LEADING IN PERSONAL SYSTEMS

ALEX CHO | PERSONAL SYSTEMS

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USE OF NON-GAAP FINANCIAL INFORMATION

HP has included non-GAAP financial measures in this presentation to supplement HP’s consolidated financial statements presented on a GAAP basis. Definitions of these non-GAAP financial measures and reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measures are included elsewhere in this presentation.

HP’s management uses net revenue on a constant currency basis, non-GAAP total operating expense, non-GAAP operating profit, non-GAAP tax rate, non-GAAP net earnings, and non-GAAP diluted net earnings per share to evaluate and forecast HP’s performance before gains, losses or other charges that are considered by HP’s management to be outside of HP’s core business segment operating results. Gross cash, net cash (debt), and free cash flow are liquidity measures that provide useful information to management about the amount of cash available for investment in HP’s businesses, funding acquisitions, repurchasing stock and other purposes. Net cash (debt) provides useful information to management about the state of HP’s consolidated balance sheet.

These non-GAAP financial measures may have limitations as analytical tools, and these measures should not be considered in isolation or as a substitute for analysis of HP’s results as reported under GAAP. For example, items such as amortization of intangible assets, though not directly affecting HP’s cash position, represent the loss in value of intangible assets over time. The expense associated with this change in value is not included in non-GAAP operating profit, non-GAAP tax rate, non-GAAP net earnings, and non-GAAP diluted net earnings per share and therefore does not reflect the full economic effect of the change in value of those intangible assets. In addition, items such as restructuring and other charges, acquisition-related charges, non-operating retirement-related credits/(charges), defined benefit plan settlement charges, debt extinguishment costs, tax adjustments, and the related tax impact on these items that are excluded from non-GAAP total operating expense, non-GAAP operating profit, non-GAAP tax rate, non-GAAP net earnings and non-GAAP diluted net earnings per share can have a material impact on the equivalent GAAP earnings financial measures and cash flow.

HP may not be able to immediately liquidate the short-term and long-term investments included in gross cash, which may limit the usefulness of gross cash as a liquidity measure. In addition, free cash flow, which includes net capital expenditures, does not represent the total increase or decrease in cash for the period. The non-GAAP financial information that we provide also may differ from the non-GAAP information provided by other companies.

We compensate for the limitations on our use of these non-GAAP financial measures by relying primarily on our GAAP financial statements and using non-GAAP financial measures only supplementally. We also provide robust and detailed reconciliations of each non-GAAP financial measure to the most directly comparable GAAP measure, and we encourage investors to review those reconciliations carefully.

We believe that providing these non-GAAP financial measures in addition to the related GAAP measures provides investors with greater transparency to the information used by HP’s management in its financial and operational decision-making and allows investors to see HP’s results “through the eyes” of management. We further believe that providing this information better enables investors to understand HP’s operating performance and financial condition and to evaluate the efficacy of the methodology and information used by HP’s management to evaluate and measure such performance and financial condition.

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PERSONAL SYSTEMS MOMENTUM

WINNING STRATEGY
Reinvent PC experiences
Transform portfolio

EXECUTING IN DYNAMIC MARKET
$164M
YTD Incremental profit

GROWING THE BUSINESS
Strong
Revenue growth

1. HP Inc. Earnings Results, FQ1-FQ3'18 vs. FQ1-FQ3'17
MARKET-LEADING PERFORMANCE

1. HP 1H FY'18 vs. FY'15 customer NPS Survey. FY'16 figures estimated (change in NPS vendor and panels)
2. HP Inc. Earnings Results, FQ1-FQ3'18 vs. FQ1-FQ3'17
3. IDC PCD WW Quarterly Tracker CQ2'18, inclusive of Desktop, Notebook, Workstation

**CUSTOMER SATISFACTION**

- **+12 pts**
- 2015
- 1H 2018

**REVENUE GROWTH**

- **+14%**
- Revenue growth²

**PROFIT IMPROVEMENT**

- **Operating profit**
  - FQ1'18: 3.6%
  - FQ2'18: 3.8%
  - FQ3'18: 3.9%

**SHARE GAINS**

- HP PC market share (%)³
  - CQ2'16: 20.8%
  - CQ2'18: 24.0%

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1. HP 1H FY'18 vs. FY'15 customer NPS Survey. FY'16 figures estimated (change in NPS vendor and panels)
2. HP Inc. Earnings Results, FQ1-FQ3'18 vs. FQ1-FQ3'17
3. IDC PCD WW Quarterly Tracker CQ2'18, inclusive of Desktop, Notebook, Workstation

