

CREATING AN INNOVATION CULTURE



ESTABLISHED ORGANIZATIONS CAN BE TESTED BY TUMULTUOUS TIMES

Some of the biggest names in corporate America are in danger of bankruptcy due to Covid-19



J.CREW

Hertz

Pier1

JCPenney

CENTURY 21

skillsoft▶



QUORUM HEALTH



GNC



DEAN & DELUCA



Ruby Tuesday



HOW HP INNOVATES



INNOVATION
IS IN OUR DNA



OUR VISION

Create technology that
makes life better for
everyone, everywhere

OUR MISSION

Engineer experiences
that amaze
Keep Reinventing





HP TODAY

\$58.8^B
revenue in FY19

250,000+
channel partners

~55,000
employees

27,000+
patents⁴

**#58 on the
Fortune 100¹**

#1 Newsweek
America's Most
Responsible Companies²

Operations in
170 countries

Ships a product
Every 3 seconds

#6 Barron's
Most Sustainable
Companies³



CREATING A CULTURE OF INNOVATION



PLANET



PEOPLE



COMMUNITY



HP LABS MISSION

INNOVATE FROM THE INSIDE



HP LABS INVENTS TO REINVENT HP





FOCUSED ON OUR FUTURE

SECURITY

3D PRINTING

DIGITAL
MANUFACTURING

MICROFLUIDICS



LAUNCHED IN 2016,
OPERATING ACROSS TEAMS IN:
PALO ALTO | TELAVIV

Areas of Interest:



