

2 in 1's Add up to Many Business Opportunities

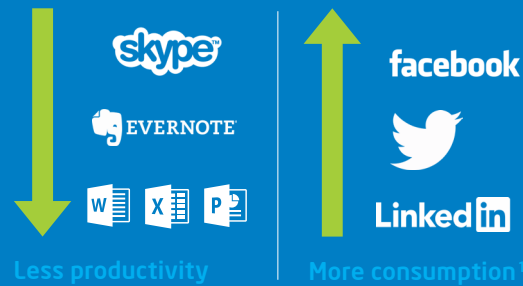
No compromise



- Full laptop performance
- Tablet-like mobility, design, battery life
- Responsive

Market conditions...

Tablets capabilities are limited



3.5 Average compute devices per mobile SMB employee²

...will drive growth

23% Worldwide 2 in 1 device growth rate through 2017⁴

Engage small business...

Concern

- Tablets not fulfilling their expectations?
- Love their notebook but want to increase mobile productivity?
- Intrigued by 2 in 1 but unsure of specific device?
- Want to streamline their IT?

Opportunity

- **48%** of 2 in 1 sales are expected to come from tablets
- 2 in 1 deliver full laptop productivity **and** tablet mobility
- Utilize your trusted relationship to help them find the right device across **>20** designs
- Device consolidation can help reduce software and maintenance cost

...and grow your opportunities

Grow sales **~80%** Sales expected to come from outside of PC purchasers³

Grow services SMB attach services at a higher rate on devices with tablet functionality²

Grow advisory role 2 in 1 is an entire new category where customers will seek guidance

Footnotes 1, 2, 3, 4, 5 on back.

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2. <http://www.tabletsatwork.com/2011/10/infographic-the-state-of-tablet-adoption-at-work/>
3. Intel. IMR Multi-Device Study, US and PRC. 2013
4. IDC. WW and US PC Client Sub Form Factor 2013-2017.
5. NPD. The Big Trends Driving the VAR Channel in 2013 and Beyond. March, 2013.

