The future awaits.
We are at a moment in time like no other.

When the pace of change is accelerating like never before. Whether it is the state of society, culture, business, global health, economics, or climate. We are at an inflection point, where it is imperative that brands step forward. Not simply in ways that drive profit, but in ways that demonstrate purpose. The companies that will win in this changing world will be those that recognize the two go hand in hand.

HP was born for this moment.
As a company of innovators, inventors, and creators, we are uniquely positioned to shape the future—through technology that both grows our business and serves humanity. As well as through our partners, employees, culture, and values that are grounded in purpose.

And as we look toward the future, we’re not content with incremental improvements. We’re focused on taking giant leaps forward. Disrupting ourselves and demonstrating that HP’s contributions go far beyond what is apparent today. That’s why our 10-year plan is built on ambition—to create the company we want to work for and the world we want to live in.

That’s the very essence of the HP Way.
From our garage to yours

Ours is a story of innovation. The kind that can happen anywhere. Over 80 years ago, our first breakthrough happened in a small garage in Palo Alto, California, where two Stanford engineers created a product that grew into a company that sparked an entire industry.
Today, as many of us work from our own garages (and kitchen tables, and bedrooms, and make-shift offices), the HP garage is a powerful touchstone. It speaks to the resilient and entrepreneurial spirit that has always moved HP forward. It reminds us that just like our founders, Bill Hewlett and Dave Packard, we never stop innovating. No matter the challenge.

The garage stands as a testament to the founding values that continue to define us: Trust, respect, inclusivity, teamwork, innovation, and integrity. A set of values that enables us to authentically state our truth: HP is a place where people dream up a better future for everyone, everywhere—then work together to make that future a reality.

Just like our founders, we never stop innovating. No matter the challenge.
The future is in our hands

The next decade will be the most consequential in modern business history. And HP is positioned to thrive in this new world.
A Decade of Change

Shaped by the convergence of huge technological, geopolitical, and societal trends, futurists predict the next 10 years will bring more tech innovation than the last hundred. It will enable greater productivity and healthier lives, while accelerating the need for active cyber defense, smarter infrastructure, and more personalized experiences.

It will occur against a continuing backdrop of geopolitical volatility. Erosion of trust in institutions. The consequences of climate change. Persistent inequality along economic, gender, and racial lines.

A Decade of Opportunity

Corporations will be expected to step up and do more. They will be judged by the value they create for society, not just the profits they generate. And people will increasingly want to purchase from brands that contribute to the greater good. This is not just the right thing to do, it is a business imperative that will be reflected in our valuation and in our investment profile to investors. HP has always operated under the premise that purpose and profit go together.

It’s how we became one of the world’s most trusted brands and what enables us to confidently embrace the unprecedented change and opportunity that awaits us.
The next chapter: Our 10-year vision

To meet this moment, we’ve created a plan with bold ambition. One that will usher in a new era of innovation and long-term, sustainable growth.
CULTURE
Culture is the foundation of our 10-year plan. It’s the beating heart of our company. Every single employee must feel a part of something bigger than themselves, while still being able to be their true selves. We want to foster an environment where inclusivity and equity are second nature, and our employees are as diverse as the world in which we live. We want our culture to always be rooted in the values of the HP Way, and where every employee can make extraordinary contributions.

TALENT
As the company that sparked Silicon Valley, we aspire to be both the landing and launching pad for the best and brightest minds in the world. Home to those who dare to dream of a better way—then work together to make that dream a reality. Not simply a place people go to work, but where they find their true calling. A destination employer, known as much for the innovations we create as the innovators we inspire.
Platforms in our core businesses that remain the most secure in the industry, while also harnessing our technology and intellectual property in new ways to drive mass personalization, digital manufacturing, and health and wellness innovation.

**Financials**

As we deliver in each of these areas, we can aggressively grow the value of HP. That’s important, because we all want to work for a healthy and successful company. And if we deliver on our plan, we will set a new standard for what it means to be a high-performance, purpose-driven brand.

**Sustainable Impact**

Employees are asked to rally around our ambitious objective: to become the most sustainable and just technology company in the world. To make HP a lighthouse brand for trust and social impact, with a focus on climate action, human rights, social justice, and digital equity for all.

**Portfolio**

By finding ways to advance our core businesses while creating entirely new ones, we are building a portfolio that capitalizes on current trends to deliver innovation and growth. We’re creating the personal computing and printing experiences and service-centric business models to meet customers’ rapidly changing needs. Think about brands we all know like Tesla or Peloton. They don’t simply sell products and services, they sell experiences. They don’t think in terms of business transactions, they think about building customer relationships. And we have the opportunity to do the exact same thing. By creating new personalized platforms in our core businesses that remain the most secure in the industry, while also harnessing our technology and intellectual property in new ways to drive mass personalization, digital manufacturing, and health and wellness innovation.

