POWER OF PRINT
ANALYST EVENT 2020
AGENDA  WEDNESDAY MORNING, JANUARY 22

8:30 am
Welcome  |  Vanessa Yanez, Global Head of Print Communications
HP Print Strategy Overview  |  Tuan Tran, President, Imaging and Printing
Advance and Accelerate the Segment of One  |  Anneliese Olson, Global Head, Print Category
Printing for the Modern World  |  Xavier Garcia, GM & Global Head, Print Hardware Systems

10:00 – 10:15 am
BREAK

10:15 – 10:45 am
Transforming Print Services and Solutions  |  Dave Prezzano, GM & Global Head, Print Services & Solutions and Paul Birkett, Director Client Engagement, Commercial Services & Software
Industry Disruption in Graphics  |  Santi Morera, GM & Global Head, Graphics Solutions
Print Strategy Q&A

11:45 am – 12:45 pm
LUNCH
Sustainability in Printing Fireside Chat  |  Anneliese Olson and Linda Walker (World Wildlife Fund)
Security in Printing  |  Dave Prezzano and Shivaun Albright, Chief Technologist, Printing Security

2:15 – 2:30 pm
BREAK

2:30 – 4:00 pm
HP Labs and Welcome Center Innovation Tours
Closing

6:45 – 9:00 pm
Dinner
DRIVING THE TRANSFORMATION

Tuan Tran
President, Imaging and Printing
THE WORLD’S #1 PRINT VENDOR

GLOBAL LEADERSHIP ACROSS THE BOARD

#1
CQ319 UNIT SHARE

INKJET PRINTER* 39.8%
LASER PRINTER* 43.3%
LARGE FORMAT DESIGN 50.2%
LARGE FORMAT PRODUCTION 23.7%*
DIGITAL PRESS LABEL + PACKAGING PRODUCTION 46.3%**

PROGRESS IN STRATEGIC AREAS

#1 or #2
IN 56 OF THE TOP 61 COUNTRIES (INK + LASER)

HOME
>20%
Instant Ink Enrollee Growth

OFFICE
>10%
MPS Revenue Growth

GRAPHICS
>10%
Graphics Page Growth

Source: 19CQ3 IDC Worldwide Quarterly HCPT for Ink and Laser & IDC LFP Tracker
* IDC Technology = Laser or Ink, excludes HP BU GSB. Top HP countries based on units for 19CQ3.
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TRENDS DRIVING PRINT

- DESIGN
- SMART ECOSYSTEM
- AS A SERVICE
- SECURITY
- SEGMENTS OF ONE
- SUSTAINABILITY

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A MARKET OPPORTUNITY READY TO BE TRANSFORMED

ADVANCE OFFICE & HOME PRINTING

MEDIA
- TAM CAGR (CY19-23)\(^1\)
  - 0.4%
  - ~$20B

OFFICE PRINTING
- 0.4%
- ~$100B

HOME PRINTING
- (4.5)%
- ~$35B

DISRUPT INDUSTRIES WITH GRAPHICS

- DIGITAL TAM CAGR (CY19-23)\(^1\)
  - Design & Technical Production
    - 0.5%
  - Signage & Decoration
    - 3.0%
  - General Commercial & Publishing\(^3\)
    - 4.0%
  - Textiles\(^4\)
    - 9.0%
  - Labels
    - 7.0%
  - Packaging\(^5\)
    - >25.0%

1. CY19-23 data are projections based on available data and estimates, Sept 2019.
2. CY19 market size (analog and digital) based on available data and estimates, Sept 2019.
3. Includes mid-range production and high volume production.
4. Textiles includes: Soft signage, Fashion/Apparel, Direct To Garment (DTG), Home Textiles (window blinds, bedding).
5. Packaging includes Corrugated, Flexible Packaging & Folding Carton.

