

Total Sectors

All WF ww (no Chinese, Korean or Taiwanese Vendors)

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	64,476	79,649	81,201	82,832	84,557	86,378	88,331	2%
h/w Installed Base	318,775	315,645	321,804	335,250	351,660	369,308	376,921	4%
h/w \$	1,199,200,244	1,364,493,986	1,430,414,533	1,493,952,047	1,557,142,981	1,619,415,084	1,685,800,837	4%
ink liters	14,197,704	13,809,857	13,849,718	14,631,864	15,616,306	16,924,954	17,441,926	5%
ink \$	2,755,774,710	2,790,639,282	2,877,296,785	3,079,636,116	3,316,054,836	3,586,616,494	3,749,271,366	6%
SF	10,175,930,833	10,303,679,376	10,832,713,029	11,870,194,017	13,080,978,518	14,537,693,940	15,315,823,526	8%
Media \$	3,242,281,216	3,234,853,339	3,290,407,458	3,498,752,668	3,734,747,189	3,993,775,927	4,091,529,011	5%
Total ink & h/w \$	\$3,954,974,954	\$4,155,133,269	\$4,307,711,318	\$4,573,588,164	\$4,873,197,817	\$5,206,031,578	\$5,435,072,203	6%
h/w units yoy growth		24%	2%	2%	2%	2%	2%	
h/w Installed Base yoy growth		-1%	2%	4%	5%	5%	2%	
h/w \$ yoy growth		14%	5%	4%	4%	4%	4%	
ink liters yoy growth		-3%	0%	6%	7%	8%	3%	
ink \$ yoy growth		1%	3%	7%	8%	8%	5%	
SF yoy growth		1%	5%	10%	10%	11%	5%	
Media \$ yoy growth		0%	2%	6%	7%	7%	2%	
Total ink & h/w \$ yoy growth		5%	4%	6%	7%	7%	4%	

All AQ ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	44,515	51,644	51,386	51,129	50,874	50,619	50,366	0%
h/w Installed Base	223,628	210,053	199,761	194,941	192,758	191,664	191,037	-2%
h/w \$	\$287,090,225	\$319,518,285	\$314,741,487	\$310,036,102	\$305,401,062	\$300,835,316	\$296,337,828	-1%
ink liters	5,315,671	5,157,944	4,907,245	4,915,639	4,987,390	5,088,859	5,204,211	0%
ink \$	\$1,675,611,819	\$1,611,772,665	\$1,527,954,951	\$1,519,195,990	\$1,529,947,084	\$1,549,523,688	\$1,573,022,182	0%
SF	3,035,168,402	2,950,498,099	2,807,571,946	2,816,434,759	2,858,093,418	2,914,354,542	2,977,557,204	0%
Media \$	\$1,308,391,567	\$1,251,608,586	\$1,166,096,046	\$1,147,941,745	\$1,141,700,728	\$1,139,983,357	\$1,140,130,817	-2%
Total ink & h/w \$	\$1,962,702,044	\$1,931,290,950	\$1,842,696,438	\$1,829,232,091	\$1,835,348,146	\$1,850,359,004	\$1,869,360,011	-1%
h/w units yoy growth		16%	-1%	-1%	0%	0%	-1%	
h/w Installed Base yoy growth		-6%	-5%	-2%	-1%	-1%	0%	
h/w \$ yoy growth		11%	-1%	-1%	-1%	-1%	-1%	
ink liters yoy growth		-3%	-5%	0%	1%	2%	2%	
ink \$ yoy growth		-4%	-5%	-1%	1%	1%	2%	
SF yoy growth		-3%	-5%	0%	1%	2%	2%	
Media \$ yoy growth		-4%	-7%	-2%	-1%	0%	0%	
Total ink & h/w \$ yoy growth		-2%	-5%	-1%	0%	1%	1%	

