



Kodak – Technology Innovator

Dr. Terry R. Taber

Chief Technology Officer & Senior Vice-President

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)

Capital Structure:

Approximately \$500 million in equity

Debt of \$695 million and

Cash of more than \$800 million at emergence

Expansive Portfolio of Kodak Solutions & Services

Kodak

Graphics

- Digital Plates
- Output Devices
- Print Software
- Services



Digital Printing Solutions

- Cut-sheet Production Presses
- Roll-fed Production Presses
- Consumables
- OEM
- **PROSPER** Imprinting Systems
- Digital front-end controllers
- Consumer Inkjet



Packaging

- Flexcel NX System
- Consumables



Entertainment Imaging & Commercial Films



Functional Printing

- Flexo solutions (displays, smart packaging)
- Thin film solutions (specialized substrates, energy)



Winning solutions in the conversion to multi-channel communications

Packaging - Serving Brands From Concept to Consumer

Kodak

Differentiated technology and solutions



PROSPER Components



FLEXCEL NX System



FLEXCEL Direct System



APPROVAL System



Offset Solutions



Media

... Plus a range of **WORKFLOW SOFTWARE. SECURITY & INTEGRATION SERVICES**
Backed by World Class Service and Support

Packaging Printing - Corrugated, Folding carton,
Flexible, Labels

JIT Production, Marking, Security, Versioning, Dimensional,
Shelf appealing decoration, Digital integration



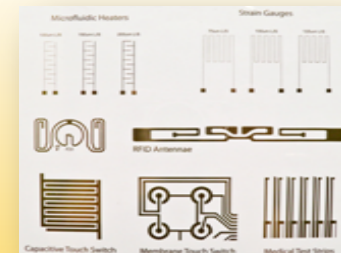
SQUARESPOT -Kodak's Technology Differentiation

Kodak

Core Competence in High Resolution Imaging and Printing with Kodak's Laser Spot Head Technology

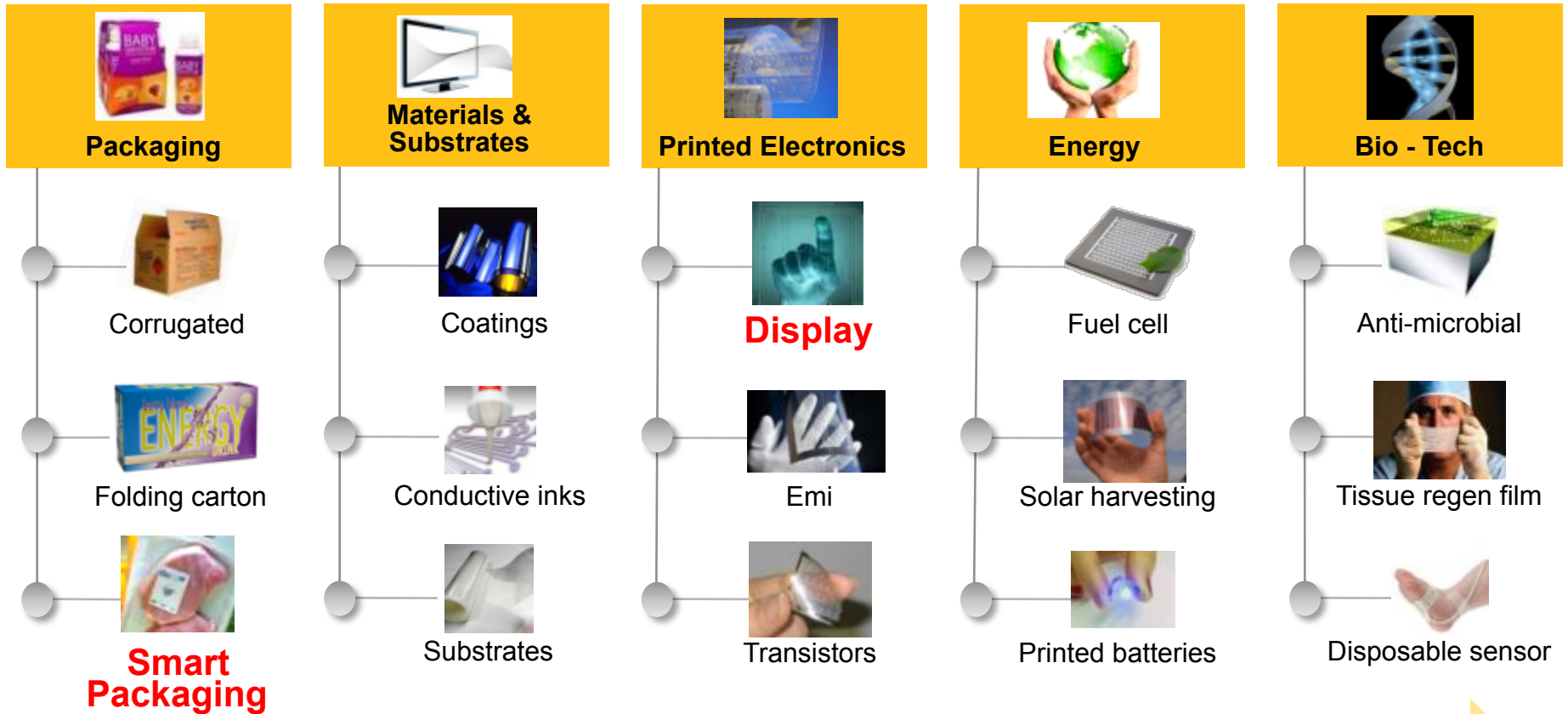
- Highest resolution laser thermal imaging device
 - Up to 25,600 DPI
 - 450 lines per inch versus industry at ~ 200 lines per inch
- Highest resolution flexographic “printing plate” making process
- Specialized coating capability