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OUR STRATEGY:
ADVANCE LEADERSHIP IN PRINTING

DRIVE PRINT INNOVATION

DELIVER TAILORED CUSTOMER EXPERIENCE

DISRUPT INDUSTRIES WITH GRAPHICS AND 3D

LEVERAGE SCALE & OPTIMIZE COST
A GREAT TEAM

Anneliese Olson
Global Head
Print Category

Xavier Garcia
Global Head
Print Hardware

Dave Prezzano
Global Head
Print Services & Solutions

Santi Morera
Global Head
Graphics Solutions Business

Sue Richards
Global Head
Print Microfluidics, Technology & Operations

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OUR MISSION: PRINT A BETTER WORLD
ADVANCE AND ACCELERATE THE SEGMENT OF ONE

Anneliese Olson
Print Category
@Anneliesee_Olson
ADVANCE AND ACCELERATE THE SEGMENT OF ONE
CUSTOMER INSIGHTS
People who say they print a lot

36% under the age of 35

27% age 35 and older

92% said they printed in the previous 30 days.

Source: HP 2019 Printing Segmentation
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Americans have significant concerns about privacy and security online.

Source: National Telecommunications and Information Administration
HABITS VARY BY MARKET

People who cannot function without paper in their lives:
- 7 in 10 in developed markets
- 6 in 10 in emerging markets

People listed “studying” as one of their top printing activities:
- 20% in developed markets
- 34% in emerging markets

People who use print for photos:
- 20% in developed markets
- 33% in emerging markets

Source: HP 2019 Printing Segmentation
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ENVIRONMENTAL CONSCIOUSNESS

MILLENNIALS SAY....

83% ...it’s important for companies to implement programs to improve the environment

75% ...they would change their purchasing habits to reduce their own environmental impact

Source: The Conference Board Global Consumer Confidence Survey conducted in collaboration with Nielsen Q2 2017

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PROPENSITY FOR SUBSCRIPTIONS

VIDEO STREAMING 21%
CAGR globally 2018-23

GROCERIES 92%
growth in Europe in past 10 yrs

VEHICLES 10%
of all U.S. and Europe projected new sales by 2025

Sources: Kenneth Research/Forbes.com
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SEGMENT OF ONE
IN OMNICHANNEL ENVIRONMENT:
4P = CONSISTENCY
Price / Product / Promotion / Place
REALITY OF OMNICHANNEL

>60%

Printer purchases start online

20-30%

Online printers during 2019 holiday season were purchased online and picked up in store

Source: HP Registration; “Buy online / pickup in store” Various Account Feedback

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SIMPLIFYING OUR OPERATING MODEL + ACCELERATING GTM
3 REGIONS TO 10 GEOGRAPHIC MARKETS

North America
Latin America
Northern Europe
Central Europe
ISE
UK & Ireland
Southern Europe
India
Greater China
Greater Asia
FY20: OFF TO A GOOD START
3 KEY PRIORITIES

1. ACCELERATE SHIFT TO CONTRACTUAL
2. BRING ADDITIONAL VALUE TO CUSTOMERS
3. DELIVER HP END-TO-END EXPERIENCES
ADVANCE AND ACCELERATE THE SEGMENT OF ONE
PRINTING FOR THE MODERN WORLD

Xavier Garcia
Print Hardware Systems
DEFINING THE MODERN PRINT EXPERIENCE

WHAT DO CUSTOMERS EXPECT FROM THE EXPERIENCE?

HOW DO CUSTOMERS WANT TO BUY?
WHAT DO THEY EXPECT FROM THE EXPERIENCE?

SEAMLESS
Between life and work
Connected wherever you are
Easy and intuitive to use

PROACTIVE
Always available and prepared
Intelligent security and self-healing

PERSONALIZED
Fits my life/workstyle
Knows my preferences
Provide the most value to me
SEAMLESS MOBILITY: THE BEST MOBILE PRINT APP

A printer, fax, scanner and copier
A productivity toolbox in your pocket

23 million unique users monthly

600K new printers setup y/y

100% increase in pages printed y/y

4.8 star rating

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PRINT SEAMLESSLY NO MATTER WHERE YOU ARE: ROAM

Print virtually anywhere from any device
Pickup at any Roam printer
No more drivers
The most secure

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SEAMLESS WORKFLOWS BOOSTING PRODUCTIVITY WORKPATH

- Building expansive, customizable app ecosystem
- Secure and open development environment
- Deployed as SaaS

Launched November 2019

350+ Developers
70+ Apps
PROACTIVE & PERSONALIZED TO YOUR PRINTING NEEDS

Learns how you print
Suggests what you need
Offers additional value and savings
PERSONALIZED TO FIT YOUR LIFE AND WORKSTYLE
DEFINING THE MODERN PRINT EXPERIENCE

WHAT DO CUSTOMERS EXPECT FROM THE EXPERIENCE?