All UV ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	2,801	2,649	2,966	3,263	3,557	3,841	4,148	9%
h/w Installed Base	9,837	11,129	12,700	14,502	16,496	18,560	19,781	12%
h/w \$	\$490,865,953	\$469,287,381	\$517,440,709	\$560,380,263	\$601,401,345	\$639,541,000	\$680,138,296	8%
ink liters	1,821,129	1,998,204	2,214,171	2,475,505	2,747,927	3,018,475	3,126,296	9%
ink \$	\$268,242,244	\$283,324,572	\$302,853,230	\$328,767,721	\$353,443,581	\$376,500,422	\$378,173,073	6%
SF	1,681,332,650	1,879,973,657	2,123,300,420	2,412,569,603	2,727,707,882	3,050,075,371	3,217,875,651	11%
Media \$	\$820,094,659	\$907,743,174	\$1,009,456,707	\$1,152,792,424	\$1,305,642,822	\$1,456,613,568	\$1,534,761,940	11%
Total ink & h/w \$	\$759,108,197	\$752,611,953	\$820,293,939	\$889,147,984	\$954,844,926	\$1,016,041,422	\$1,058,311,369	7%
h/w units yoy growth		-5%	12%	10%	9%	8%	8%	
h/w Installed Base yoy growth		13%	14%	14%	14%	13%	7%	
h/w \$ yoy growth		-4%	10%	8%	7%	6%	6%	
ink liters yoy growth		10%	11%	12%	11%	10%	4%	
ink \$ yoy growth		6%	7%	9%	8%	7%	0%	
SF yoy growth		12%	13%	14%	13%	12%	6%	
Media \$ yoy growth		11%	11%	14%	13%	12%	5%	
Total ink & h/w \$ yoy growth		-1%	9%	8%	7%	6%	4%	

ES ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	16,807	25,096	26,602	28,198	29,890	31,683	33,585	6%
h/w Installed Base	80,140	90,376	106,176	123,131	140,035	156,908	164,406	13%
h/w \$	\$360,417,908	\$532,784,496	\$559,104,050	\$586,723,790	\$615,707,945	\$646,123,918	\$678,042,439	5%
ink liters	2,633,043	3,117,811	3,846,005	4,683,191	5,592,431	6,606,994	7,298,987	19%
ink \$	\$670,479,036	\$785,981,363	\$959,859,179	\$1,157,110,153	\$1,367,945,124	\$1,599,952,636	\$1,749,850,727	17%
SF	2,939,335,819	3,480,495,347	4,293,397,874	5,227,970,454	6,242,979,388	7,375,562,664	8,148,052,873	19%
Media \$	\$655,770,612	\$732,852,073	\$853,205,194	\$980,544,014	\$1,105,126,421	\$1,232,269,624	\$1,290,008,608	12%
Total ink & h/w \$	\$1,030,896,944	\$1,318,765,859	\$1,518,963,229	\$1,743,833,943	\$1,983,653,069	\$2,246,076,554	\$2,427,893,166	13%
h/w units yoy growth		49%	6%	6%	6%	6%	6%	
h/w Installed Base yoy growth		13%	17%	16%	14%	12%	5%	
h/w \$ yoy growth		48%	5%	5%	5%	5%	5%	
ink liters yoy growth		18%	23%	22%	19%	18%	10%	
ink \$ yoy growth		17%	22%	21%	18%	17%	9%	
SF yoy growth		18%	23%	22%	19%	18%	10%	
Media \$ yoy growth		12%	16%	15%	13%	12%	5%	
Total ink & h/w \$ yoy growth		28%	15%	15%	14%	13%	8%	

AS ww (no Chinese, Korean, Taiwan Vendors)

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	353	259	246	241	237	234	232	-2%
h/w Installed Base	5,169	4,088	3,167	2,676	2,371	2,175	1,696	-16%
h/w \$	\$60,826,159	\$42,903,824	\$39,128,288	\$36,811,893	\$34,632,629	\$32,914,851	\$31,282,274	-6%
ink liters	4,427,861	3,535,898	2,882,297	2,557,529	2,288,558	2,210,627	1,812,433	-13%
ink \$	\$141,441,611	\$109,560,683	\$86,629,425	\$74,562,252	\$64,719,047	\$60,639,748	\$48,225,383	-15%
SF	2,520,093,962	1,992,712,274	1,608,442,790	1,413,219,201	1,252,197,830	1,197,701,363	972,337,799	-13%
Media \$	\$458,024,378	\$342,649,506	\$261,649,512	\$217,474,485	\$182,277,218	\$164,909,377	\$126,627,646	-18%
Total ink & h/w \$	\$202,267,769	\$152,464,507	\$125,757,713	\$111,374,145	\$99,351,676	\$93,554,598	\$79,507,657	-12%
h/w units yoy growth		-27%	-5%	-2%	-2%	-1%	-1%	
h/w Installed Base yoy growth		-21%	-23%	-16%	-11%	-8%	-22%	
h/w \$ yoy growth		-29%	-9%	-6%	-6%	-5%	-5%	
ink liters yoy growth		-20%	-18%	-11%	-11%	-3%	-18%	
ink \$ yoy growth		-23%	-21%	-14%	-13%	-6%	-20%	
SF yoy growth		-21%	-19%	-12%	-11%	-4%	-19%	
Media \$ yoy growth		-25%	-24%	-17%	-16%	-10%	-23%	
Total ink & h/w \$ yoy growth		-25%	-18%	-11%	-11%	-6%	-15%	

