Die neue HP – keep reinventing

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### Unsere HP Solutions Day 2016 Partner

#### Platinum Partner
- Intel
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#### Gold Partner
- BECHTLE
- Hewlett Packard Enterprise
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#### Silber Partner
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- b-e-e-l-k
- BISON
- LRS
- MTF
- New:z
- Nuance
- SysPrint AG

#### Bronze Partner
- BRACK.CH
- Klein
The heart and energy of a startup with the brain and muscle of a Fortune 100 company
HP – a fortune 100 company

Net revenue
By key segment and business unit(2)

Non-GAAP operating profit(1)
By key segment(3)

Net revenue by region

$1.0 billion

$12.1 billion

Printing = 38%

Personal Systems = 62%

Notebooks
35%

Desktops
21%

Workstations and Other Personal Systems
6%

Print – Supplies
25%

Print – Comm. HW
10%

Personal Systems
23% of total

OP margin
3.1%

Printing
77% of total

17.0% OP margin

Americas
46%

EMEA
34%

APJ
20%

US: 35%
Canada/LA: 11%

9% y/y
6% CC(4)

17% y/y
7% CC(4)

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1. A reconciliation of specific adjustments to GAAP results for the current and prior periods is included on slide 12 and in the GAAP to non-GAAP slides that appear as part of the supplemental slides of this presentation. A description of HP’s use of non-GAAP information is provided on slide 3 under “Use of non-GAAP financial information”

2. Revenue mix calculated based on total segment revenue, which does not include corporate investments and intercompany eliminations

3. Operating profit mix calculated based on total segment operating profit, which does not include corporate investments and intercompany eliminations

4. Adjusted to eliminate the effects of foreign exchange fluctuations

Non-US net revenue = 65% of total net revenue
Market trends and growth markets

Transactional to contractual

Everything as a service

Commercial Mobility

2D and 3D worlds merging
**Our Strategy**

<table>
<thead>
<tr>
<th>Our strategy</th>
<th>Core $415B_{TAM}$</th>
<th>Growth $155B_{TAM}$</th>
<th>The Future $10-30B_{TAM}$</th>
</tr>
</thead>
</table>
| **Printing** | • Develop the home  
• Capture business  
• Leverage PageWide | • Capture copier pages (A3)  
• Drive graphics | • Lead 3D printing  
• Drive immersive computing |
| **Personal Systems** | • Lead commercial | • Expand commercial mobility | |

**Services and solutions**

Core $415B_{TAM}$

Growth $155B_{TAM}$

The Future $10-30B_{TAM}$
Reinventing how businesses print

Experiences that amaze

Innovation

Performance

Security

Value

Small workteam

Workgroup

Department

High end department

Low end light production
HP Elitebook Folio G1

Experiences that amaze

“HP Inc... isn’t messing around when it comes to keeping its edge as a leading innovative and reliable PC maker.”

“There is finally a Windows laptop that can give the... MacBook a run for its money.”

“HP’s lightest laptop yet, and it's easily the most striking system the company has ever made... [it’s] Jaw dropping.”

“Thin is in for laptops, and Apple is no longer the skinniest supermodel.”

Best of CES 2016
Coolest Computers of CES 2016
Best Business Laptop
The Verge Awards at CES 2016: Best Laptop