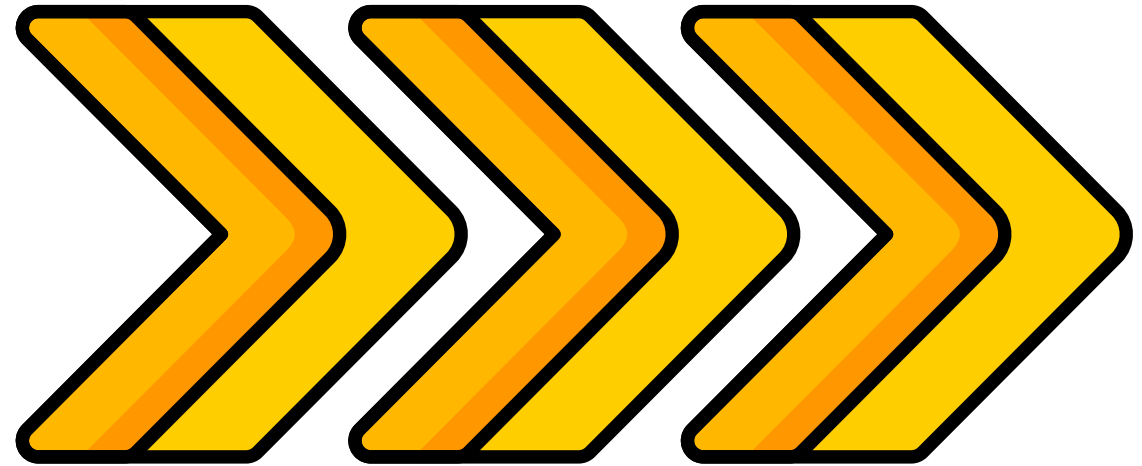


BUSINESS HAS CHANGED, BUT BRAND AWARENESS IS CONSISTENTLY STRONG

CONSISTENT FOCUS
ON **INNOVATION, R&D**
AND **GLOBAL EXPANSION**
FOR 130 YEARS



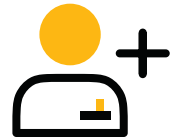
THE **NEW** KODAK

BUILDING ON WHAT MADE KODAK SUCCESSFUL FOR THE LAST 130 YEARS

Core Pillars



Global Expansion –
Over 100 countries



Research and
Development –
**In house
since 1886**



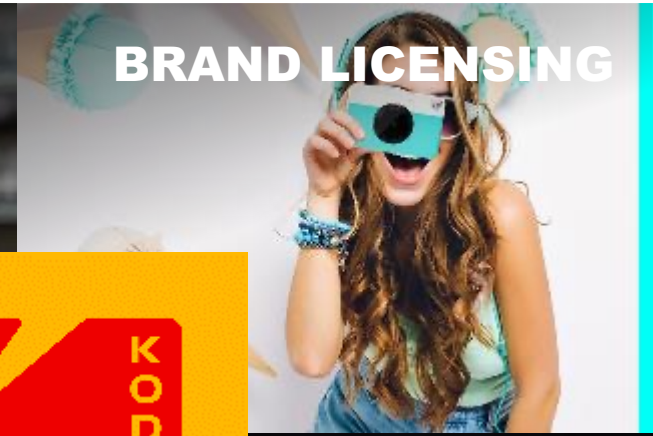
Innovation-
**79,000
Patents**

Beginning in 2019
Business-to-Business Focus

**ADVANCED
MATERIALS AND
CHEMICALS**



BRAND LICENSING



**COMMERCIAL
PRINTING**



MOTION PICTURE



UNIQUE PERSPECTIVES FROM TWO GENERATIONS OF CONSUMERS

Recognizes the Brand –
Emotion and Trust



Sees the brand as – Cool and Trendy
(Embraces Nostalgia)



Consumers' descriptions of the Kodak brand
reflect their positive attitudes

CLASSIC **WARM**
ADVENTUROUS
FAMILIAR
TRUSTWORTHY
AUTHENTIC
ICONIC



WHY **KODAK**

- Extensive history of innovation and success
- Consistent global brand awareness throughout the years
- Appeals to both younger and older audiences
- Consumer attitudes are very positive about the Kodak brand
- Focus on sustainability