UV Sub-Sectors

UVLEFB ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	1,666	1,551	1,737	1,911	2,083	2,249	2,429	9%
h/w Installed Base	5,981	6,684	7,540	8,573	9,702	10,902	11,603	12%
h/w \$	\$199,415,897	\$181,987,295	\$199,749,255	\$215,329,697	\$230,015,183	\$243,448,069	\$257,665,437	7%
ink liters	699,340	758,864	831,029	937,371	1,029,876	1,123,587	1,160,985	9%
ink \$	\$128,982,848	\$135,762,493	\$144,212,781	\$157,786,778	\$168,157,226	\$177,954,535	\$178,361,426	6%
SF	504,363,579	563,711,704	635,838,016	738,718,262	835,967,229	939,395,053	999,782,742	12%
Media \$	\$201,253,632	\$223,362,712	\$248,654,931	\$283,304,620	\$312,244,619	\$339,112,323	\$360,806,272	10%
Total ink & h/w \$	\$328,398,745	\$317,749,789	\$343,962,037	\$373,116,475	\$398,172,409	\$421,402,605	\$436,026,863	7%
h/w units yoy growth		-7%	12%	10%	9%	8%	8%	
h/w Installed Base yoy growth		12%	13%	14%	13%	12%	6%	
h/w \$ yoy growth		-9%	10%	8%	7%	6%	6%	
ink liters yoy growth		9%	10%	13%	10%	9%	3%	
ink \$ yoy growth		5%	6%	9%	7%	6%	0%	
SF yoy growth		12%	13%	16%	13%	12%	6%	
Media \$ yoy growth		11%	11%	14%	10%	9%	6%	
Total ink & h/w \$ yoy growth		-3%	8%	8%	7%	6%	3%	

UVHEFB ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	482	424	474	522	569	614	663	9%
h/w Installed Base	2,386	2,453	2,592	2,761	3,011	3,269	3,296	6%
h/w \$	\$183,945,599	\$160,004,049	\$177,412,490	\$193,202,201	\$208,484,496	\$222,911,623	\$238,337,107	8%
ink liters	724,934	745,285	787,459	838,881	914,916	993,327	1,001,268	6%
ink \$	\$105,860,498	\$105,567,258	\$108,194,852	\$111,802,266	\$118,277,885	\$124,562,096	\$121,791,254	3%
SF	724,934,462	745,284,896	787,458,984	838,880,729	914,916,431	993,326,569	1,001,268,398	6%
Media \$	\$365,021,969	\$370,186,905	\$383,312,295	\$428,220,288	\$487,488,202	\$550,383,013	\$568,702,677	9%
Total ink & h/w \$	\$289,806,097	\$265,571,307	\$285,607,342	\$305,004,467	\$326,762,380	\$347,473,719	\$360,128,360	6%
h/w units yoy growth		-12%	12%	10%	9%	8%	8%	
h/w Installed Base yoy growth		3%	6%	7%	9%	9%	1%	
h/w \$ yoy growth		-13%	11%	9%	8%	7%	7%	
ink liters yoy growth		3%	6%	7%	9%	9%	1%	
ink \$ yoy growth		0%	2%	3%	6%	5%	-2%	
SF yoy growth		3%	6%	7%	9%	9%	1%	
Media \$ yoy growth		1%	4%	12%	14%	13%	3%	
Total ink & h/w \$ yoy growth		-8%	8%	7%	7%	6%	4%	