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WORLD-CLASS EXECUTION

INSIGHTS-TO-INNOVATION

40
Design awards¹

COST MANAGEMENT

$1B+
Cost mitigations²

GLOBAL SUPPLY CHAIN

2
PCs delivered every second, every day³

GO-TO-MARKET REACH

170
Countries

200K+
Channel partners

(Pricing, Currency, Base Unit Cost Reductions)

1. HP internal analysis of received awards
2. HP internal financial data, FQ1'18–FQ3'18 vs. FQ1'17–FQ3'17
3. HP internal analysis, March 2018
### Delivering on Strategic Priorities

#### Core

<table>
<thead>
<tr>
<th>Strategic PC Segments</th>
<th>Displays Attach</th>
<th>Device as a Service</th>
<th>Retail Point of Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>+3.1 pts</td>
<td>+2.6 Pts</td>
<td>+50%</td>
<td>#1</td>
</tr>
<tr>
<td>Premium unit share (CQ2'18 vs CQ2'16)</td>
<td>Displays unit share</td>
<td>Pipeline growth (CQ2'18, Y/Y)</td>
<td>RPOS share</td>
</tr>
<tr>
<td>12.8%</td>
<td>15.4%</td>
<td>8.1% 8.6% 8.8% 9.4%</td>
<td></td>
</tr>
<tr>
<td>Commercial unit share (CQ2'18 vs CQ2'16)</td>
<td></td>
<td></td>
<td>CQ2'18</td>
</tr>
<tr>
<td>1</td>
<td>2.6</td>
<td>2.7</td>
<td>10.7</td>
</tr>
</tbody>
</table>

#### Growth

<table>
<thead>
<tr>
<th>Device as a Service</th>
<th>Retail Point of Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>+50%</td>
<td>#1</td>
</tr>
<tr>
<td>Pipeline growth (CQ2'18, Y/Y)</td>
<td>RPOS share</td>
</tr>
<tr>
<td>8.1% 8.6% 8.8% 9.4%</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

1. IDC PCD WW Quarterly Tracker CQ2'18, inclusive of Desktop, Notebook, Workstation. Premium: Commercial >$999, Consumer >$799
2. IDC PC Monitor Tracker CQ2'18
3. HP internal analysis, pipeline revenue
4. HP internal analysis of purpose built POS systems from IHL Q2 2018 POS Report
INNOVATIVE FIRSTS AND BESTS

WORLD’S SMALLEST BUSINESS CONVERTIBLE

WORLD’S LONGEST BATTERY LIFE IN A QUAD CORE CONVERTIBLE

WORLDS FIRST ALL-IN-ONE WITH AMAZON ALEXA

WORLD’S FIRST HEALTHCARE AIO WITH INTEGRATED DUAL-BAND RFID AND BIOMETRICS

WORLD’S MOST VERSATILE UNIVERSAL DOCK

WORLD’S FIRST HEADSET WITH ACTIVE EARCUP COOLING

SLEEK, MODERN AND ADAPTABLE

THE WORLD’S MOST POWERFUL CONVERTIBLE PC

1. Based on competitors as of April 2018 of convertible, nondetachables with Windows Pro OS and 8th Gen U Series Intel® Core™ vPro™ processors. Smallest based on volume.
2. Up to 16.75 hours requires laptop configured with Intel® Core™ i5-8250U processor with Intel Graphics 620, 8gb RAM, 256gb SSD, 13.3” diagonal FHD (1920x1080) display, Windows 10 Home RS2. Windows 10 MM14 battery life will vary depending on various factors including product model, configuration, loaded applications, features, use, wireless functionality, and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. See www.bapco.com for additional details.
3. Based on consumer AiOs having integrated features to support single-sign-on including optional FIPS fingerprint reader, optional dual-band RFID, and optional IR camera. Single sign-on software sold separately. The HP EliteOne 800 G4 23.8 Healthcare Edition AiO is not intended for use in diagnosis, cure, treatment or prevention of disease or other medical conditions.
4. Based on Thunderbolt™ docks that support USB-C™ charging, video and the ability to deliver power to notebooks that require up to 200W power as of January 2018.
5. Based on headsets on the market as of 4/24/18. Listening to personal stereo equipment or headsets at full volume for long periods can damage the user’s hearing. To reduce the risk of hearing damage, lower the volume and amount of time listening at full volume.
6. Based on Thunderbolt™ docks supporting USB-C™ charging, video and the ability to deliver power to notebooks that require up to 200W power as of January 2018.
7. Based on HP’s internal analysis of convertible non-detachables as of February 2018, and power based on maximum processor, graphics, memory.
LARGE & GROWING TAM