AI/ML



Advanced
Manufacturing



Device
Security



Life
Sciences



AR/VR



Edge
Computing



3D Print



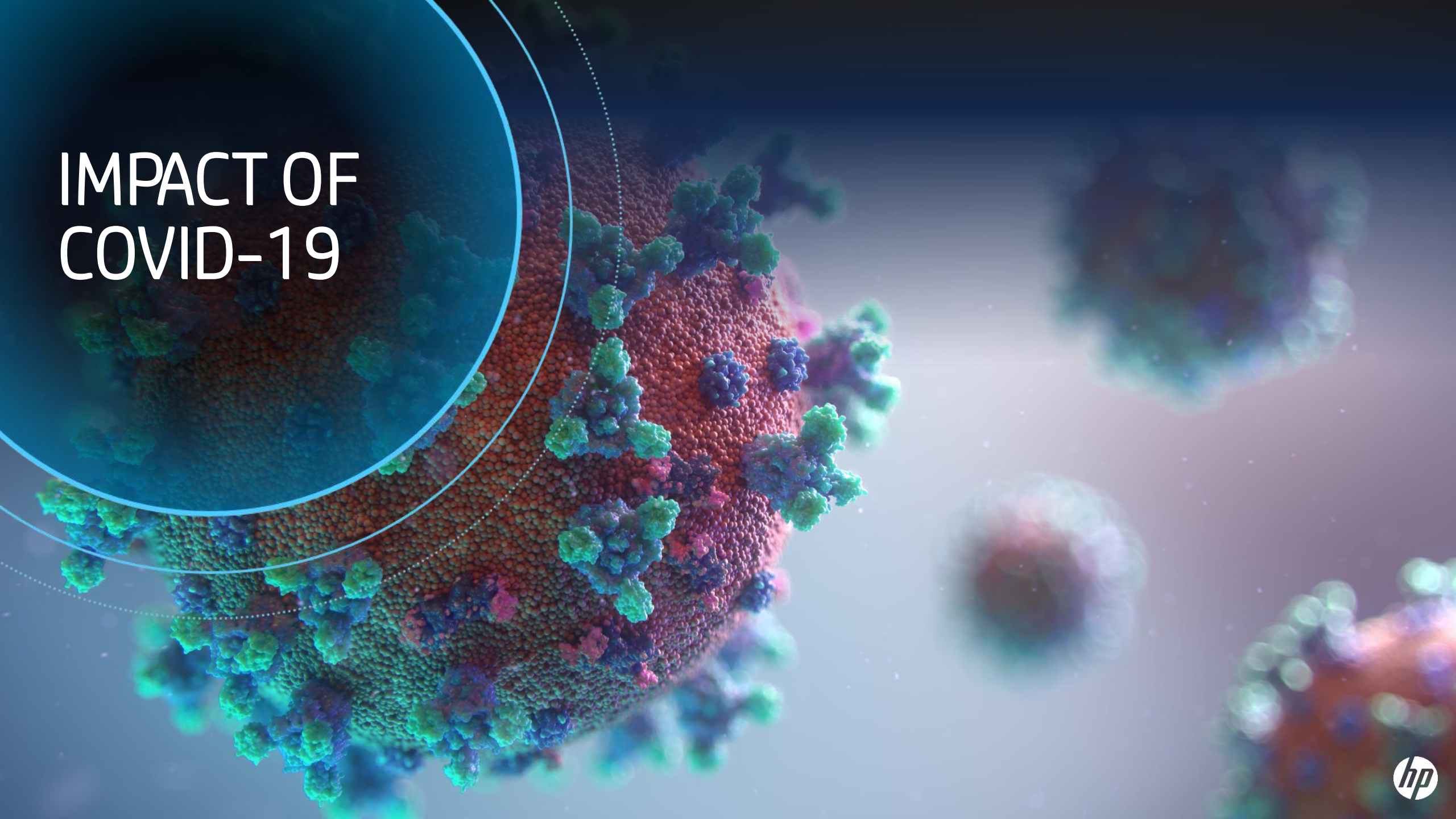
Gaming
& eSports

VENTURE CAPITAL ARM OF HP INC.

Selected portfolio companies



IMPACT OF COVID-19



COVID IS HAVING A HUGE IMPACT ON OUR LIVES



How we live,
work & learn



How we
communicate
& collaborate



How & where
we buy things



What technologies
we use

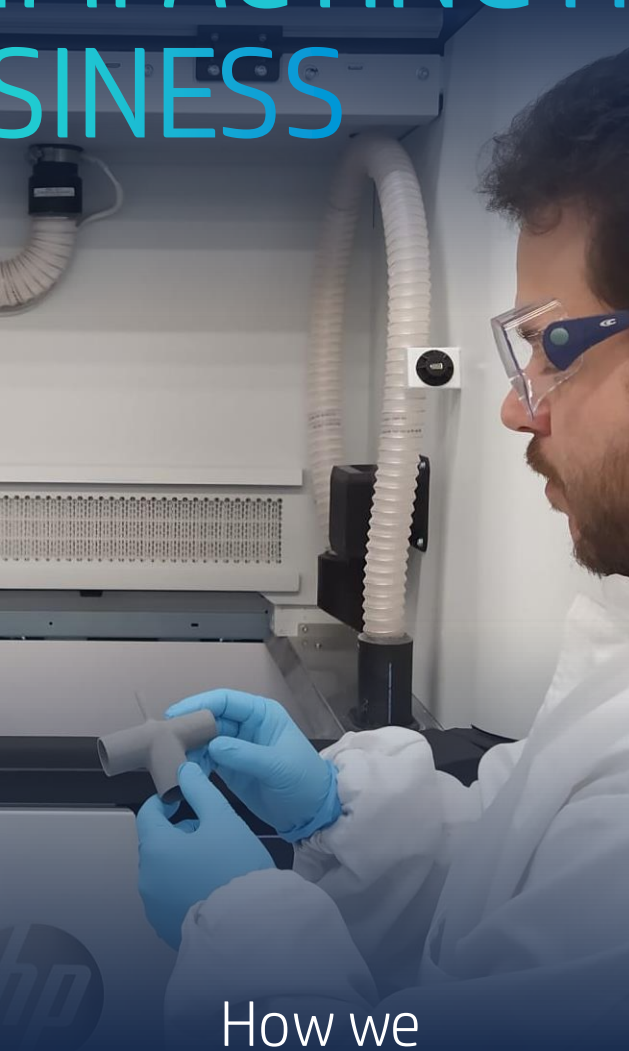
COVID IS SIMILARLY IMPACTING HOW WE DO BUSINESS



Products & services



Business models



How we manufacture



How we innovate

IMPACT OF COVID-19 ON INNOVATION



Accelerating
Change



Creating a
'New Normal'



Underscoring the
Importance of Innovation
& Adaptation

FUTURE OF WORK



A person wearing a yellow sweater is sitting at a wooden desk, working on a laptop. A large monitor is positioned behind the laptop, displaying a video call interface. The monitor shows a contact list on the left and a video feed of a man with glasses on the right. The person's hands are on the laptop keyboard. The desk also has a small potted plant and some papers.

