

# Kodak

## WHAT'S NEXT STARTS

## NOW

MATERIAL SCIENCE, DEPOSITION

PRINTED CIRCUIT BOARD FILMS

ANTI-COUNTERFEITING

STREAM INKJET TECHNOLOGY

TOUCHSCREEN SENSORS

SONORA PROCESS FREE PLATES

SQUARESPOT TECHNOLOGY

UNIFIED WORKFLOW



**Kodak.**  
**A technology company**  
**focused on imaging for business.**  
**Serving customers with disruptive**  
**technologies and breakthrough solutions.**

# Differentiated Technology for Core Markets

- Material Science
- Digital Imaging Science
- Deposition Processes
- Stream inkjet technology
- SQUAREspot technology
- Electrophotographic Technology
- Computer to Plate (CTP) Devices and Digital Plates
- Workflow and Digital Front End devices



## Product Goods Packaging

Sustainable growth with areas of high growth

**Addressed Market \$2B**  
**Total Market \$247B**



## Graphic Communications

Increasing the value of the printed page in a hybrid, multi-media world

**Addressed Market \$13B**  
**\$455B Market**



## Functional Printing

Printing to deliver functionality beyond visual communications

**Addressed Market \$2B**  
**\$28B Market**



## Professional Services

Kodak technology, expertise and industry networks create a unique ability to redefine, improve and manage information flow and security for commercial enterprises



# Differentiated Solutions for Core Markets

**Focused on Imaging for Business Serving Customers with Disruptive Technologies and Breakthrough Solutions**



## **Disrupting Product Goods Packaging**

Through breakthrough FLEXCEL and STREAM inkjet solutions that drive efficiency, eliminate waste, increase sales by improving shelf appeal, delivering mass customization, and integrating smart packaging and brand protection.



## **Transforming Graphic Communications**

Increasing the value of the printed page in a hybrid, multi-media world via breakthrough STREAM inkjet technology and productive and sustainable SONORA plates, which deliver greater return to marketers and publishers in support of their digital transformations.



## **Disrupting Functional Print Markets**

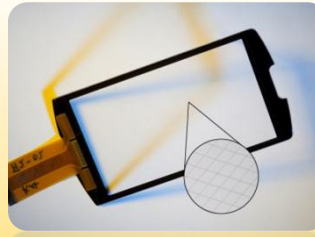
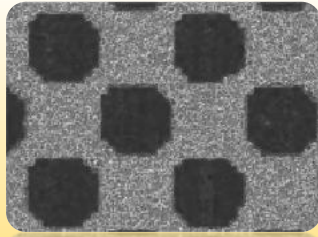
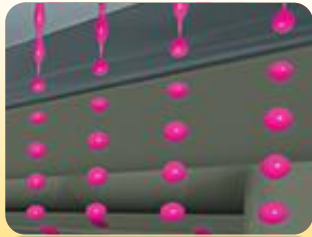
by leveraging our printing, SQUARESpot laser imaging, and deposition expertise, combined with specialized material formulations, to deliver disruptive solutions via low-cost additive and subtractive, continuous manufacturing processes. Starting with game-changing solutions in touch panel displays.

## **Professional Services**

Kodak technology, expertise and industry networks create a unique ability to redefine, improve and manage information flow and security for commercial enterprises

# Leading Through Technology

**A unique and seamless combination of worldwide leadership in  
materials science, digital imaging science,  
and deposition processes**