PERSONAL SYSTEMS TAM ($B)

- $30
- $80
- $210

FY18-FY22 CAGR

- SOLUTIONS¹
  - Virtual Reality
  - 3D Scanning
  - Retail Solutions
  +22%

- SERVICES AND PERIPHERALS²
  - Device as a Service / Security
  - Transactional Services
  - Displays and Accessories
  +6%

- COMPUTE END-POINT³
  - PCs
  - Workstations
  - Detachables
  - Thin Clients
  Flat

$320B+ +4% CAGR

CY'18

1. TAM based on HP internal analysis. Projections based on currently available data and estimates.
2. DaaS includes the services component only for mobility (notebooks) and desktops, workstations, thin clients, and retail point of sale devices
3. IDC forecast for PCs, Workstations, detachables and thinclient (May 2018)

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### The Future of Computing

<table>
<thead>
<tr>
<th>ONE LIFE</th>
<th>CONNECTED</th>
<th>SECURE</th>
<th>SMART</th>
<th>AS-A-SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>67% PEOPLE USING DEVICE FOR WORK &amp; PLAY&lt;sup&gt;1&lt;/sup&gt;</td>
<td>2X LIKELIHOOD OF CHOOSING A PC WITH LTE CONNECTIVITY&lt;sup&gt;2&lt;/sup&gt;</td>
<td>71% BREACHES ORIGinate FROM ENDPOINT DEVICES&lt;sup&gt;3&lt;/sup&gt;</td>
<td>50% SEARCHES WILL BE VOICE BY 2020&lt;sup&gt;4&lt;/sup&gt;</td>
<td>+60% GROWTH FOR PC-AS-A-SERVICE&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

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1. IDC ConsumerScape 360, 2018 main survey  
2. HP, Primary Research, OOF, 2017  
3. Information Age: Securing the endpoint from dangerous cyber threats, May 2017  

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“OFFICE” OF THE FUTURE

FROM FIXED CUBICLES TO COLLABORATIVE WORKSPACES

AGILE | CONNECTED | INTERACTIVE | SECURE | MOBILE
GAMING OF THE FUTURE

FROM SOLITARY PASTIME TO SOCIAL EXPERIENCE

IMMERSIVE | MOBILE | MULTI-DEVICE | PERSONALIZED | MAINSTREAM
RETAIL OF THE FUTURE

FROM ONE SIZE FITS ALL TO PERSONALIZED

EXPERIENTIAL | FRICTIONLESS | SECURE | OMNICHANNEL | AS-A-SERVICE
REINVENTING & TRANSFORMING

**CORE**
- REINVENT PC EXPERIENCES

**GROWTH**
- TRANSFORM WITH SERVICES AND SOLUTIONS

**FUTURE**
- CREATE IMMERSIVE EXPERIENCES

CUSTOMER INSIGHTS

SUPPLY CHAIN AND COST MANAGEMENT

CHANNEL PARTNERSHIPS

SECURITY AND MANAGEABILITY

ANALYTICS AND AI
1. Based on HP’s internal analysis of convertible non-detachables as of February 2018, and power based on maximum processor, graphics, memory.

2. HP Sure Click is available on most HP PCs and supports Microsoft® Internet Explorer and Chromium™. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files in read only mode, when Microsoft Office or Adobe Acrobat are installed.

3. HP Sure Start Gen4 is available on HP Elite and HP Pro 600 products equipped with 8th generation Intel® or AMD processors.

4. HP Sure View integrated privacy screen is an optional feature that must be configured at purchase and functions in landscape orientation.

5. Based on HP’s unique and comprehensive security capabilities at no additional cost and HP Manageability Integration Kit’s management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager on mobile workstations as of Jan 2017 with 7th Gen and higher Intel® Processors.


