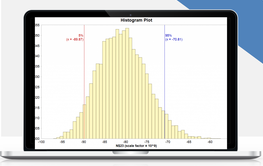
Modeling COVID-19's Impact on Office Print Volume

KEYPOINT INTELLIGENCE



By looking at the various vertical industry sectors and their contribution to office printing, we have estimated best case and worst-case impacts on print. The two main variables which we regard as critical to estimating print reductions are: job losses by vertical and print loss from working at home.

The model currently assumes a two-month impact which may prove to be optimistic. However, given that two-month assumption, we can see how printing will be impacted across vertical and total printing.

Hardest hit verticals in terms of job loss expected

Best- and worst-case scenario from these three verticals in terms of US office volume are the elimination of

12 to 24 billion pages

- Retail Trade
- Accomodation and Food Services
- Arts and Entertainment

Modestly impacted industries for job loss expected

- Manufacturing
- Trans & Warehousing
- Administration & Waste Services
- Construction
- Other Services
- Real Estate & Rental
- Financial & Insurance

For these industries, print reductions range from 15 to 21 billion prints for 2020

Work from home will also impact printing. While some printing for optional purposes will continue, printing that may have been required by a business may have to quickly move to digital.

Verticals most impacted by work from home

- Education
- Professional Services
- Information
- Management of Companies
- Manufacturing
- Other Services
- Finance & Insurance
- Real Estate & Rental

Best- and worst-case estimates for lost print due to working at home for the above verticals are from 24 billion to 47 billion pages.

When we total all of the best and worst case impacts from job loss and work at home, for an assumed two month lockdown...

the impact on the 2020 total US print volume under a most likely case will be the loss of about 80 million pages out of 837 billion...

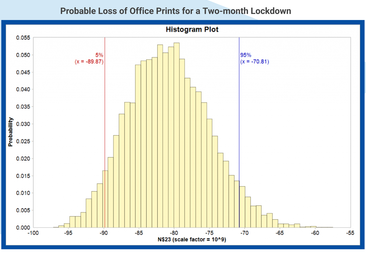
80B

10%

which equals to almost 10%

As the histogram below shows, at about 50% confidence, the top of the curve, 80 billion pages will be lost in 2020 as a result of the COVID-19 pandemic. Confidence is 95% that we will lose at least 71 billion pages and at 5% confidence, we could lose 90 billion pages versus what would have been printed had the COVID-19 pandemic never happened.

Probable Loss of Office Prints for a Two-month Lockdown



For more information on COVID-19 and its effect on our industry, visit keypointintelligence.com/covid-19