News in Brief

**Sustainability in Printing**

In one year, HP’s leadership in sustainability helped win over $900M of new revenue, a 35% y/y increase.

By 2025, HP Instant Ink & Managed Print Services to be carbon neutral and HP to achieve goal of 30% recycled plastic across print portfolio.

Over the 5-year agreement, HP will partner with the World Wildlife Fund to protect and restore more trees than those used for the paper that goes through HP’s consumer printers during that same timeframe.

**Industry Disruption in Graphics**

HP commits to sustainable ink innovation with a $200M investment in water-based print solutions for corrugated packaging and textile applications.

**Security in Printing**

HP is expanding its security service offerings with a new Security Event Monitoring and Analytics Service. HP-trained experts help secure a printer fleet, dramatically improving attack awareness, decreasing customers’ time to remediate and ensuring printer endpoints are a potent defender in the recovery arsenal of any company.

**Printing for Today’s Modern World**

- **Instant Ink**
  - 5M+ subscribers

- **HP Smart App – Best Mobile print app***
  - 23M unique users monthly

- **Workpath ecosystem**
  - In just 2 months since launching, over 350 developers and more than 70 apps created

**The Future of Microfluidics is Now**

The TAM for Microfluidics in 10 years is in excess of $200B. HP will be a major player in multiple application segments providing not only the microfluidic devices but also the integrated sensing controls, system integration, and data architecture.

---

* Compared to majority of OEM mobile printing apps for inkjet and laser printers and all-in-ones for home and home office, priced less than or equal to $429.99 USD. Market share as reported by IDC CYQ2 2018 Hardcopy Peripherals Tracker. Claim based on lab testing and research of printer manufacturer’s mobile print apps and Key Point Intelligence - Buyers Lab study commissioned by HP. See Sept 2018 report at www.keypointintelligence.com/HPSmartApp