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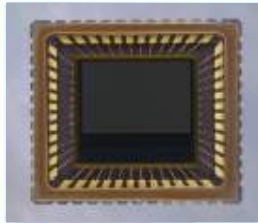
# Consumer Digital Imaging Group

## CES Investors Meeting

January 8<sup>th</sup>, 2008

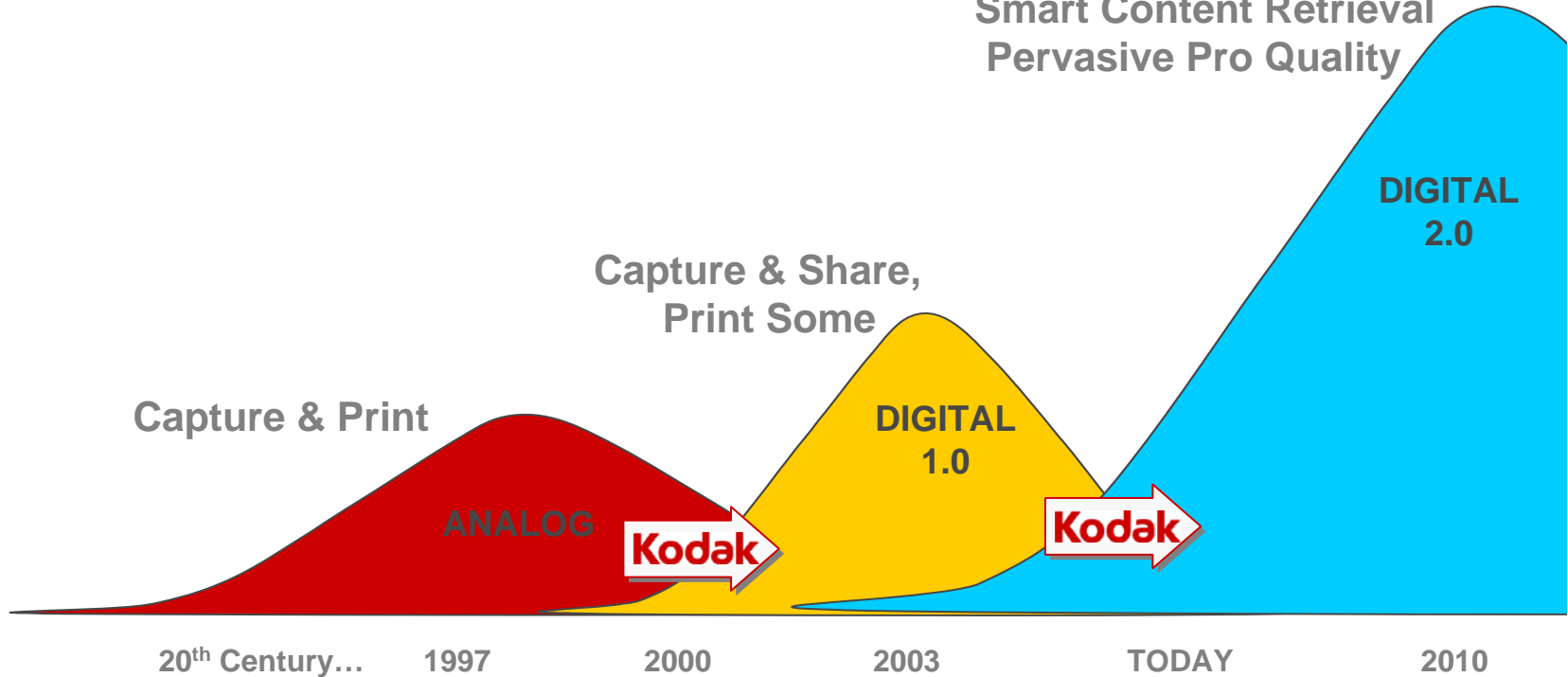
**Kodak**

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# Market Evolution

Advent of Personal Content  
 Connected Always-On Imaging  
 Smart Content Retrieval  
 Pervasive Pro Quality



WW Exposures:	78 B	100 B	220 B
WW Prints:	90 B	96 B	60 B
Social Page Views:	zero	> 100 B / year / site (Facebook)	

Source – Eastman Kodak estimates

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# Kodak's Consumer Participation

Vision

Built upon superior consumer knowledge, brand and intellectual property – and a focus on personal content – **Kodak** will uniquely extend from photography to redefine the digital lifestyle.

Core Insight

“It’s what you do with your digital pictures, that make them yours”... yet doing more with your pictures is still complex for most of our target consumers.

Path



# 2008 Priority: Drive Profitable Growth

## Kodak Is Well Positioned in Growth Markets

- Capitalize on restructured digital operating model
- Scale current businesses
- Enter profitable new markets



### Digital Cameras

- Growing industry



HD



### Home Inkjet Printing (sources: LYRA, InfoTrends, IDC, GfK/NPD EK)

- Growth category = All-In-One @+8% units/yr
- Ink/supplies cost: greatest barrier to printing



### HDTV Accessories (sources: Display Search, Kodak internal)

- Hot category, including accessories (~70% new TV purchases)
- 44% of HDTV owners want display of personal images



### Digital Frames (WW units; source: IDC)

2006  2.8 M

2011  42 M



### **Kodak** EasyShare Gallery

- Growing industry



### Retail Kiosks

- Growing industry

### Photo Merchandise Printing

- Photo Merchandise market: >\$1.6B, growing @ >40% year (US + W. Europe revenue; sources: F/22, Understanding and Solutions)
- 18-24 yr olds: most photoactive, most inclined to photo merchandise and printing at retail (source: CEA)

# A Portfolio Positioned for Growth



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# Kodak