UVLER2R ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	441	393	440	484	528	570	616	9%
h/w Installed Base	688	1,011	1,371	1,748	2,125	2,495	2,826	23%
h/w \$	\$30,157,505	\$25,800,053	\$27,740,218	\$29,293,670	\$30,652,896	\$31,780,923	\$32,950,460	5%
ink liters	22,506	33,968	45,183	59,039	70,350	80,995	89,919	21%
ink \$	\$6,654,686	\$9,782,757	\$12,674,245	\$16,130,271	\$18,720,994	\$20,993,286	\$22,700,337	18%
SF	15,046,719	23,164,167	31,428,146	41,887,025	50,910,573	59,786,167	67,700,802	24%
Media \$	\$8,448,787	\$12,746,628	\$16,948,195	\$22,136,568	\$26,367,249	\$30,344,755	\$33,674,628	21%
Total ink & h/w \$	\$36,812,192	\$35,582,810	\$40,414,463	\$45,423,940	\$49,373,890	\$52,774,209	\$55,650,798	9%
h/w units yoy growth		-11%	12%	10%	9%	8%	8%	
h/w Installed Base yoy growth		47%	36%	27%	22%	17%	13%	
h/w \$ yoy growth		-14%	8%	6%	5%	4%	4%	
ink liters yoy growth		51%	33%	31%	19%	15%	11%	
ink \$ yoy growth		47%	30%	27%	16%	12%	8%	
SF yoy growth		54%	36%	33%	22%	17%	13%	
Media \$ yoy growth		51%	33%	31%	19%	15%	11%	
Total ink & h/w \$ yoy growth		-3%	14%	12%	9%	7%	5%	

UVHER2R ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	212	281	315	346	377	408	440	9%
h/w Installed Base	782	981	1,197	1,420	1,658	1,893	2,057	16%
h/w \$	\$77,346,951	\$101,495,983	\$112,538,746	\$122,554,694	\$132,248,770	\$141,400,385	\$151,185,292	8%
ink liters	374,349	460,086	550,499	640,214	732,785	820,567	874,123	14%
ink \$	\$26,744,212	\$32,212,064	\$37,771,351	\$43,048,406	\$48,287,476	\$52,990,504	\$55,320,056	11%
SF	436,987,891	547,812,891	668,575,273	793,083,586	925,913,649	1,057,567,582	1,149,123,709	16%
Media \$	\$245,370,272	\$301,446,929	\$360,541,286	\$419,130,948	\$479,542,751	\$536,773,478	\$571,578,363	14%
Total ink & h/w \$	\$104,091,163	\$133,708,047	\$150,310,097	\$165,603,100	\$180,536,246	\$194,390,890	\$206,505,348	9%
h/w units yoy growth		33%	12%	10%	9%	8%	8%	
h/w Installed Base yoy growth		25%	22%	19%	17%	14%	9%	
h/w \$ yoy growth		31%	11%	9%	8%	7%	7%	
ink liters yoy growth		23%	20%	16%	14%	12%	7%	
ink \$ yoy growth		20%	17%	14%	12%	10%	4%	
SF yoy growth		25%	22%	19%	17%	14%	9%	
Media \$ yoy growth		23%	20%	16%	14%	12%	6%	
Total ink & h/w \$ yoy growth		28%	12%	10%	9%	8%	6%	

AQ Sub-Sectors

AQ<36 ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	5,058	10,811	10,757	10,703	10,650	10,596	10,543	0%
h/w Installed Base	21,188	24,888	28,660	32,706	34,781	35,523	35,834	8%
h/w \$	\$20,269,890	\$42,895,778	\$42,254,486	\$41,622,782	\$41,000,521	\$40,387,563	\$39,783,769	-1%
ink liters	193,376	232,829	274,819	321,451	350,396	366,813	379,278	10%
ink \$	\$89,926,594	\$107,190,772	\$125,256,926	\$145,046,016	\$156,525,212	\$162,220,328	\$166,055,789	9%
SF	116,935,839	140,793,205	166,184,629	194,383,641	211,886,367	221,813,919	229,351,902	10%
Media \$	\$50,988,934	\$60,810,815	\$70,917,633	\$81,292,255	\$86,839,746	\$89,090,296	\$90,275,526	8%
Total ink & h/w \$	\$110,196,484	\$150,086,550	\$167,511,412	\$186,668,798	\$197,525,733	\$202,607,891	\$205,839,558	7%
h/w units yoy growth		114%	0%	0%	-1%	0%	-1%	
h/w Installed Base yoy growth		17%	15%	14%	6%	2%	1%	
h/w \$ yoy growth		112%	-1%	-1%	-1%	-1%	-1%	
ink liters yoy growth		20%	18%	17%	9%	5%	3%	
ink \$ yoy growth		19%	17%	16%	8%	4%	2%	
SF yoy growth		20%	18%	17%	9%	5%	3%	
Media \$ yoy growth		19%	17%	15%	7%	3%	1%	
Total ink & h/w \$ yoy growth		36%	12%	11%	6%	3%	2%	