**Kodak**

Stream Inkjet  
Technology



**Kodak**

**SQUAREspot**  
Imaging  
Technology



**Kodak**

**ColorFlow**  
Technology

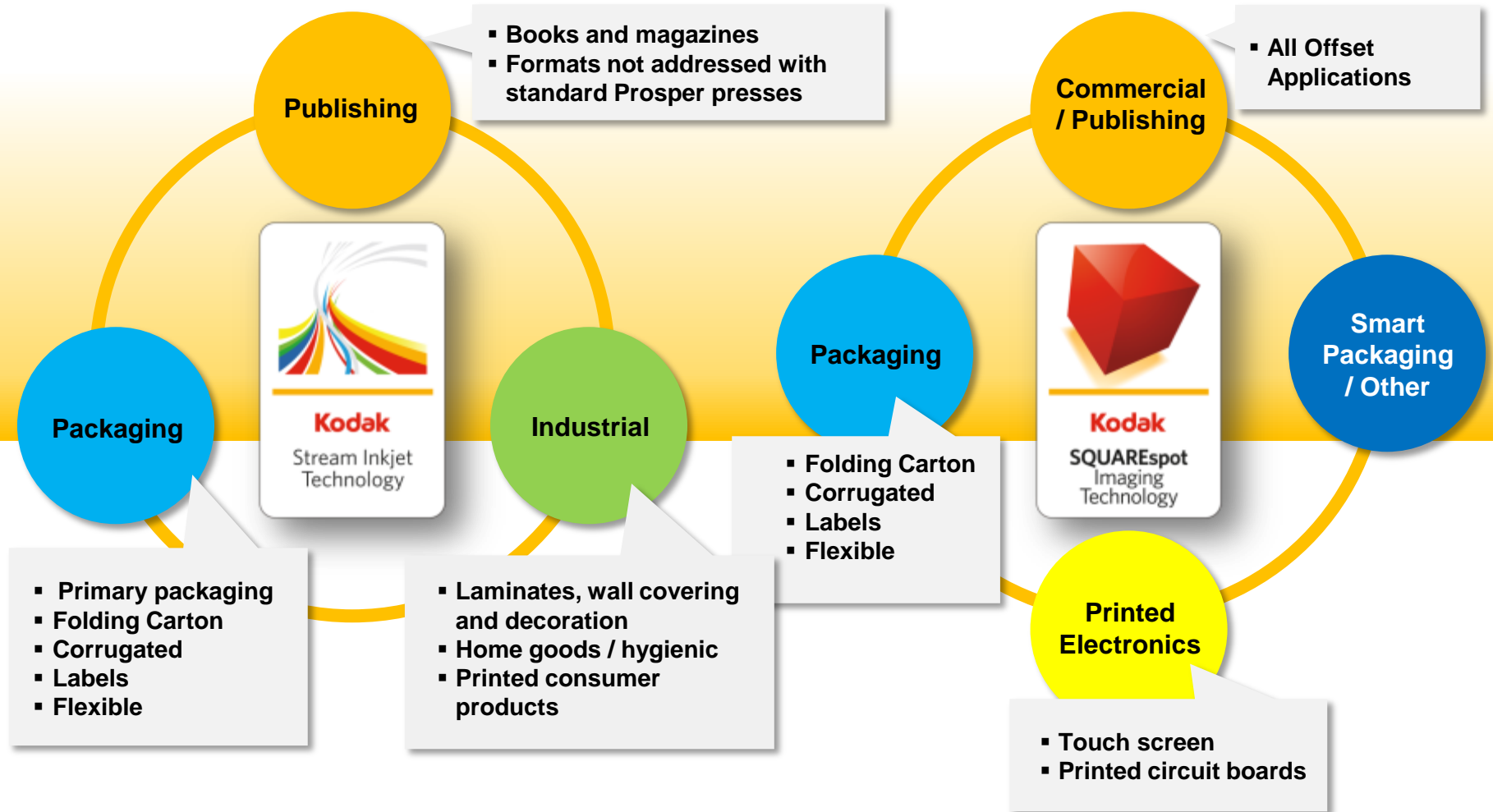


**Kodak**

Unified Workflow  