Printing of Fine Line and Patterns by the Use of Kodak Imaging Device, Media and System



Functional Printing - Today and in the Future

Printing to deliver functionality beyond visual communication



TODAY

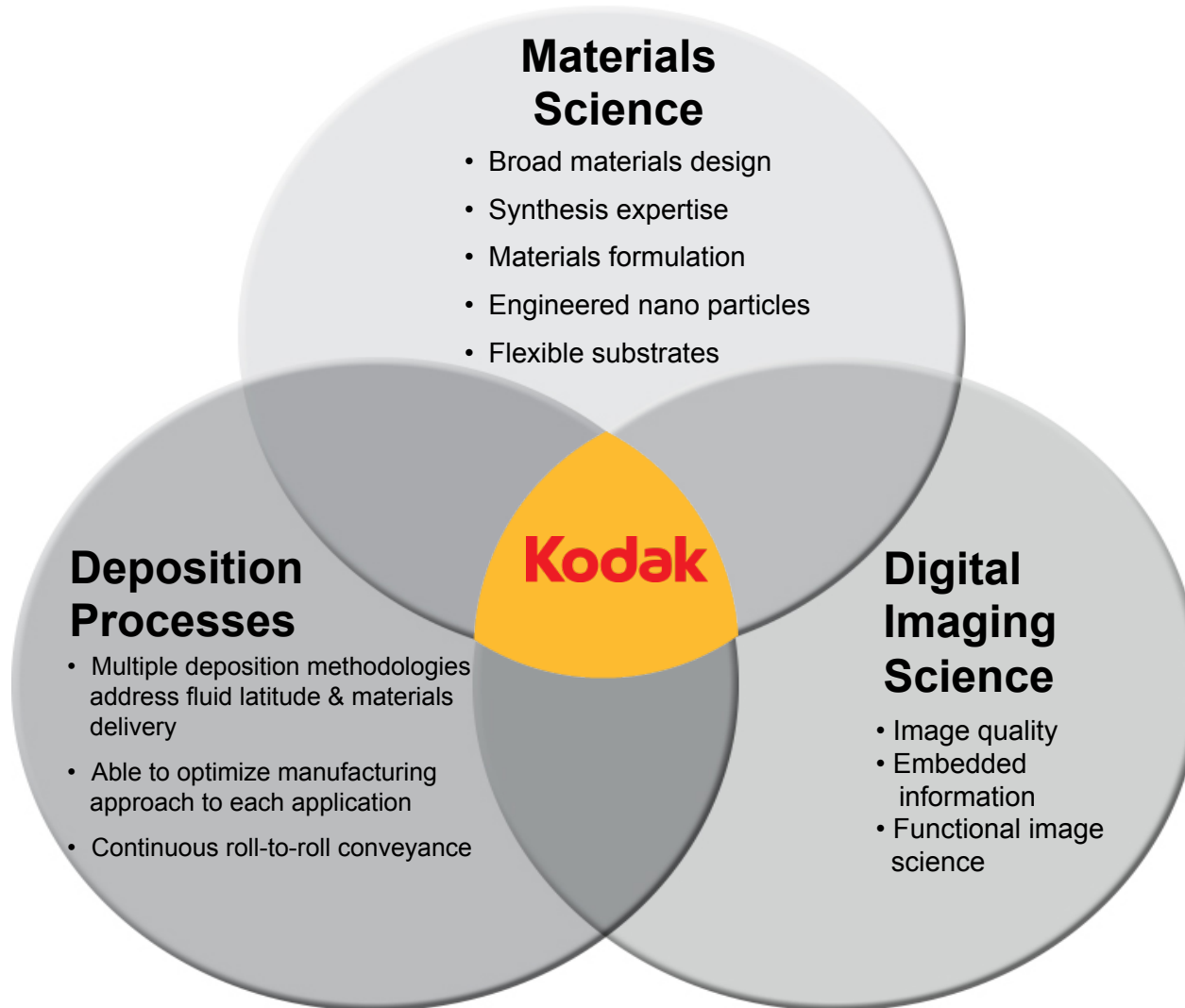
Displays Addressable Market
2012: \$2 Billion