HOW DO CUSTOMERS WANT TO BUY?
HOW DO THEY WANT TO BUY?

ON DEMAND

UP FRONT

SUBSCRIPTION

CONTRACTUAL
INTRODUCING AN ALL NEW HP END-TO-END OFFERING

Rewarded for their loyalty

Want the best quality experience

Highly value printing
HP END-TO-END: THE VERY BEST OF THE HP ECOSYSTEM

INNOVATION
- The best performance
- The most innovative solutions
- Best in-class security

THE END-TO-END EXPERIENCE

VALUE
- Savings on printer purchase
- Extended warranty
- Extra free printing in the box
- More savings as you print

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THE HP PRINTING EXPERIENCE

CUSTOMER CHOICE
- On demand
- Up front
- Subscription
- Contractual
- End to end

INNOVATIVE SOLUTIONS
- Smart App
- Workpath
- Roam
- Security Manager
- Self-healing Wi-Fi
- Command Center

SEAMLESS
- Smart App
- Workpath
- Roam

PROACTIVE
- Security Manager
- Self-healing Wi-Fi

PERSONALIZED
- Command Center

BREADTH OF TECHNOLOGY FROM HOME TO ENTERPRISE

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POWER OF PRINT

TRANSFORMING PRINT SERVICES & SOLUTIONS

Dave Prezzano
GM & Global Head, Print Services & Solutions
@DavePrezzano
TODAY’S CONTRACTUAL CUSTOMER

CONSUMER & MICRO / SMALL BUSINESSES
- Simplicity

COMMERCIAL CUSTOMERS
- Segment of One
- Secure
- Mobile
- Cost
- Outcomes-driven
OUR VISION

MODERNIZE & TRANSFORM THE PRINT SERVICES EXPERIENCE
ADVANCE THE PRINT SERVICES AND SOLUTIONS BUSINESS

Consumer
Commercial
Customer & Partner Success

Innovating & developing next-gen capabilities with intelligent devices connected to the cloud

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REINVENTING THE CONSUMER EXPERIENCE

Where We’re Going

Expand HP Instant Ink
Micro & small businesses

Customers Love Us

Savings: Up to 50% on ink\(^1\)
Convenience: Never run out\(^2\)

We’re Winning

5M+ Enrollees and Growing
Higher Usage, Higher AUL, Higher NPS

\(^1\) Based on monthly subscription cost using only all pages in plan vs. cost per page of most color inkjet printers < $399 USD. Share from IDC CYQ4 2016. Standard cartridge CPP from gap intelligence AiO Weekly & BP Weekly (2/12/17).

\(^2\) Based on plan usage, internet connection to eligible HP printer, valid credit/debit card, email address, and delivery service in your geographic area.

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WINNING OUTCOMES FOR COMMERCIAL

What We’ll Deliver

Industry-leading solutions:
Partner / Direct Managed Print Services, HP Workpath Apps, HP Roam for Business, HP Managed Print Security Services, MPS for SMB

What Sets Us Apart
Expansive portfolio
World’s most secure PCs\(^1\) and printing solutions\(^2\)
Services infrastructure
Global presence

We’re Leading the Way
Industry leadership
70+ Workpath Apps live
#1 Newsweek’s 2020 Most Responsible Companies
#11 WSJ’s 2019 World’s Best-managed Companies

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\(^1\) Most secure based on HP’s unique and comprehensive security capabilities at no additional cost among vendors with >1M unit annual sales as of November 2016 on HP Elite PCs with 7th gen and higher Intel Core Processors, Intel integrated graphics, and Intel WLAN.

\(^2\) Based on HP review of 2018 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot. For a list of printers, visit hp.com/go/PrintersThatProtect. For more information: hp.com/go/printersecurityclaims.

