

RESELLER HANDBOOK



HP PurchasEdge



WHY PURCHASEEDGE

Reward your customers and your business.

97% of PurchasEdge members are loyal to the reseller who first invited them to join the program. And our resellers average a 26% compound annual growth rate (CAGR) in HP supplies sales from these returning customers.*

By helping your customers become members and submitting their invoices for them, you're providing a value-added service at no cost to them. Your customers can earn free HP products while you strengthen your customer base and boost supplies sales.

How it works

Members earn one PurchasEdge point for every \$4 USD** they spend on qualifying HP supplies. Points are redeemable for any of 300+ free HP products and services, including HP printers, scanners, PDAs and more.

Eligibility

Your business customers are eligible if they're located in the United States or Canada and spend at least \$500 USD** annually on HP printing supplies.

GETTING STARTED

1. Register at www.purchasedge.com/reseller
Note: If you are a sales rep for a reseller company that has already registered with PurchasEdge, please be sure to indicate your company on the online registration form.
2. Visit the **"Getting Started"** section to learn more about submitting invoices and inviting customers.
3. Test the invoice submission process.
4. Begin inviting customers.

We'll guide you through the process for inviting customers, marketing yourself and submitting invoices, all on the secure PurchasEdge reseller site.

After you've registered, simply tell your company's sales reps to do the same. We'll make sure they're set up under the correct RID so they can access the program features and co-branded materials they'll need to help serve your customers.

*HP PurchasEdge Database Metrics, 2007

**Canadian-dollar equivalent changes; see posted quarterly exchange rate at www.purchasedge.com.



Resellers average a 26% compound annual growth rate in HP supplies sales from their returning PurchasEdge customers.*

*HP PurchasEdge Database Metrics, 2007

WHY PURCHASEDGE

MEMBER BENEFITS

As members of HP PurchasEdge, your customers will enjoy the following benefits:

- 300+ free HP rewards, such as HP printers, scanners, PDAs and more
- 150 welcome points just for joining
- Point incentives for recycling HP ink and toner cartridges
- New promotions and features every quarter
- Full program support
- Secure access to account and program resources at www.purchasedge.com

Sample of free products:



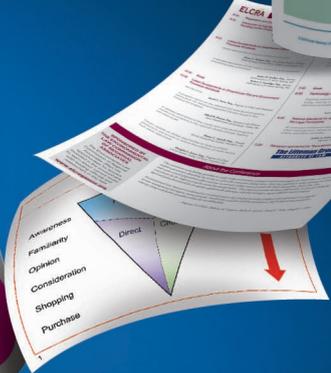
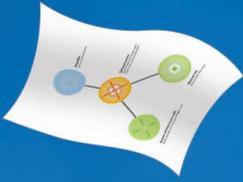
HP Color LaserJet 3600n
Q5987AA—5,000 points



HP Scanjet 5590
L1910A—3,750 points



HP iPAQ 310
FA974AA—5,625 points



MEMBER BENEFITS

PROMOTE YOURSELF

Tell your customers how they can be rewarded when they buy from you. Leverage HP PurchasEdge marketing materials for your business by co-branding them for free.

Your company name and enrollment URL are automatically included on each piece, and you can easily add your logo. You'll find everything you need on the PurchasEdge reseller website, www.purchasedge.com/reseller.

YOUR REWARD FOR CONTINUING TO BUY ORIGINAL HP SUPPLIES: FREE HP PRODUCTS

WHAT DO YOU HAVE TO SAY?

START EARNING POINTS TODAY:

- Earn more money you to join PurchasEdge, a rewards program from HP.

With PurchasEdge, all your qualifying HP supplies purchases earn points toward free HP products. What is great way to stretch your company dollar!

HERE'S HOW IT WORKS:

- Buy HP supplies like toner and paper print cartridges.
- Readers will submit your invoices to the HP PurchasEdge program.
- You'll receive points based on the amount you spent—one point for every \$4 USD*.
- Points can be redeemed for free HP printers, scanners and more.

WHO'S ELIGIBLE?

The program is designed for business customers in the United States or Canada who spend \$100 USD* or more on HP printing supplies per year.