By delivering in each of these areas, we can aggressively grow the value of HP.
10-YEAR GOALS

Aggressively grow value

FINANCIAL
Achieve significant value growth

PORTFOLIO
Lead decisively in core businesses, while significantly growing beyond

SUSTAINABLE IMPACT
Become the most sustainable and just IT company

TALENT
Attract, retain, and nurture the exceptional leaders of tomorrow

CULTURE
Be agile, customer-centric, and ambitious
Driving our strategic framework

Advance, Disrupt, and Transform are the strategic pillars that enable us to meet the goals of our 10-year plan. Activated through reinvention—operating at the intersection of technology and humanity—these are the catalysts of progress and growth.
ADVANCE

Advancing our leadership in Personal Systems and Print is a critical piece of value creation. The pandemic has forever changed our world, including fundamentally changing the concept of work.

The PC has become essential to how people live, work, learn, and play.

By creating more versatile, secure, and collaborative solutions, we enhance the customer experience. It’s about delivering the world’s lightest compact convertible so people can move around their house with ease. It’s leading peripherals through audio that eliminates everything but the sound of your voice, and video so vibrant it looks like real life. It’s expanding personalization platforms and E2E capabilities to deliver the best solution for every customer in every unique situation.

ADVANCING PRINT LEADERSHIP begins with modernizing print experiences. As hybrid work becomes the norm, we’ll be creating more seamless, cloud-enabled solutions spanning home and office—where our diverse portfolio is a big competitive advantage. We’ll also prioritize services and subscription-led business models, and create value propositions like HP+, a hardware and supplies solution that makes printing easy, affordable, and more sustainable. As more people return to the office, we’ll accelerate contractual by delivering secure, IoT devices, and driving secure service automation and workflow solutions for customers.
We disrupt not to create chaos, but to create solutions around work, life, education, entertainment, healthcare, wellness, and security that continually raise the standard of living for everyone. By leveraging our unique intellectual property and digital printing technology, we can deliver personalization that transforms entire industries and begins to construct the end state the world wants and needs. HP’s digital graphics, 3D printing solutions, and digital manufacturing enable the production of exactly what’s needed, where it’s needed, when it’s needed.

This enables packaging and publishing industries, as well as supply chains, to be faster, more resilient, and more sustainable. This includes creating PPE for healthcare workers in the same city as the hospital where they work, rather than an ocean away.

**MICROFLUIDICS**, the same technology that has made HP the leader in 2D and 3D printing, allows us to manage and dispense fluid at micro scale with speed and precision. It’s technology that has the potential of being as revolutionary for liquids as the microprocessor was for electronics. It’s one of the means by which HP will utilize disruptive technology to drive new diagnostics solutions, more personalized medicines, and ultimately, better health outcomes for people everywhere.
TRANSFORM
To enable all of this, we are transforming the way we work across HP. From better utilizing the power of digital to streamline our internal processes, to better gathering of data that drives unparalleled customer experiences, transformation is the workhorse of delivering on our 10-year goals.

It requires creating a culture that is collaborative, agile, and customer-centric, as well as a talent pool that establishes HP as an academy company, with diverse leaders whose skills, experiences, and backgrounds reflect the diversity of the customers we serve.

The end goal: drive superior business performance while becoming one of the most sustainable and just companies in the world.
A lighthouse brand

At HP, how we do things is just as important as what we do. And Sustainable Impact is the strategy for how we tackle some of the most challenging issues of our time. The climate crisis. Human rights for all. A growing digital divide that holds far too many back from the opportunities they deserve.
CLIMATE ACTION

INTRODUCING the world’s first laptop made of ocean-bound plastics.

RECYCLING 1 million plastic bottles a day into ink and toner cartridges.

PARTNERING with World Wildlife Fund, so that every page printed with HP is sourced responsibly, and contributes to natural forest regeneration and ecosystem resilience.

These are just a few of the ways that we drive towards a net zero carbon, fully regenerative economy while creating the industry’s most sustainable portfolio of technology, services, and solutions.
HUMAN RIGHTS

We will create a culture of inclusion and equity that defines us as the preeminent employer for diversity, human rights practices, ethics, and privacy.

We will extrapolate these values across our ecosystem and supply chain to drive even broader change. Already, we’ve committed to doubling the number of Black and African American executives inside the company by 2025 and joined OneTen, which aims to hire and train one million Black workers in the next 10 years.