2019

20%

of companies with a
remote workforce

TODAY

>80%

of companies with a
remote workforce

THE FUTURE OF WORK IS THE WHEREVER OFFICE

72%

of employees say they want to
continue working from home
more than 2 days a week



CHANGES TO THE TRADITIONAL OFFICE



Less workers
in the office



More work done at home
or co-working spaces



Office becomes a place
for team collaboration

PCS & PRINTERS ARE MORE ESSENTIAL THAN EVER

WORKING



84%

of respondents felt the printer was essential for their work

LEARNING



70%

of parents say the PC makes up for their kids missing school

CONNECTING



57%

of people say the PC is how they stay close to family and friends

ENTERTAINMENT



76%

of GenZ says the PC is one of their main forms of entertainment

HEALTH



85%

of physicians are using video or telephone now to see patients

The HP Elite Dragonfly Max
delivers the most advanced
collaboration experience in a
business convertible



HP Enhanced Lighting
is a selfie light to enhance
appearance in video calls



The HP EliteBook 805 G8
powers work wherever
it happens



HP ProBook 635 Aero G8 is
designed for embracing the
“work from anywhere” mindset




HP P-series curved monitor provides an immersive work experience



HP E24d and E27d Conferencing
Monitors are designed for
virtual collaboration



A man with dark curly hair and a beard is sitting on a grey sofa in a modern living room. He is wearing a blue and white striped sweater and blue pants, and is focused on a silver HP laptop. The room has large windows in the background showing a street with a yellow car. A small wooden side table with a potted plant is next to the sofa. In the foreground, a white round coffee table holds a glass of water, a small cactus, and some papers. A large potted plant is on the right. The floor is covered with a patterned rug.

Business Boost provides
technology, security, and support
services to help remote workers at
small- and medium-sized
businesses be more productive





HP Omnicept is a complete VR solution stack that combines hardware, software and developer enablement kit



HP LaserJet Enterprise 400
Series is HP's smallest
enterprise-class printer



Instant Ink, our subscription-based delivery service, will expand to include toner this fall



A woman with dark curly hair, wearing a light-colored shirt with a floral and butterfly pattern, is sitting at a wooden desk. She is looking at a laptop screen and has her hand on her chin. On the desk, there is a red mug, a pair of glasses, and a pen. To her right is a large, dark HP printer. In the background, there is a large window with a grid pattern and a desk lamp. A semi-transparent dark blue box with white text is overlaid on the right side of the image.

Document Workflow Cloud is a
cloud-based solution that helps
companies digitize and
automate business processes



MORE REMOTE WORK MEANS GREATER DEVICE AND DATA SECURITY RISKS



74%

of employees are working from home, many without cybersecurity defenses



36%

of CIOs said the greatest security risk to their organization is employees not taking the proper security measures



667%

increase in malicious phishing emails related to COVID-19

A woman with dark hair in a ponytail, wearing glasses and a blue shirt, is shown in profile, looking at a computer monitor. The background is a server room with blue lighting and blurred server racks. The monitor displays a web-based management interface with various charts and data.