ENROLL IN PURCHASEEDGE TODAY:
www.purchasedge.com/enroll or call 1-800-445-4455

*Canadian dollar equivalent. Terms and conditions apply. See www.purchasedge.com for more on HP printing supplies per year.

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Your LogoHere

WHAT DO YOU HAVE TO SAY?

FREE PRODUCT CATALOG
 HP PURCHASEEDGE REWARDS PROGRAM - JUNE 2008

Your LogoHere

INVITATION

FREE PRODUCT CATALOG

HP PurchasEdge

Color LaserJet CP3525dn
 \$175 (street)

ENJOY GREAT REWARDS WHEN YOU BUY ORIGINAL HP SUPPLIES FROM «RESELLER».

Your LogoHere

HP PurchasEdge

WHAT DO YOU HAVE TO SAY?

MEMBER FACT SHEET

Reward yourself with free HP products from PurchasEdge.

Save on your hardware budget and update your office printers using points earned through your regular purchases.

How does the program work?

As an HP PurchasEdge member, you'll earn points when you buy qualifying HP supplies from participating resellers. Earn one point for more than 300 of the latest HP products at www.purchasedge.com.

What's in it for you?

- Earn free products—including HP printers, scanners and PDAs—just for continuing to purchase Original HP supplies.
- Get instant access to account information, program news and special promotions via a personal e-mail website, plus a quarterly account summary.
- Enjoy hassle-free invoicing—your participating reseller will send your invoices to HP for you.
- Receive 100 welcome points for joining.

Are there any program requirements?

PurchasEdge is designed for business customers who purchase \$500* or more in qualifying HP printing supplies per year. The reseller where you'll accumulate points and earn products quickly enough for the program to be rewarding.

What kinds of purchases qualify for points?

Almost all HP supplies purchased qualify. You'll earn points for buying many of the HP supplies you already use, including print cartridges and paper—even storage media. For a complete list of qualifying HP supplies, visit the PurchasEdge website.

MARKETING, June 2008

*Canadian dollar equivalent. Terms and conditions apply. See www.purchasedge.com.

How are my points awarded?

You'll earn one PurchasEdge point for every \$4 USD* you spend in qualifying HP purchases. For example, if you buy \$4,000 in qualifying HP supplies, you'll earn 1,000 points!

How do my members point?

As an HP PurchasEdge member, you can log in at any time at www.purchasedge.com to redeem your points for more than 300 of the latest HP products.

How will your information be used?

Any member information submitted as part of the PurchasEdge program will be used in accordance with HP's privacy statement posted on the HP website: <http://www.hp.com/go/privacy>.

How do you enroll?

Once PurchasEdge has processed and accepted your application, you'll receive 100 welcome points as a thank-you for joining. Simply complete and submit the online enrollment card or the URL provided by your reseller or visit www.purchasedge.com/join.

Learn more online.

To find out more about PurchasEdge, or to view our program terms, visit www.purchasedge.com.

Contact us.

HP PurchasEdge Support Center
 Web: www.purchasedge.com
 E-mail: support@purchasedge.com
 Phone: 1-888-264-6399
 Fax: 1-888-264-6399

Your LogoHere

DIRECT MAILER

MEMBER FACT SHEET



97% of PurchasEdge members are loyal to the reseller who first invited them to join the program.*

*HP PurchasEdge Database Metrics, 2007

PROMOTE YOURSELF

INVOICE SUBMISSION

Submitting invoices for your customers is easy to do electronically—and it means their point balances get updated quickly so they can get their free rewards as soon as possible.

To start submitting invoices:

1. If you haven't already, register for the program at www.purchasedge.com/reseller.
2. We'll assign your rep account to your company, or give you a reseller ID (RID), then introduce you to the submission process that will work best for your business.
3. Verify you're up and running on the system by submitting a sample invoice.
4. Periodically monitor your member list and invoice submissions to make sure your customers' points are posting to their PurchasEdge accounts.

Which member invoices should you submit? Any that include qualifying Original HP printing supplies.