FUTURE

Displays Addressable Market
2016: \$3 Billion

Kodak's Competitive Advantage

Created at the interaction control points for a range of applications



- Kodak inventions advance technologies:
 - To enable fully digital print solutions across all markets
 - Strong technical focus on additive print solutions
 - Sustainable applications.

- Fundamental scientific disciplines behind Kodak innovation are:
 - **Materials Science** - electronic materials, inks and dispersions, polymer science
 - **Interfacial Science** - formulation stability, surface control and patterning, the integrity of materials through printing
 - **Deposition Science** - digitally addressable, non-contact and contact deposition device design, MEMS, laser writing, micro-fluidics
 - **Image Science** - image quality, secure data embedding, functional image science



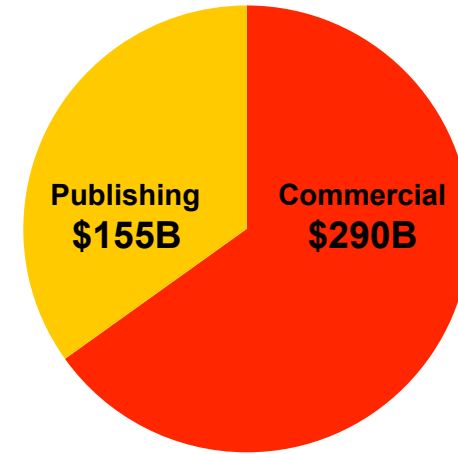
Kodak

Transforming the Business of Printing

Communications Industry Trends

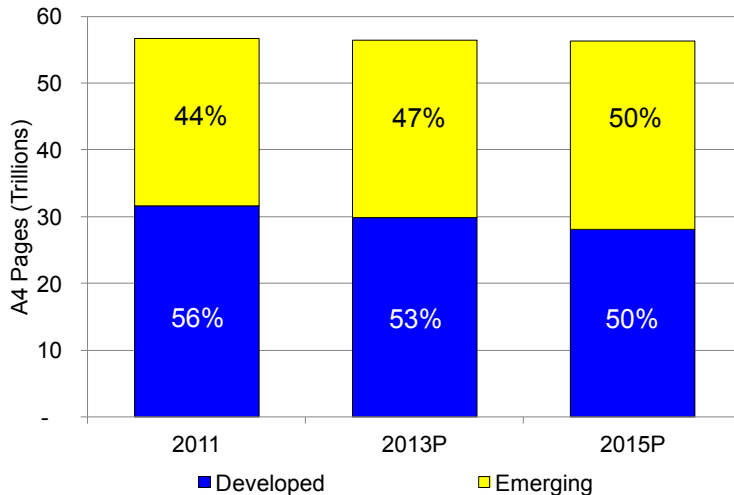
- Multi-channel communications:
 - Personalization
- Digital printing investments drive double digit page and revenue growth
- Emerging markets experiencing rapid growth and expansion
- Developed markets experiencing industry consolidation driving production efficiencies-while high impact applications drive ROMI
- Kodak uniquely positioned to profit from the digitalization of print while serving traditional printing markets with efficient, sustainable offset solutions

2012 Market Total \$445B



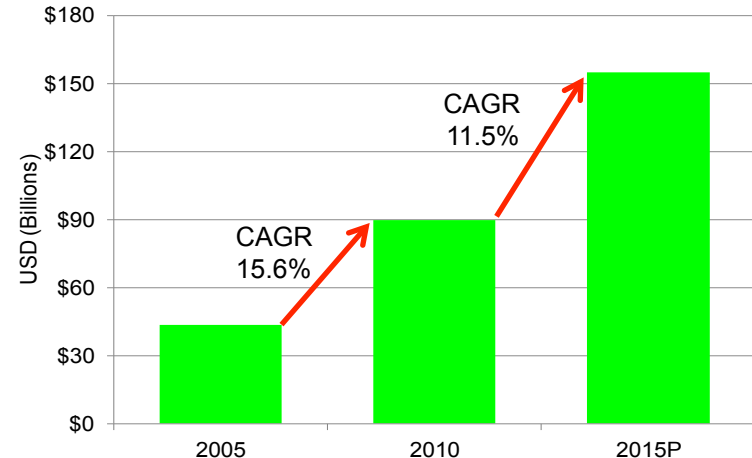
Print Market Growth

Worldwide Printing Pages



Source: Poyry

Worldwide Digital Print Revenue



Source: Pira Worldwide Market for Print

Commercial Print & Publishing Unleashing the Power of Print from 1 to 1 Million Pages