Solutions

**Providing innovative and leading solutions that deliver  
increased value to our customers**

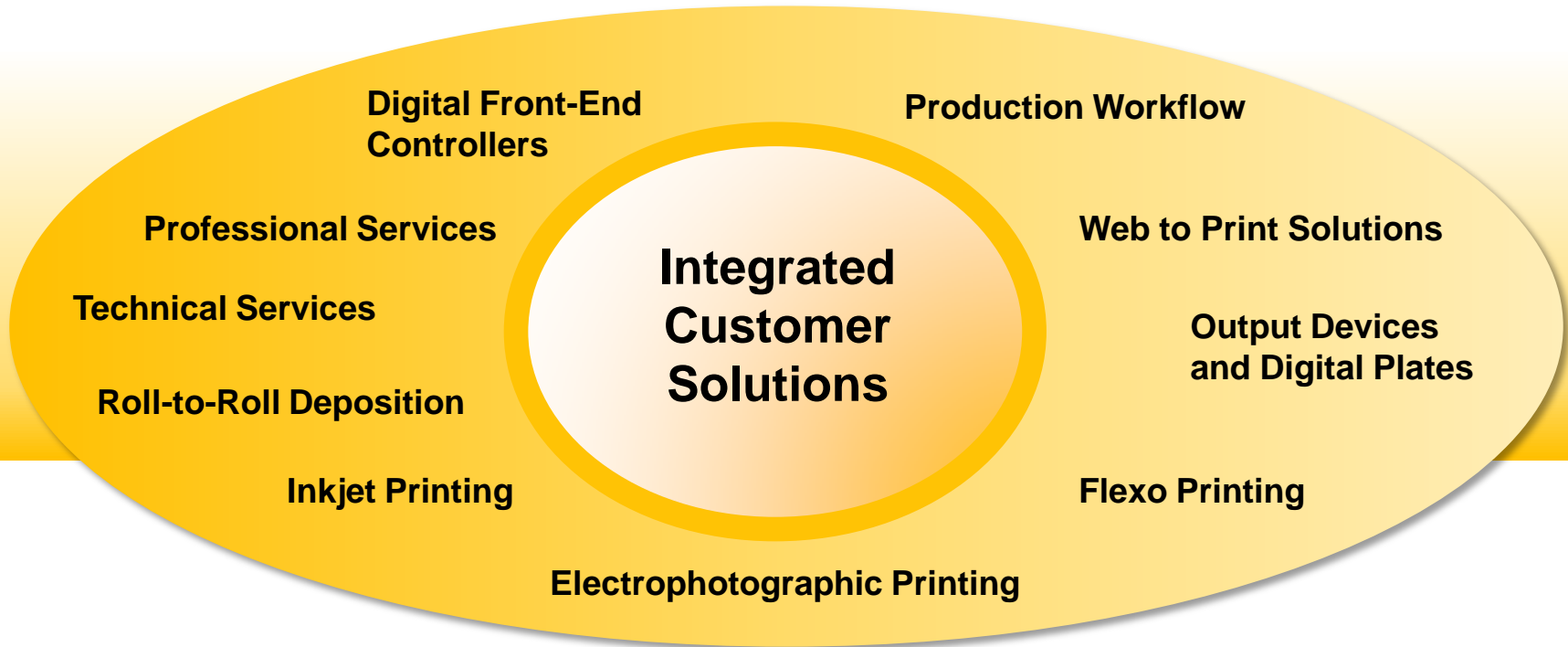
# Technology Expands into Large Adjacencies