THE POWER OF KODAK – CONSUMER PRODUCTS



- **\$650M Retail Sales** in 2023



- **14% CAGR in Retail** over last five years



- Present in **+110 countries**

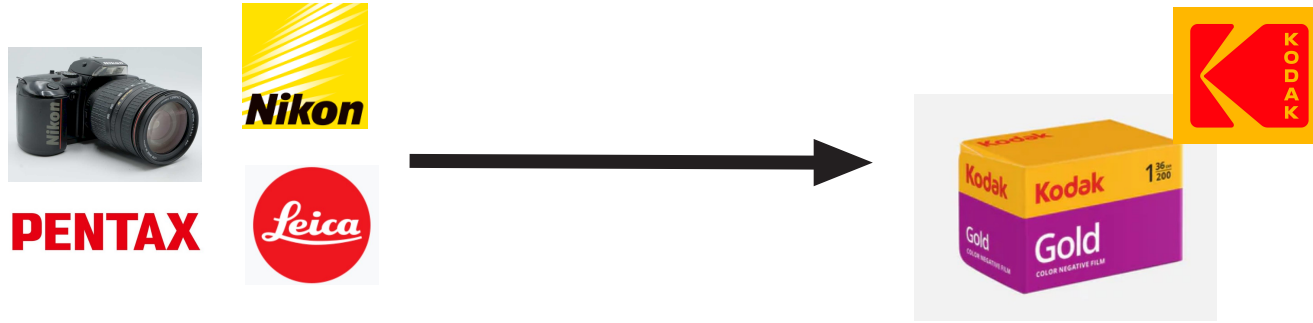


- **Winner** of Best Brand Corporate Licensing International Excellence Awards 2023

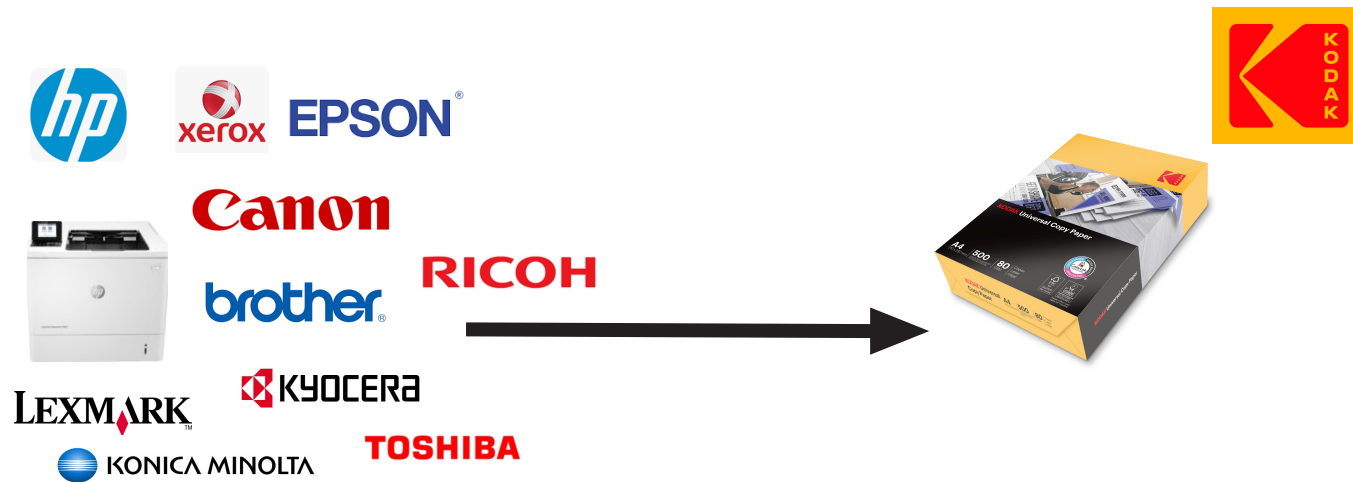


KODAK COPY PAPER





KODAK Paper performs seamlessly on all brands!





**IT'S TIME FOR
KODAK PAPER IN
YOUR LOCATIONS**





THANK YOU

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