Pre-existing PurchasEdge Members

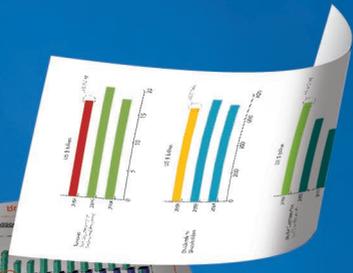
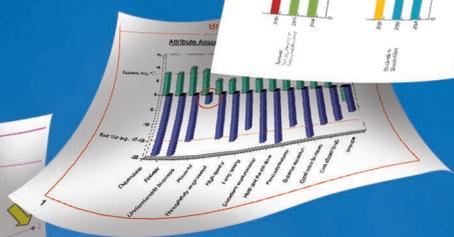
If one of your customers is already a PurchasEdge member and would like to start submitting invoices through you, let us know at resellersupport@purchasedge.com and include the member's PurchasEdge ID (PID) in your e-mail.

Qualifying HP Supplies include:

- HP LaserJet print cartridges
- HP inkjet print cartridges
- HP small-format media (paper)
- HP Designjet ink
- HP large-format media
- HP storage media (tape)



See the complete and updated Qualifying HP Supplies List at www.purchasedge.com/reseller.



Environmental Law Legal

The National Labor Relations Board is authorized to enforce the National Labor Relations Act. The Board has the authority to issue subpoenas, conduct hearings, and issue orders. The Board's decisions are subject to review by the United States Court of Appeals for the District of Columbia Circuit. The Board's decisions are also subject to review by the United States Supreme Court.

SECURITY AND PRIVACY

HP PurchasEdge is a channel-neutral program. We're acutely aware that your customer data is the lifeline of your business.

We will not supply members' personal information to any competing channel, including the HP Home & Home Office Store, www.hp.com or any other reseller.

Once you choose to provide us with your customers' personal data, you can be sure it will only be used to support their participation in PurchasEdge. HP will not share, sell, rent or lease your customers' personal information to others.

How will member information be used?

All PurchasEdge member information will be used in accordance with HP's privacy guidelines as posted on the PurchasEdge and HP websites:

www.purchasedge.com/reseller

www.hp.com/privacy

MORE INFORMATION

HP PurchasEdge makes it easy to earn and strengthen customer loyalty while increasing your Original HP supplies sales.

You'll find more information and resources on how to use the program at www.purchasedge.com/reseller, including reseller and customer demos, plus free training tools and marketing materials.

Year	Revenue
1997	22
1998	23
1999	25
2000	27
2001	28
2002	30
2003	32
2004	34
2005	36
2006	38
2007	40
2008	42
2009	44
2010	46
2011	48
2012	50
2013	52
2014	54
2015	56
2016	58
2017	60
2018	62
2019	64
2020	66
2021	68
2022	70



Market Data

Market A

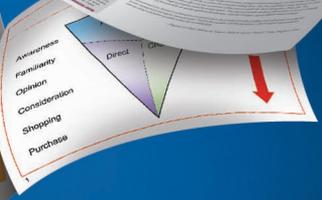
- 1. Scheduled to be discontinued in Fall 2022
- 2. No regular advertising support
- 3. Market share continues to rise steadily

Implications

- 1. Increasing impact of digital channels on brand equity
- 2. Company A will increasingly focus brand equity on its core brand
- 3. Company B introduction in January '22

Challenge Opportunity

- 1. Current campaign focuses on how brand is perceived
- 2. Identify solutions for brand development who need product with positive quick solution to new brand
- 3. Our product features are superior to Company A



Category	Value
Category 1	10
Category 2	20
Category 3	30
Category 4	40
Category 5	50
Category 6	60
Category 7	70
Category 8	80
Category 9	90
Category 10	100

Item	Price	Quantity	Total
Item 1	10	5	50
Item 2	20	3	60
Item 3	30	2	60
Item 4	40	1	40
Item 5	50	1	50
Item 6	60	1	60
Item 7	70	1	70
Item 8	80	1	80
Item 9	90	1	90
Item 10	100	1	100



Questions? Contact us.

HP PurchasEdge Support Center

E-mail: resellersupport@purchasedge.com

Phone: 1-800-879-6633 • Fax: 1-888-264-6598

To learn more, visit: www.purchasedge.com/reseller

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WHAT DO YOU HAVE TO SAY?