# Technology Foundation Delivers Superior Customer Solutions

**Materials Science**

**Digital Imaging Science**



**Deposition Processes**

**Providing Winning Solutions Today, Tomorrow and in the Future**

# Setting a Trajectory for Growth

**Kodak** has enabled over **60,000 PRINERGY** seats worldwide

**Kodak** has over **16,000 CTP** devices installed worldwide

**Kodak** CTP devices image more than **30%** of digital offset plates worldwide

**Kodak** has over **12,000 Digital** commercial printing devices installed

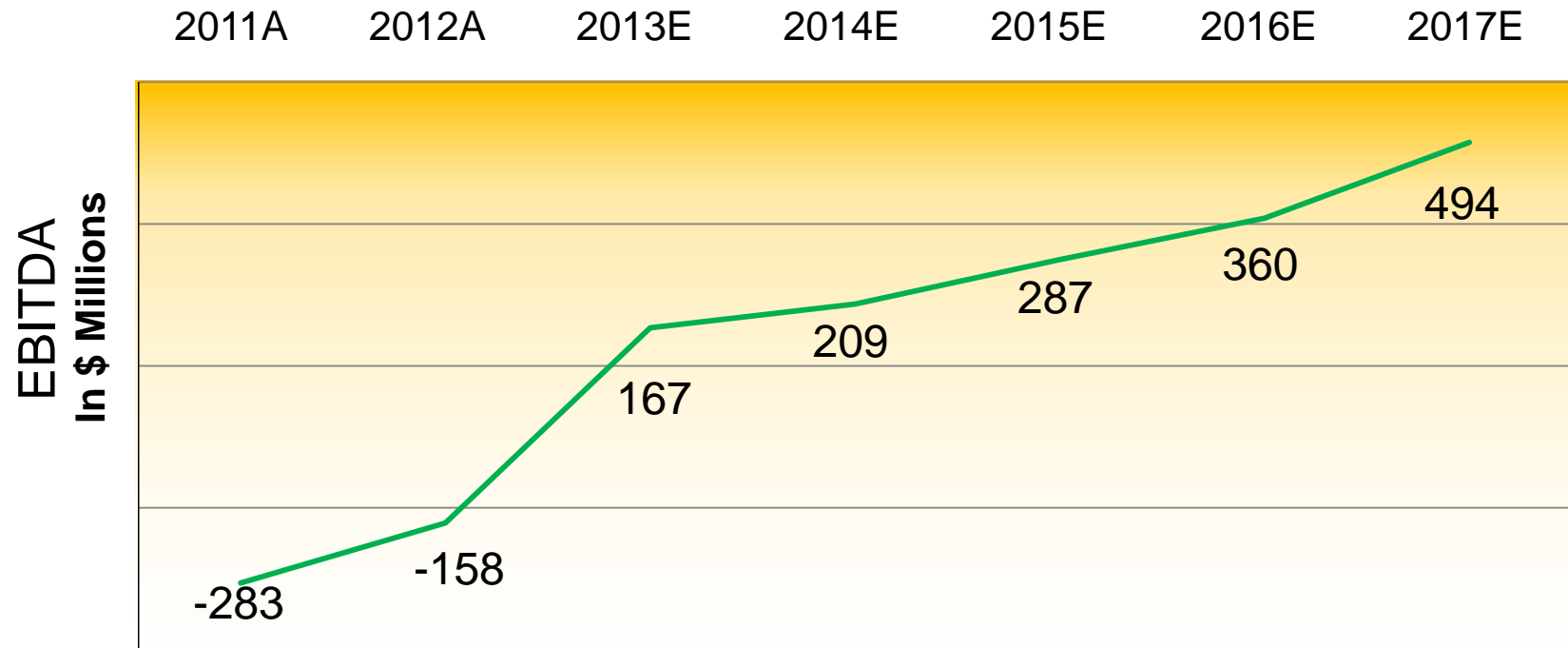
**Kodak Prosper** systems printed more than **40 Billion** pages since launch

**Kodak** has over **300 FLEXCEL NX** Systems installed worldwide

**Kodak** customers produce over **\$100 Billion** commercial printing worldwide



# Kodak: Path to Sustainable, Profitable Company



# Fast Facts

The Kodak logo is displayed in red text on a black background. To its right is a large, abstract graphic featuring a bright blue light source with radiating lines and a yellow diagonal beam crossing the scene.

**Kodak**

**Corporate headquarters:** Rochester, N.Y.

**Main manufacturing and technology centers:** Brazil, Canada, China, England, Germany, India, Israel, Japan, Singapore, U.S.

**Customers:** more than 25,000

**Worldwide employment:** 8,500 as of September 2013  
(With DI/PI 12,500 employees)

**Four operating regions:** Products available in more than 150 countries worldwide.

Extensive partner network (distribution, supply and OEM)