AQ>36 ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	14,758	16,400	16,318	16,236	16,155	16,074	15,994	0%
h/w Installed Base	74,658	70,737	67,731	66,119	65,424	65,148	65,058	-2%
h/w \$	\$126,791,308	\$139,483,878	\$137,398,594	\$135,344,485	\$133,321,085	\$131,327,934	\$129,364,582	-1%
ink liters	3,978,257	3,849,421	3,612,087	3,598,016	3,629,785	3,682,302	3,743,375	-1%
ink \$	\$1,053,668,379	\$1,009,349,940	\$937,647,695	\$924,655,321	\$923,491,307	\$927,484,330	\$933,438,314	-2%
SF	2,405,675,905	2,327,768,239	2,184,250,645	2,175,742,328	2,194,952,897	2,226,710,614	2,263,641,393	-1%
Media \$	\$1,108,437,257	\$1,052,816,119	\$966,869,307	\$943,840,998	\$933,131,086	\$927,699,468	\$924,223,977	-3%
Total ink & h/w \$	\$1,180,459,687	\$1,148,833,817	\$1,075,046,288	\$1,059,999,805	\$1,056,812,391	\$1,058,812,264	\$1,062,802,896	-2%
h/w units yoy growth		11%	0%	-1%	0%	0%	-1%	
h/w Installed Base yoy growth		-5%	-4%	-2%	-1%	0%	0%	
h/w \$ yoy growth		10%	-1%	-1%	-1%	-1%	-1%	
ink liters yoy growth		-3%	-6%	0%	1%	1%	2%	
ink \$ yoy growth		-4%	-7%	-1%	0%	0%	1%	
SF yoy growth		-3%	-6%	0%	1%	1%	2%	
Media \$ yoy growth		-5%	-8%	-2%	-1%	-1%	0%	
Total ink & h/w \$ yoy growth		-3%	-6%	-1%	0%	0%	0%	

AQ Corp ww

	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
h/w units	24,699	24,434	24,312	24,190	24,069	23,949	23,829	0%
h/w Installed Base	127,782	114,427	103,370	96,116	92,554	90,993	90,146	-5%
h/w \$	\$140,029,027	\$137,138,630	\$135,088,407	\$133,068,836	\$131,079,456	\$129,119,819	\$127,189,477	-1%
ink liters	1,144,038	1,075,694	1,020,340	996,172	1,007,210	1,039,743	1,081,558	0%
ink \$	\$532,016,847	\$495,231,953	\$465,050,330	\$449,494,653	\$449,930,565	\$459,819,030	\$473,528,079	-1%
SF	512,556,658	481,936,654	457,136,672	446,308,790	451,254,155	465,830,009	484,563,909	0%
Media \$	\$148,965,376	\$137,981,652	\$128,309,105	\$122,808,493	\$121,729,896	\$123,193,593	\$125,631,314	-2%
Total ink & h/w \$	\$672,045,873	\$632,370,583	\$600,138,738	\$582,563,488	\$581,010,022	\$588,938,849	\$600,717,556	-1%
h/w units yoy growth		-1%	-1%	0%	-1%	0%	0%	
h/w Installed Base yoy growth		-10%	-10%	-7%	-4%	-2%	-1%	
h/w \$ yoy growth		-2%	-1%	-1%	-1%	-1%	-1%	
ink liters yoy growth		-6%	-5%	-2%	1%	3%	4%	
ink \$ yoy growth		-7%	-6%	-3%	0%	2%	3%	
SF yoy growth		-6%	-5%	-2%	1%	3%	4%	
Media \$ yoy growth		-7%	-7%	-4%	-1%	1%	2%	
Total ink & h/w \$ yoy growth		-6%	-5%	-3%	0%	1%	2%	



Total Hardware & Ink Revenues by Sector 2009-2015

WF ww Hardware & