



# POWER OF PRINT

## ANALYST EVENT 2020

### 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](http://www.keypointintelligence.com/HPSmartApp)