**2012 Revenue:** \$2.7 billion  
(With DI/PI: \$4.1Billion)

**EBITDA :** On track to deliver \$167 million in 2013 and \$494 million in 2017

**Capital Structure:**

Approximately \$500 million in equity

Debt of \$695 million and

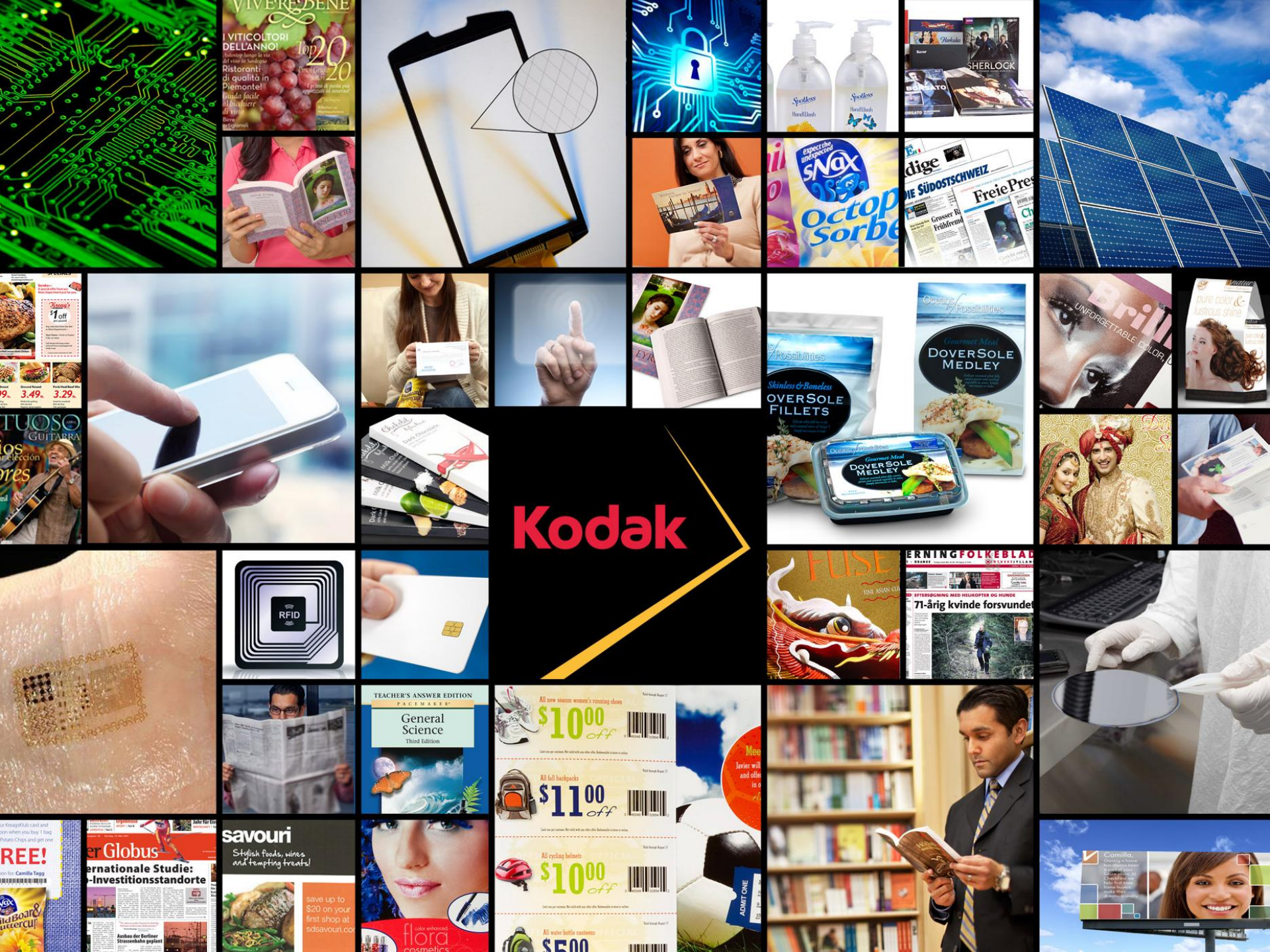
Cash of more than \$800 million at emergence.

# Our Commitment to 25,000+ Customers



**We have the financial strength to serve more than 25,000 customers through continued investments in R&D, Global Manufacturing, Sales, Technical Services and Support to provide ongoing solutions to help customers businesses thrive during these dynamic times**







# Appendix

# Core Markets Trends and Applications



## Product Goods Packaging

Sustainable growth with areas of high growth

- Fastest growing print market
- Highly fragmented value chain
- Ripe for technology substitution

## Key Applications

Folding cartons,  
Cut & stack labels  
flexible, corrugated, labels &  
tags, metal, rigid plastic



## Graphic Communications

Increasing the value of the printed page in a hybrid, multi-media world

- Multi-channel communications: Personalization
- Digital print investments = double digit page and revenue growth
- Publishing business and production transformations
- Increased ROMI

## Key Applications

Direct mail, magazines,  
newspapers, books, marketing  
collateral, brochures, catalogs  
Transpromo (financial statements  
with advertisements)



## Functional Printing

Printing to deliver functionality beyond visual communications

- Everyday applications continue to grow
- Formats and sizes are more demanding
- Variability and design flexibility are enabling new technologies

## Key Applications

Touch panels, smart packaging,  
printed electronics