

Investing in Small & Medium Businesses to Fuel Economic Recovery

March 4, 2009

Fred Bullock

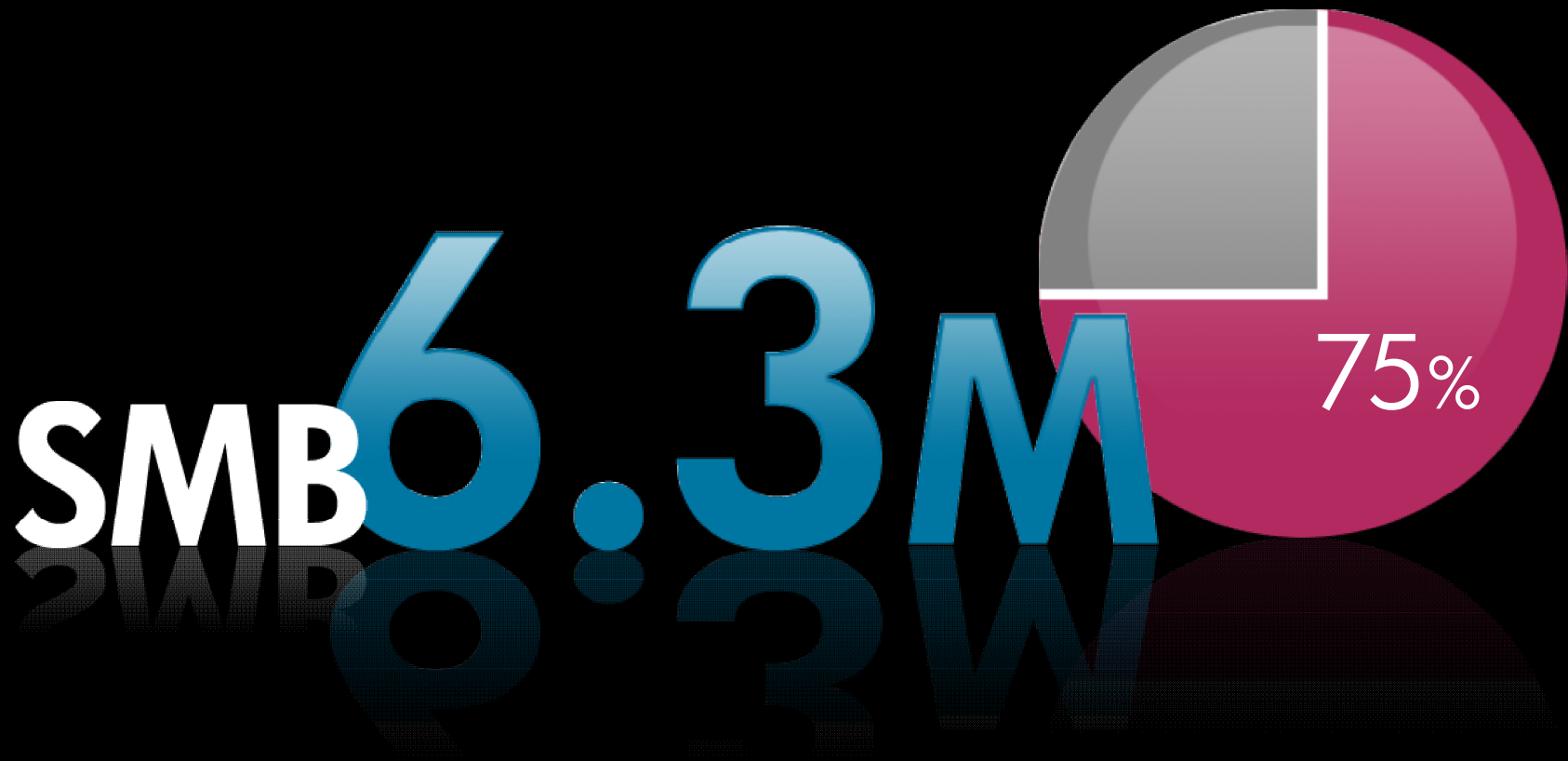
Vice President, Americas
Personal Systems Group, HP

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[video]



The Lifeblood of the North American Economy




Stimulus Package

\$19 billion to create electronic health care records systems

\$5.1 billion that businesses can more quickly deduct the cost of investments and plant and equipment from taxable income

Tax incentives for small businesses, including a continuation of section 179 expensing up to \$250,000 on new capital investments





Today's Top Challenges

Acquiring and retaining customers

Increasing employee productivity

Reducing operational costs

Driving HP's Client Computing Leadership



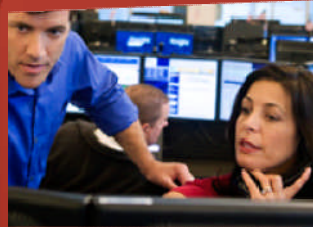


Pillars of our PSG Americas Strategy

Be the #1 and best PC Solutions Provider
Loyal customers, higher market share, best profitability in the business



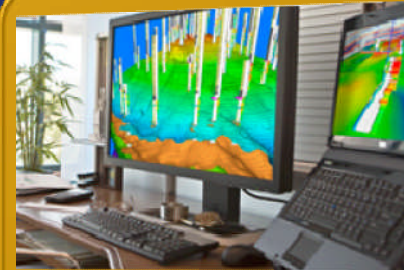
Customers for
life



Innovation &
Capabilities
that Matter



Customer
Satisfaction
and
Leadership



Unique and
Compelling
Experiences

World class capabilities and operational excellence



Focus on Exceptional Customer Experience



Manage. Protect. Grow.





- Credit Card Processing Kit
- McAfee Total Protection
- Gold Logo Package
- Business Card Development
- Business Card Printing
- Website Development
- HP Recycling
- Total Financing



20,000 Card
Carrying SMBs



Total Financing



0%



Enabling Customers Competitiveness

“

Guild Mortgage Company has an existing relationship with Dell...According to Dell Financial, all credit lines are temporarily placed on hold...

With the understanding that Hewlett Packard has financing available...we are pursuing the transition to HP for our laptops and other workstations.

- **MaryAnn McGarry,**
Guild Mortgage





SMB Exchange

Delivering Exceptional Experience To
Meet Customer Needs



Strength & Stability Matter

Global business
fundamentals



Environmental
sustainability



Innovation/
technology leadership