Kodak

Differentiated technology and solutions



Prosper Components



Prosper Presses
B&W and Color



NexPress Presses



Digimaster Platform



Offset Solutions



Media Consumables

... Plus a range of **WORKFLOW SOFTWARE. SECURITY & INTEGRATION SERVICES**
Backed by World Class Service and Support

Commercial Printing, Publishing Books, Newspapers, Magazines

Personalization, Versioning, Tactile



STREAM – More Productive, Higher Quality

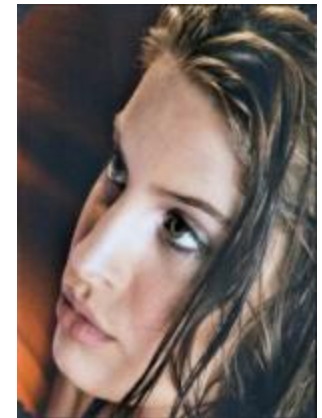
Kodak

Stream

Others



<p>Reliability</p>	<p>Most Robust</p> <ul style="list-style-type: none"> ▪ Heavy duty for 24/7 production operation ▪ Head life independent of coverage
<p>Quality</p>	<p>Delivers Offset Quality</p> <ul style="list-style-type: none"> ▪ Most uniform drop formation ▪ Highest drop momentum for placement accuracy ▪ Ink chemistry for glossy paper
<p>Cost</p>	<p>Right Cost</p> <ul style="list-style-type: none"> • Long head life yields more images per dollar • Head redundancy not required • Enables replacement of incumbent technologies



Kodak delivers the complete package of technology, hardware, software and services



Explosive Growth in Packaging

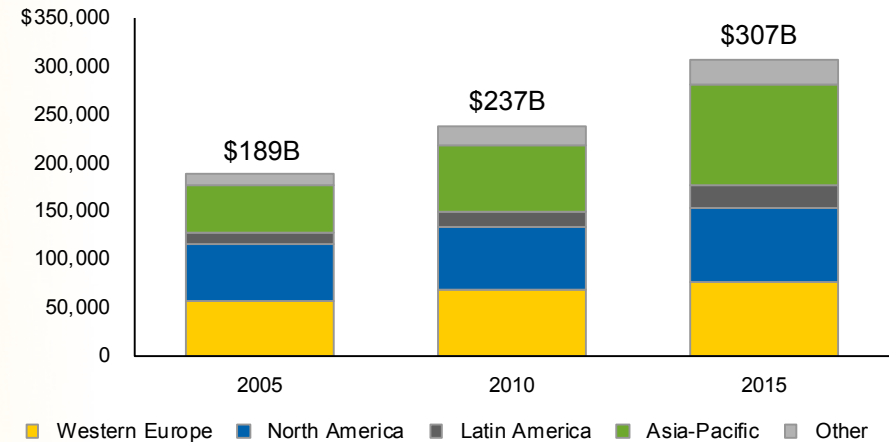
The Packaging Industry

- Fastest growing and sustainable print market
- Highly fragmented value chain
- Ripe for technology substitution
- Kodak well positioned to lead digitization and drive integration

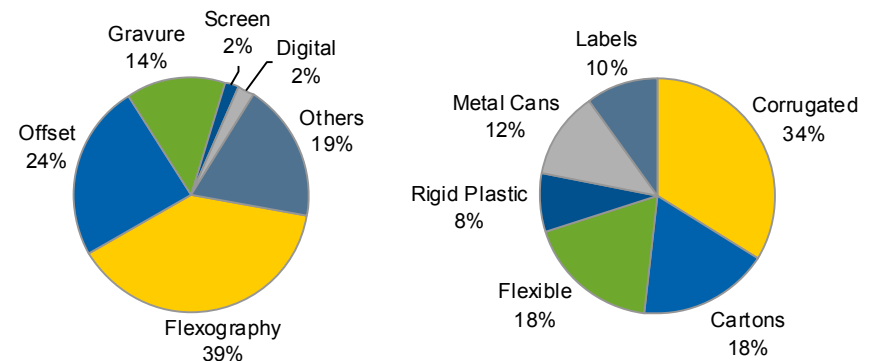


Packaging Market Growth

(\$ in millions)



Packaging Market Breakdown



Source: PIRA, PRIMIR, EK internal analysis

The Touch Panel Sensor Market