7. HP internal analysis, 100 index = CQ3’17 Indexed to CQ3’17

**The world’s most powerful convertible PC**

**Sure Click**

**Sure Start**

**Sure View**

**Most secure and manageable PCs**

**SHIFTING MIX TO PREMIUM**

<table>
<thead>
<tr>
<th>CQ2’17</th>
<th>CQ2’18</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>22%</td>
</tr>
</tbody>
</table>

**+3 pts**

**MANAGING COSTS AND QUALITY**

Annual intervention rate reduction

100
94
93
91

Indexed to CQ3’17
CORE: CRAFTING PREMIUM EXPERIENCES

FREEDOM TO WORK ANYWHERE
HP EliteBook x360 1030 G3

WORLD’S SMALLEST BUSINESS CONVERTIBLE WITH 4G LTE¹

REINVENTING THE PC
HP Spectre Folio

WORLD’S FIRST LEATHER CONVERTIBLE PC²

OUTPACING THE COMPETITION

<table>
<thead>
<tr>
<th>Apple</th>
<th>Dell</th>
<th>Lenovo</th>
</tr>
</thead>
<tbody>
<tr>
<td>-6.0 Pts</td>
<td>+2.2 Pts</td>
<td>+1.6 Pts</td>
</tr>
</tbody>
</table>

Unit share change[^3] CQ2’18–CQ2’17 (Points)

[^1]: Based on competitors as of April 2018 of convertible, non detachables with Windows Pro OS and 8th Gen U Series Intel® Core™ vPro™ processors. Smallest based on volume

[^2]: Product exterior and outer keyboard is 100 percent genuine full grain leather as of 9/18/18

[^3]: IDC PCD WW Quarterly Tracker CQ2’18, inclusive of Desktop, Notebook, Workstation. Premium: Commercial >$999, Consumer>$799

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CORE: CHANGING THE GAME IN GAMING

BUILDING A GAMING ECOSYSTEM

DEVICES

OMEN Gaming
Pavilion Gaming

ACCESSORIES

OMEN Display
OMEN Mindframe

SOFTWARE/SOLUTIONS

OMEN Streaming¹
Game Coaching

GROWING IN GAMING

Consumer Gaming revenue share²

2015: 2.8%
2016: 8.8%
2017: 12.0%
2018 YTD: 12.8%

1. Must activate OMEN Game Stream account on your OMEN PC and download the OMEN Command Center app from the Microsoft Store onto other Windows 10 PCs

2. IDC PCD WW Quarterly Tracker CQ2’18. Gaming: IDC Product Positioning = Gaming

Game Stream requirements: OS – Microsoft Windows 10 (Fall Creators Update or later); Network – Minimum upload and download speeds of 10Mbps at 5GHz; CPU – X Generation Intel® Core™ i5 processor or better; GPU – Intel® HD 4000 / NVIDIA® 8000 series / AMD® 2000 series or better with latest graphics drivers; System Memory – 4GB DDR3
## CORE: EVERY PC CHOICE IS A SECURITY CHOICE

**BUILDING THE WORLD’S MOST SECURE AND MANAGEABLE PCS**

### THREATS ON THE RISE

<table>
<thead>
<tr>
<th>Average number of malicious emails / employee / month</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual increase in frequency of security breaches</td>
<td>27%</td>
</tr>
</tbody>
</table>

### WINNING WITH SECURITY

| Attach rate for SureView | 30%+ |

### DATA

<table>
<thead>
<tr>
<th>Recover Lost Passwords</th>
<th>HP SpareKey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erase Sensitive Data</td>
<td>HP SecureErase</td>
</tr>
<tr>
<td>Secure Drives</td>
<td>Certified Self-Encrypting Drives</td>
</tr>
</tbody>
</table>

### IDENTITY

<table>
<thead>
<tr>
<th>Protect Against Unauthorized Access</th>
<th>HP Multi-Factor Authentication Gen2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect &amp; Recover BIOS</td>
<td>HP Sure Start, HP BIOSphere</td>
</tr>
<tr>
<td>Guard Critical Processes</td>
<td>HP Sure Run</td>
</tr>
</tbody>
</table>

