking's U.S. Shipping Partners Program Truckers Against Trafficking (TAT) sees individual truckers as vital eyes and ears in the fight against human trafficking. TAT helps to combat trafficking in the United States by educating and mobilizing members of the trucking and busing industries and coordinating with law enforcement agencies. We support innovative and effective initiatives such as TAT to combat forced labor wherever it exists. Most of HP's U.S. trucking vendors have signed up to the TAT initiative, and several are sponsors.
- **STEM Research Program:** In 2017, HP launched a major research program with more than 20 higher education institutions, including Harvard, MIT, and UC San Diego. HP is providing technology grants to test use cases for blended reality in classrooms, exhibit halls, and research labs to push the frontiers of STEM and the humanities.
- **Black Girls Code:** Through financial and technology support for Black Girls Code, we invest in the next generation of female innovators and leaders. In 2018, we reached more than 500 girls in 13 cities across the United States.

BRAZIL

- **Informal Sector Project** - Since 2017, HP Brazil has been developing a multi-year and multi-stakeholder platform to include recycling cooperatives into the e-waste chain and improve their working conditions, creating positive social and environmental impact. At the same time, the project aims to enhance the volume of e-waste collected and recycled, increasing recycled content reinsertion into HP's local closed-loop process. During the first phase of the project, more than 32 tonnes of e-waste were collected and recycled, and aprox. 100 cooperative workers were positively impacted.

COSTA RICA

- As part of HP's commitment to the community in Costa Rica, HP does extensive volunteer work. In 2018, alone 214 volunteers contributed more than 1,800 hours of community work (which includes 1,236 skilled based volunteer hours). We positively impacted more than 14k lives and donated 158 units of blood. In October 2018, HP participated in the Playa Azul beach clean up and collected 1.4 tons of waste. Also, 150 students graduated from the Basic Computer course thanks to a 40 Days of Doing Good Grant.

MEXICO

- In 2017 alone, HP volunteers contirbuted more than 15.6k hours of community work and donated 127 units of blood. Besides, HP contributed with 3 tons of supplies for disaster relief and 114 HP products were donated.
- **HP LIFE project in Mexico** offers entrepreneurship and empowerment training for women, working with Women in Action and Corason AC, which celebrates chilren's day in a different way, fixing up a school that educates more than 300 children. HP will provide in-kind technology donations to equip 3 "tech centers", enabling the initiative's beneficiaries to access skills-based content. The content nature of this partnership will provide incentives around economic empowerment, access to a quality education, and opportunities to support both men and women work to achieve a more gender inclusive, gender equitable world.

COUNTRY AWARDS

CANADA



2020 Canada's Clean50 Top Project Award

HP and Lavergne were recognized for our work together in upcycling plastic waste from Haiti into HP products.



Canada's Greenest Employers

Recognized as one of Canada's Greenest Employers for the 12th year in a row and the only PC vendor on the list in 2019.

UNITED STATES



2019 ENERGY STAR Partner of the Year

Recognized for the 2nd year in a row, for our efforts to design energy-efficient products and initiatives. achievements.



HP Inc.

BLI PaceSetter 2019–2020 for
Healthcare: Group Practices

2019–20 BLI PaceSetter Healthcare for Health

Honored with a prestigious 2019–2020 BLI PaceSetter Award for Healthcare in the Group Practices category from Keypoint Intelligence – Buyers Lab (BLI), recognizing HP Inc.'s ability to address the unique challenges of healthcare providers.

BRAZIL



Guia EXAME de Sustentabilidade Award

HP is chosen for the 5th time one of the best companies in the electronics industry by the Guia EXAME de Sustentabilidade (EXAME Magazine Sustainability Guide) and was considered in 2016 and 2017 the best company in the Waste Management category.



The Circulars

HP is finalist on The Circulars Award in the Circular Economy Tech Disruptor category, which recognizes companies that use technology to enable circular economy.

ADDITIONAL RESOURCES

For more information on Canada programs and initiatives, visit hp.ca/sustainableimpact

For Brazil more information (in Portuguese), visit www.hp.com.br/sustentabilidade

For LA Spanish, visit www.hp.com/la/reciclar

For LA Spanish, visit www.hp.com/ecosolution

See HP's full 2018 Sustainable Impact report at www.hp.com/sustainableimpact

Find the latest news, resources and initiatives here: <https://content.int.hp.com/sites/Sustainability/Home.page>

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ⁱ In FY18, we tracked \$972M in new revenue in which sustainability criteria was a known consideration and was actively supported by HP's Sustainability and Compliance organization, an increase of 35% over 2017.

ⁱⁱ Recycled content plastic (RCP) as a percentage of total plastic used in all HP personal systems, printer hardware, and print cartridges shipped during the reporting year. Total volume excludes brand-licensed products and after-market hardware accessories. Total RCP includes postconsumer recycled plastic, closed-loop plastic, and ocean-bound plastic used in HP products. Personal systems plastic is defined by EPEAT® eco-label criteria. Subject to relevant restrictions on the use and distribution of materials destined for recycling and/or recycled feedstocks.

ⁱⁱⁱ Based on compact business convertibles with 8th Gen Intel® Core™ i U series processor, Windows Pro OS, vPro™, and a convertible non-detachable design under 59 cubic inches as of August 2019.

^{iv} Starting weight less than 1kg is only available in certain configurations.

^v Based on HP's internal analysis as of August 2019. Notebook speaker enclosure component made with 50% post-consumer recycled plastic, including 5% ocean-bound plastics.

^{vi} Display contains 5% ocean-bound plastics, the equivalent of more than three 16-ounce recycled plastic water bottles.

^{vii} The average energy consumption of HP products was estimated annually between 2010 and 2017 using high-volume product lines representative of the overall shipped product volume. The high-volume personal systems product lines include notebook and desktop computers, tablets, all-in-ones, workstations, thin clients, and displays.

^{viii} The average energy consumption (based on ENERGY STAR® program's Typical Electricity Consumption (TEC)) of HP products was estimated annually between 2010 and 2015 using high-volume product lines representative of the overall shipped product volume. The high-volume product lines include HP LaserJet.

^{ix} The average energy consumption (based on sleep mode power) of newly introduced HP products was estimated annually between 2010 and 2015 using high-volume product lines representative of the overall shipped product volume. The high-volume product lines include HP inkjet printers. Excluding PageWide inkjet printers and large format printers.

^x All HP brand paper and paper-based product packaging will be derived from certified and recycled sources by 2020, with a preference for virgin fiber from certified sources of the Forest Stewardship Council (FSC). Packaging is the box that comes with the product and all paper (including packaging and materials) inside the box.

^{xi} Program availability varies. For more information, visit hp.com/recycle.

^{xii} Compared with non-subscription purchase of the same HP Ink cartridges. Based on a 2017 life cycle assessment (LCA) performed by Four Elements Consulting and commissioned by HP. Average program savings comparing HP Instant Ink versus alternative purchase options. Data and assumptions drawn from six years of customer data in the US.