

HP IN BRIEF 2011

Incredible things are happening around the world today with the help of HP technology. A patient in Ghana can send a simple text message, free of charge, to make sure the medication she's about to take is not counterfeit. Manufacturers and officials in Canada are using an HP-based cloud solution to communicate virtually instantly when a recall is needed so that harmful goods are removed from store shelves as quickly as possible. And partners, colleagues, and clients working remotely across the globe are connecting face-to-face, in real time, as if they were in the same room.

These are just a few of the ways that HP is working to empower people, businesses, and governments. We're using technology to ensure seamless, secure connections between people and information—delivered in the right place, at the right time. We are helping to improve the way people live, the way businesses operate, and the way the world works through products, solutions, and services that transform data into value, bytes into experiences, and noise into knowledge. And because of our unique size, scope, and scale, we can get better information into the hands of more people all across the globe.

HP AT A GLANCE

Fortune 11
U.S.

Fortune 28
Global

324,600
employees

\$126
BILLION USD
in revenue for FY10

Operates in
approximately

170
countries worldwide

TURNING RESEARCH INTO REALITY

HP got its start over 70 years ago because of two men who believed in their ideas. While a lot has changed since then, our commitment to innovation and creative thought is steadfast. In seven labs across the globe, HP scientists are finding real answers to some of the world's toughest challenges. As a result of their efforts, millions of people in developing countries are accessing the Internet for the very first time, using only a basic mobile phone. Tiny nano sensors are scoping geographic regions ripe for oil exploration. Aid workers and volunteers in Africa are using HP Gloc—our social Web geo-tagging service—to annotate maps with up-to-date information such as transportation routes and positions of available equipment in rural hospitals.

HP scientists are focused on 24 large-scale projects that fall under eight high-impact research areas: printing and content delivery; mobile and immersive experiences; cloud and security; information analytics; intelligent infrastructure; networking; services; and sustainability. HP is also committed to an open innovation approach to collaboration, so we actively partner with leading peers, academic institutions, government agencies, and customers to fund projects that encourage ideas, advance technology, and work to improve our global society.

MEETING REAL-TIME DEMANDS WITH THE INSTANT-ON ENTERPRISE

Let's face it: the world is changing. Today, everything is mobile, connected, interactive, immediate, and fluid. To gain a competitive or service advantage in the face of these new customer and constituent patterns requires that technology be at the very forefront of enterprise innovation and growth. Tomorrow's leaders will be organizations that leverage technology to capitalize on, rather than simply adapt to, changing customer expectations. At HP, we have a vision for these organizations—it's called the Instant-On Enterprise. The Instant-On Enterprise learns swiftly and continuously to close the expectation gap between what customers and citizens expect and what the enterprise can deliver. In a world of continuous connectivity, the Instant-On Enterprise embeds technology into everything it does to make products, services, and information faster and more reliable and to provide value at every touch point—which is exactly the assurance organizations need whether they're making million-dollar procurement decisions or performing a lifesaving medical procedure.

At HP, we can embed technology to deliver innovation at every point in your enterprise that matters, from mobile devices to global data centers. We can integrate and automate the enterprise and technology across the entire value chain. And by doing that, we unleash the power of people by giving them access to the information and applications necessary to help accelerate innovation.

HELPING SMALL AND MIDSIZE BUSINESSES THRIVE IN A VERY COMPETITIVE MARKET



Many of tomorrow's great ideas will evolve from today's small and midsize businesses. That's why we are working hard to help level the playing field through solutions that open doors, foster collaboration, and protect business assets. HP CloudStart, which helps businesses quickly deploy private cloud environments from start to finish, lets them deliver personalized, pay-per-use services reliably and securely from a common portal. Solutions like HP MagCloud and HP BookPrep are democratizing the publishing industry so that any entrepreneur with a vision can share it without significant investment. New Web-connected HP Designjet printers are helping architects and engineers effectively collaborate in real time with partners, colleagues, and clients in remote locations. And mobile solutions, like HP ePrint, are helping on-the-go professionals save time in transit. Whether en route from Boston to Boise or simply stuck in traffic, now customers can send documents securely to any Web-enabled HP printer from their smartphone or laptop as easily as sending an email.



DELIVERING EXPERIENCES THAT TRANSFORM HOW WE LIVE, FEEL, AND CONNECT

For many people, technology is a means to an end. For HP customers, that translates into easier and immediate access to the people, information, and entertainment most important to them. So, while we're focused on designing powerful, reliable products that enable that access, we're also determined to deliver quality experiences that change how people lead their lives—at home, at work, and on the go. We do this by putting our customers' worlds at their fingertips—literally—through our TouchSmart products. We pack our notebook PCs with features—like HP CoolSense and Beats Audio™—to boost comfort and listening pleasure. Through technology, we are redefining what's possible—enabling a new world, where people get connected and stay connected, and where businesses keep up with instant change.



TOUCHING LIVES EVERY DAY

- HP processes over 6.6 billion credit card transactions annually.
- In 2010, HP shipped 64 million PCs, the equivalent of two per second.
- HP Enterprise Services serves 5.8 million commercial accounts and processes 78 million transactions annually, for a total of \$21 billion per year.
- HP shipped 52,618,056 printers in 2010.



PROMOTING GLOBAL CITIZENSHIP AND ENVIRONMENTAL RESPONSIBILITY

While HP is driven to transform the way in which we live, work, and connect through technology, equally important is how we conduct business as a global citizen and follow through on our commitment to the environment. We use our size, expertise, and influence to help people, businesses, and industries reduce their environmental impact, save money, and fuel sustainable growth. We have key strategies in place to help optimize resources through more energy-efficient products, reduced materials use in the design of those products, and greater recyclability. We are working on building intelligent infrastructures that increase responsiveness, inform decision-making, and reduce waste with technologies like Central Nervous System for the Earth (CeNSE) and the HP Carbon Footprint Calculator. And we're driving sustainable transformation through solutions that re-think traditional processes. For example, we're replacing carbon-heavy processes with lighter, more efficient alternatives through publishing solutions like HP MagCloud and innovations like the HP Handheld sp400 All-in-One, which saves UPS thousands of tons of wasted paper every single year.



FUELING HUMAN PROGRESS AROUND THE WORLD

Though HP is a U.S.-based company, its reach is undeniably global. We conduct business in approximately 170 countries, creating technology that positively impacts consumers, governments, and businesses worldwide. While broadening access to information like never before, HP technology is also creating opportunities for billions of people. It is behind the next generation of genetic sequencers that will soon help diagnose and treat diseases, and may even prevent them from occurring. It's helping to close the digital divide through services such as HP SiteOnMobile that offer millions of people in India access to the Internet—many for the first time—using a basic mobile phone. And it's accelerating test results, in partnership with the Clinton Health Access Initiative (CHAI), so HIV-positive infants in Africa can get potentially lifesaving treatments as soon as possible.

HELPING PEOPLE, BUSINESSES, AND GOVERNMENTS TAKE ADVANTAGE OF A BRAND NEW WORLD

Amazing things are happening at HP and around the world because of information technology. It's improving lives; connecting friends, family, and colleagues across continents; advancing medical treatment; and turning emerging economies into economic powerhouses. IT has evolved from a tool for productivity into the tool essential for communication and collaboration—and is fast becoming integral to the fabric of our society. At HP, we're proud to be on the cutting edge of this shift. Our products, solutions, and services are instrumental in bridging the physical world we know with the digital, information-rich world we want to embrace. HP's role is simple, but essential. We're converting raw data into tangible value for more people than ever before.