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The new Commercial Organization strengthens our connection to global partners and customers
OUR PASSION: CUSTOMER & PARTNER SUCCESS

Transforming the Industry
- HP Smart Device Services
- Security and Technical Leadership
- HP Workpath Apps
- Customer Success Management

What Sets Us Apart
- Partner growth & profitability
- Focus on customer outcomes
- Workflow transformation

We’re Winning
- A3 Premier Channel Unit CAGR
- Customer Renewals

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INDUSTRY DISRUPTION IN GRAPHICS

Santi Morera
General Manager & Global Head of Graphics Solutions Business
GSB STRATEGY

TRANSFORM GRAPHICS INDUSTRIES TO DIGITAL

LARGE FORMAT

Strengthen leadership
• Security, Mobility & Contractual
• Disrupt Signage & Decoration
• Expand new application (Textile)

INDUSTRIAL

Accelerate growth
• Capture high value commercial offset pages
• Drive digital growth in Labels and Packaging

HIGH VALUE SOLUTIONS

Develop new business
• Workflow automation
• Product as a Service

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Success Stories

Transform Graphics Industries to Digital

LARGE FORMAT

Introduction to textiles with HP Stitch launch

PACKAGING

- Page Growth +36% y/y
- Corrugated – C500 launch

COMMERCIAL

- Page Growth +10% y/y

SOLUTIONS & SERVICES

- One Flow Systems Acquisition
- Launch Publishing vertical

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DISRUPTING THE PACKAGING INDUSTRY

LABELS
TAM\(^1\) $4.8B 8.0%

FLEXIBLE PACKAGING
$5.1B 13.1%

FOLDING CARTON
$3.3B 14.3%

CORRUGATED
$4.2B 29.1%

1. Source: 2020 data from MAP September’19 – GSB Applications Market size

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DEVELOPING TECHNOLOGY FOR THE PRINTING INDUSTRY....AND MICROFLUIDICS / LIFE SCIENCES
BUILD HIGH VALUE SOLUTIONS

GLOBAL PSP NETWORK
- 5000 HP PSP’s

SERVICE PLATFORM
- Scalable
- Automated
- Secured

VERTICAL APPLICATIONS
- Publishing
- Décor (Personalization)
- GCP¹ (Marketing collaterals)
- Labels & Packaging
- Fashion & Garment

¹. General Commercial and Publishing

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MASS ON-DEMAND PRODUCTION OF ‘PRODUCTS OF ONE’, PRODUCED LOCALLY WITH NO INVENTORY

HP PRODUCT AS A SERVICE PLATFORM

End-to-end workflow automation solution

END CUSTOMER

DEMAND

SUPPLY

BRANDS ENTREPRENEURS AND CREATIVES

Piazza

Siteflow

PAAS

PSP NETWORK

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THE VALUE OF PERSONALIZATION

LAPTOP SKINS
$150B expected value of the personalization market by 2021

DECORATION

PACKAGING
70% shoppers willing to pay at least 10%+ for personalized products

1. Source: Technavio + Exploring Personalization, Sparks & Honey, Sep. 2018

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DRUPA 2020
Düsseldorf
16 June 2020

<150 days
<50 days
>40 New products
pre-drupa Israel

6000 sqm
Real customer solutions

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A SUSTAINABLE FUTURE FOR PRINTING

Anneliese Olson
Global Head of Print Category
@Anneliese_Olson
“The betterment of society is not a job to be left to a few. It's a responsibility to be shared by all.”

David Packard
LEADING THE WAY

HP RANKED #1 TOP SCORES IN ENVIRONMENTAL, SOCIAL, GOVERNANCE
Founding Partner

Bloomberg Green

Solutions for a changing climate.