BUSINESSES NEED TO MANAGE DEVICE SECURITY REMOTELY, AT SCALE

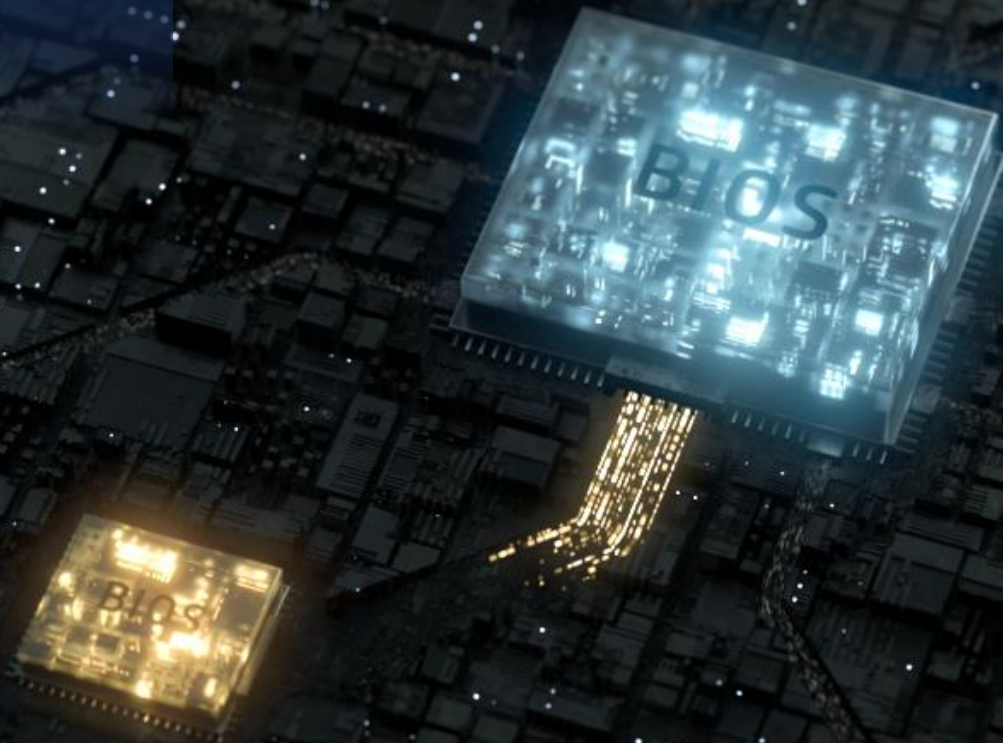
55%

of businesses expect
remote workforce security
budgets to increase over
the next 12 months

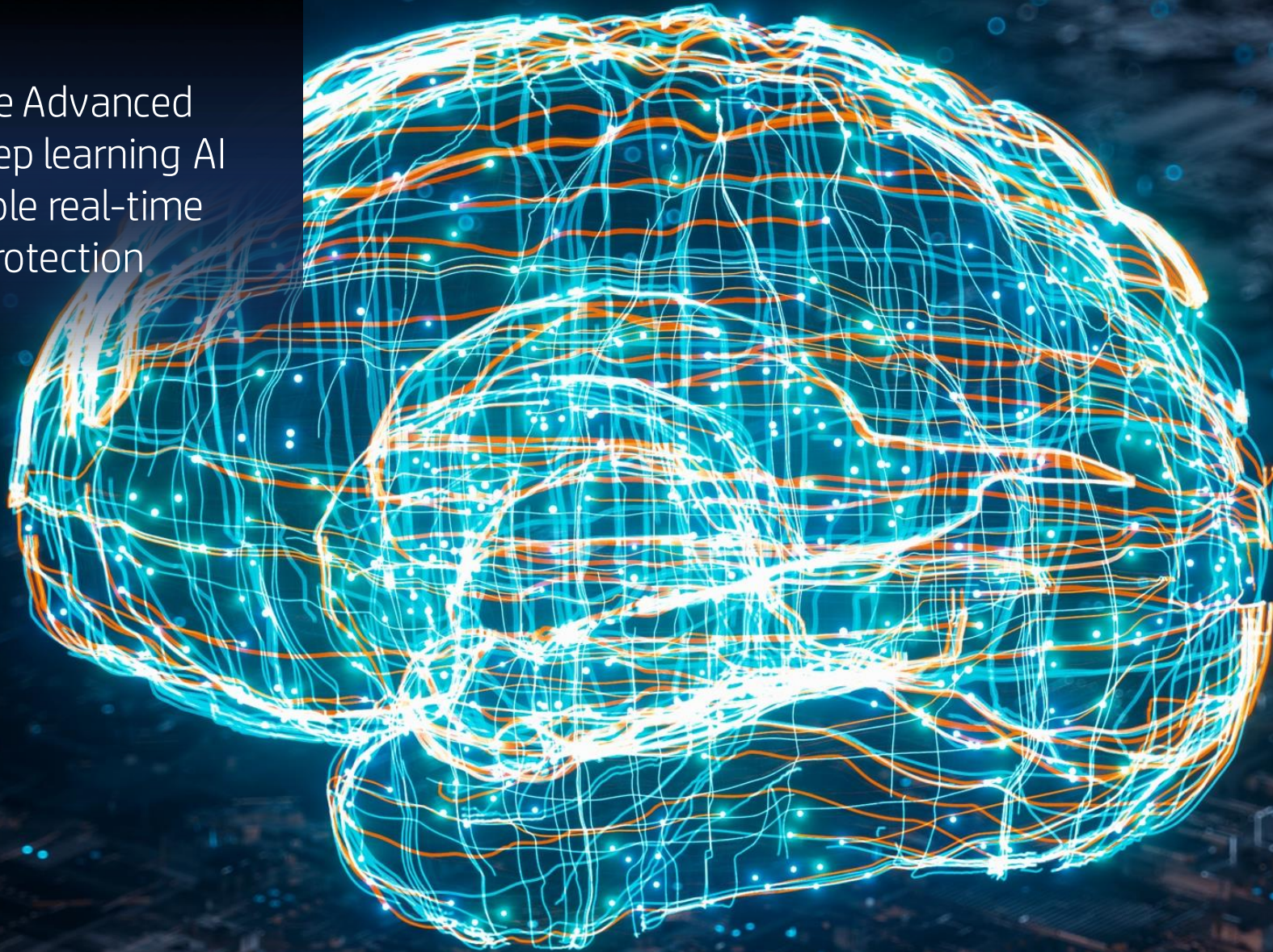
HP Sure Click Pro – a tool that helps protect from web, email, and document-based security threats – offered free of charge