By creating a platform for human rights that extends beyond HP, we’ll drive policy changes that fight racism, advocate for human rights, and advance social justice across the globe.
DIGITAL EQUITY

THE DIGITAL DIVIDE is one of the defining issues of our time. And the pandemic has only made it more so, turning a divide into a chasm as those without access to technology lose out on education, healthcare, and economic opportunities. Already, post-COVID-19, 460 million students have been displaced from school.

TO BRIDGE THE GAP and drive digital equity, we are providing free educational content, printed and online, to both students and educators.

By 2025, we intend to enable better learning outcomes for 100 million people through opportunities like HP LIFE, a free, skill-training program for entrepreneurs, business owners, and lifelong learners all over the world. And we are just getting started.
None of it is easy work.

But all of it is necessary, powerful, world-transforming work. The desire to do it is in our company DNA. The ability to do it is in our Sustainable Impact strategy.
Telling our story

This year, as we stand at the precipice of an incredible societal transformation, HP’s narrative assures us that this is a time in history we were born to meet. With a robust 10-year plan, fueled by the strategic pillars of Advance, Disrupt, Transform, and grounded in purpose, we are a company at the intersection of business and humanity, ready to drive the world into the next phase of prosperity. This is our incredible, never-ending story. Let’s go tell it.
**How to frame our story**

The Master Narrative, coupled with the framework, guides how we speak about ourselves and informs the stories we tell. Those that have the power to create lifelong, emotional connections between our brand and those to whom they are told. That detail a higher purpose and push beyond what we do and how we do it, to reveal why it really matters. Stories that are told authentically. Like a human. Not a brand.

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**Reinforcing HP’s reputation**

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<th>PAN HP</th>
<th>Creating the future of what matters most with applied innovation</th>
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<td>Technology in the service of humanity</td>
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<td>A trusted brand: sustainable &amp; secure</td>
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**Inspiring confidence**

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**Advancing & disrupting industries through innovation**

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<th>WORKSTYLE</th>
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The future of...

To innovate the future, we need to prepare for it. These are the major trends we see shaping our industry—and our world—in 2021 and beyond.
WORK
For millions of workers around the globe, the COVID-19 pandemic has dramatically changed how and where we work. Employers now understand that many jobs can be done remotely, which gives us unprecedented flexibility on where we hire talent and how we use office space.

Post-pandemic, offices are likely to function more as collaboration spaces where you exchange ideas and build the future rather than sit and work eight hours a day. This will require an accelerated digital transformation of our workforce, demanding new capabilities and skills. It will also require significant investment in threat prevention as new cyber risks emerge amidst the digital transformation.

EDUCATION
The pandemic has also shown that we can never replicate the magic of teachers and students sharing a classroom. Yet technology is discovering new ways for them to learn together—whether that’s through video conferencing platforms, experiential learning, or other forms of virtual collaboration. And it’s likely that some form of digital or blended learning, with the potential for more personalized curriculum, is here to stay. At the same time, the shift exacerbates the digital divide, displacing millions more students without access to the internet or devices.

Companies will need to step up to close the growing digital divide and call on political leaders to do the same.

INDUSTRIAL
With the rise of all things digital, the world has completely transformed how it collects, manages, and distributes information. In the years ahead, we’re going to see a complete reinvention of the way digital concepts are translated into physical objects.

The leading companies of the future will be those that harness the power of software, data, and AI to reinvent—and personalize—customer experiences. Supply chains will become more resilient and flexible, as well as physically closer to where the final consumers will be.

All of it will enable the creation of products and services designed specifically for you.
HEALTH
Health care has been hit hard by the pandemic. In the years ahead, technology companies will enter the traditional health care space to help fill the gaps.
We are already seeing the rise of telehealth, and with it, the need for both health care workers as well as patients to have a dependable and secure digital connection. New technologies and solutions that put more people in greater control of their health, will enable smarter decision-making that drives better health outcomes using data, advanced analytics, and more personalized care.

SOCIETY
All of us are confronting serious societal issues, from the erosion of trust in institutions, to the threats of climate change, to the inequality that exists along economic, gender, and racial lines.
In the years ahead, more and more customers will make purchasing decisions based on the values of companies they buy from, and a growing number of people will want to work for high-performing companies who also do the right things.
It’s a new era of opportunity that strives for a world where climate change is reversed, human rights are universal, and the digital divide is eliminated once and for all.
Infinite possibilities

One thing is certain: the world around us is changing. And as we embrace change as an opportunity and become a better company, we will shape this new world—a world where we define ourselves not simply by what we make, but by what we make possible.
“It is not in the stars to hold our destiny but in ourselves.”

WILLIAM SHAKESPEARE