### DEVICE

<table>
<thead>
<tr>
<th>Minimize Downtime</th>
<th>HP Sure Recover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage and Enforce Security Policies</td>
<td>HP Image Assistant, HP MIK</td>
</tr>
<tr>
<td>Protect &amp; Recover BIOS</td>
<td>HP Sure Start, HP BIOSphere</td>
</tr>
<tr>
<td>Guard Critical Processes</td>
<td>HP Sure Run</td>
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</tbody>
</table>

1. Applies to HP Elite PCs. Based on HP’s unique and comprehensive security capabilities at no additional cost and HP Manageability Integration Kit’s management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager as of November 2016 on HP Elite PCs with 7th Gen and higher Intel® Core® Processors, Intel® integrated graphics, and Intel® WLAN.
2. Symantec Internet Security Threat Report
4. HP internal analysis
GROWTH: REINVENTING RETAIL EXPERIENCES

INNOVATIVE PORTFOLIO ENABLING RETAIL OF THE FUTURE

SLEEK DESIGN, SEAMLESS MOBILITY
MULTI-LAYERED SECURITY
INTEGRATED PERIPHERALS

1. HP internal analysis of purpose built POS systems from IHL Q2 2018 POS Report

#1
Unit share

+2.6
Unit share growth YTD Y/Y

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GROWTH: HP DAAS

GROWING COMPLEXITY

60%
ITDMs cite resources drained by device management\(^1\)

80%
of IT total costs after purchase of PC\(^1\)

200%
increase in security-driven updates\(^1\)

END-POINT MANAGEMENT: HP DEVICE AS A SERVICE

Devices: Multi OS, multi form factor

Flexibility: Tailored offerings with simplified purchasing

Insights: Analytics, proactive management and security

GLOBAL CHANNEL AND MPS INFRASTRUCTURE

DELIVERING OUTCOMES

Improve end-user and IT productivity

Strengthen security posture

Improve cost predictability

1. HP internal analysis

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GROWTH: POWERFUL AI & ANALYTICS

PROACTIVE MANAGEMENT WITH HP TECHPULSE

**BATTERY**
Identify failing batteries of user devices

**HARD DRIVE**
Identify failing disk drives of user devices

**CPU UTILIZATION**
Identify users with need of powerful PC

**SECURITY**
Number of hours firewall was turned off

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40% RETURN ON INVESTMENT WITH PAYBACK IN YEAR ONE¹

1. HP internal analysis

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FUTURE: LEADERSHIP IN NEW CATEGORIES

3D SCANNING

WORKFLOW TRANSFORMATION

VIRTUAL REALITY

$6B MARKET BY 2021¹

$15B MARKET BY 2021¹

$25B MARKET BY 2021¹

¹ HP internal analysis
FUTURE: BUILDING COMMERCIAL VR

**HP VR DEPLOYMENTS**

- SPACES
- PERISCAPE™
- TWO BIT CIRCUS
- Firsthand Technology
- Dreamscape
- Yale University

**HP VR SOLUTIONS PORTFOLIO**

- Visualization and collaboration solution
- Procedural training solution
- Safety and compliance training solution

- FASTER DESIGN TIME
- REDUCED TRAINING COST
- IMPROVED TRAINING EFFECTIVENESS
1. HP internal analysis revenue mix for FY18 and beyond are projections based on currently available data and estimates

DRIVING PROFITABLE LONG-TERM GROWTH

POTENTIAL PS REVENUE MIX

TRANSFORM PORTFOLIO
- Build Commercial VR leadership
- Establish 3D scanning

REINVENT PC EXPERIENCES
- Win in other pockets of growth: 2-in-1s, Workstations, Displays & Acc.
- Continue Premium & Gaming growth
- Gain profitable share

Core
- Traditional PC
- Premium and gaming
- Other pockets of growth
- Services and solutions
- New categories

FUTURE

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CONTINUING TO REINVENT & TRANSFORM

LARGE MARKET OPPORTUNITY
$320B+TAM
+4% CAGR\(^1\)

CONSISTENT STRATEGY
Reinvent PC experiences
Transform portfolio

WORLD-CLASS EXECUTION
Insights to innovation
Supply chain and go to market

STRONG FINANCIAL PERFORMANCE
Outgrow the market
Profitable growth

BUILDING THE WORLD’S MOST EXCITING DEVICES AND INTELLIGENT SOLUTIONS

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\(^1\) TAM based on HP internal analysis as of September 2018.
THANK YOU