BIOS security updates to battle
remote threats



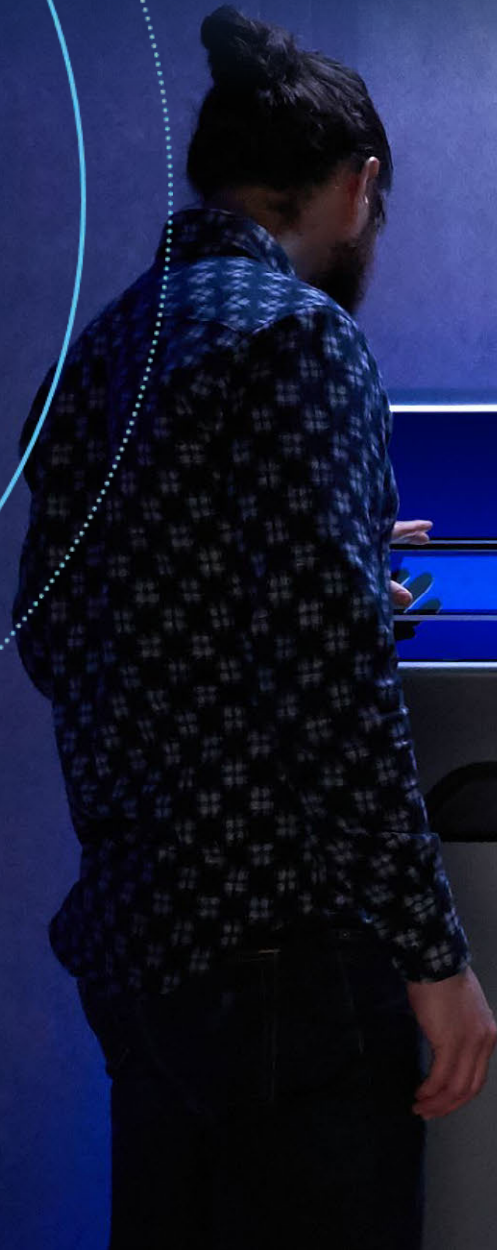
HP Sure Sense Advanced
harnesses a deep learning AI
engine to enable real-time
malware protection



HP Sure Recover allows ITDMs
to easily ensure a remote PC
can be restored in minutes and
return an employee to full
productivity



FUTURE OF MANUFACTURING



IT'S MORE IMPORTANT THAN EVER TO MAKE SUPPLY CHAINS FLEXIBLE AND RESILIENT

89%

of manufacturing executives
are looking to evolve their
business models

75%

of manufacturing executives
say that 3D printing helps
their company be more
agile

3D PRINTING HAS AN OPPORTUNITY TO DISRUPT THE \$12T MANUFACTURING MARKET

HP's 3D printers are aimed at industrial
manufacturing for producing everything from
auto parts to running shoes



3D PRINTING ALLOWED HP TO HELP WITH COVID-19 IN THE HEALTHCARE SECTOR

To date we've printed over

4 million parts

and made the designs freely available for use



THE 'NEW NORMAL' OF ADDITIVE MANUFACTURING

- Digital, localized, and sustainable
- More immune to economic and geopolitical volatility
- Creating more resilient supply chains



FUTURE OF HEALTHCARE



The background image shows a person's hands on a keyboard in the foreground, looking at a computer monitor. The monitor displays a video call with a female doctor in a blue scrubs. The background behind the monitor is a wall with a blue and white geometric pattern. Two semi-transparent dark blue boxes are overlaid on the image, each containing a percentage and a text description. The HP logo is in the bottom right corner.