EXPLORE THE POSSIBILITIES >

Founding Partner HP

Companies investing in climate action reap business rewards

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CUSTOMERS PREFER SUSTAINABLE COMPANIES

• Trust ranks as a top purchase consideration among consumers and businesses
• 70% of consumers link purchasing preferences to brand trust¹
• Consumer considerations include corporate supply chains, values, environmental impact and customer before profit
• For businesses, sustainability is essential to long-term prosperity
• Generated $900M in new revenue in FY18²

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PRINT A BETTER WORLD

FOREST POSITIVE
CARBON NEUTRAL
CIRCULAR ECONOMY
HEALTH AND SAFETY
Introduced **HP Sustainable Forests Cooperative** and announced forest conservation partnership with **World Wildlife Fund**
Reduced energy consumption and emissions with more energy efficient products like business printers with **HP PageWide Technology**, which uses **up to 84% less energy** than laser printers

Incorporated recycled content in products like the **Tango Terra**, including **HP original ink cartridges** – of which 80% are made from recycled content
Committed $200M investment in water-based inks to help tackle water pollution.
Expand HP Sustainable Forests Cooperative, advance forest restoration, protection and responsible management work with WWF in 2020.

Services like Instant Ink and Managed Print Services to be carbon neutral by 2025.

Achieve goal of 30% recycled plastic content across HP Print Portfolio by 2025.

Progress in delivering on $200M commitment for water-based inks.
SUSTAINABILITY IS A BUSINESS IMPERATIVE
SUSTAINABLE FORESTS COOPERATIVE

HP CONVENING PARTNERS ACROSS PRIVATE AND PUBLIC SECTOR, ALONG WITH NGOs, TO COOPERATE IN ONE OR MORE OF THE FOLLOWING AREAS

<table>
<thead>
<tr>
<th>RESPONSIBLE FIBER SOURCING</th>
<th>RESTORATION AND PROTECTION</th>
<th>SCIENCE BASED TARGETS</th>
<th>COLLECTIVE INFLUENCE</th>
<th>PRINT INNOVATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create and drive through HP supply chain with an emphasis on conservation efforts for land use, clean air and water, biodiversity and climate benefits HP and its partners using collective influence to inspire action technologies that result in less paper waste and more efficient paper consumption</td>
<td></td>
<td></td>
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</tbody>
</table>

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HP is partnering with conservation leader World Wildlife Fund to create a forest positive future for printing.
PARTNERING FOR PROTECTION, RESTORATION, AND RESPONSIBLE MANAGEMENT OF THE WORLD’S FORESTS

Anneliese Olson
Global Head of Print Category, HP Inc.

Linda Walker
Senior Director, Forests at World Wildlife Fund
POWER OF PRINT

SECURE A BETTER WORLD

Dave Prezzano
GM & Global Head, Print Services and Solutions
@DavePrezzano
SECURITY AWARENESS IS GROWING
BUT THERE’S STILL WORK TO BE DONE

Awareness increased double-digits from 2016–2019 as a result of HP security campaigns

93%
AMS & EMEA Enterprise Class Customer RFPs the include Print Security requirements

44%
Reflect a strong understanding of Print security

Based on March 8, 2019 analysis of publicly available Managed Print Services Request for Quotes and Request for Proposals
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PRINTING SECURITY REQUIRES LAYERED DEFENSE-IN-DEPTH

- Device & Supplies
- Data
- Document

- Fleet security monitoring, compliance and management
- Security action plan and assessment tools
- Security services

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PRINTING SECURITY REQUIRES LAYERED DEFENSE-IN-DEPTH

**Device & Supplies**
- BLI Device Penetration Seal
- HP Sure Start + self-healing
- Whitelisting
- Run-time Intrusion Detection + self-healing
- HP Connection Inspector + self-healing

**Security sales action plan and assessment tools**
- Security Sales Action Plan
- SMB Assessment Questionnaire
- FW Vulnerability Assessment
- Quick Assess & HP Hack Demo Videos

**Fleet security monitoring, compliance and management**
- HP JetAdvantage Security Manager

**Security services**
- HP Print Security Advisory Service
- HP Print Security Governance and Compliance Service
- HP Print Security Advisory Retainer Service

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INNOVATING SERVICES THAT MATTER: FLEET THREAT VISIBILITY

OFFERING DIFFERENTIATED SECURITY SERVICES

- HP JetAdvantage Security Manager
- HP Print Security Advisory Service
- HP Print Security Governance and Compliance Service
- HP Print Security Advisory Retainer Service

INTRODUCING THE NEW

HP PRINT SECURITY EVENT MONITORING & ANALYTICS SERVICE
Thank you

POWER OF PRINT
ANALYST EVENT 2020