15%

Increase in the use of
digital health tools
during the pandemic

37%

of consumers likely to
use telehealth in the
future

DIAGNOSTICS MOVES TO POINT-OF-CARE

- Improved accessibility
- Better patient outcomes
- Reduced pressure on acute services
- Lower costs and spend

国際線 乗り継ぎ
International Transfer
國際航線轉機 국제선 환승



到着
Arrivals
到达 도착



THE RACE FOR COVID-19 TREATMENTS, VACCINES, AND ANTIBODY TESTING

- There are **54** COVID-19 candidate vaccines in clinical evaluation*
- **12** of those are in Phase III trials
- **87** candidate vaccines are in preclinical evaluation
- The FDA recently approved the **first** drug for treatment of COVID-19

* As of November 17, 2020



ACCELERATING INNOVATION IN LIFE SCIENCES



MICROFLUIDICS

Applying underlying print technology to
applications in life sciences





MICRO-LEVEL PRECISION

- Digitization of chemistry and biology
- Extremely portable
- High-level of precision and accuracy
- Cost-effective

MICROFLUIDICS TODAY

- Cancer research
- Antibody testing
- Printing of pharmaceutical samples

MICROFLUIDICS TOMORROW



FROM MAINFRAME TO PC



FROM CENTRAL LAB TO LAB-ON-A-CHIP



HP INNOVATION MANTRA



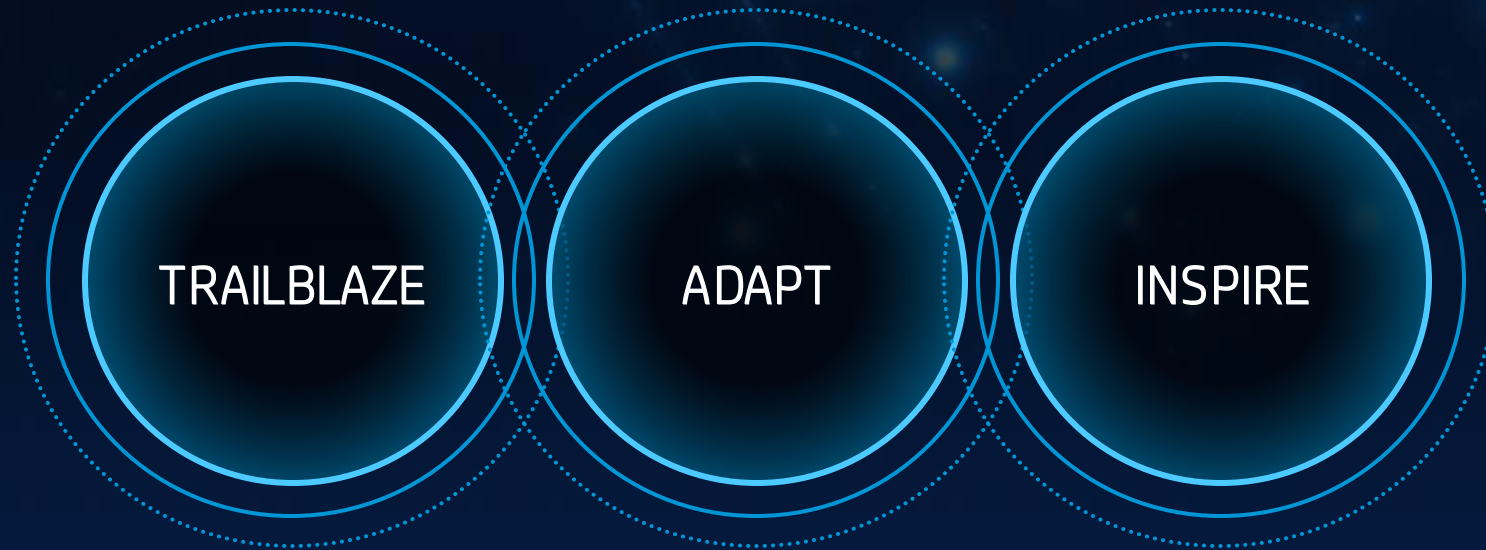
HP'S INNOVATION MANTRA



CEOS: FOSTER A CULTURE OF INNOVATION



INTRAPRENEURS: DRIVE NEW BUSINESS INCUBATIONS THAT THRIVE



EMPLOYEES: TAP INTO YOUR INNER INNOVATOR





TO REMAIN
STATIC IS TO
LOSE GROUND

— DAVID PACKARD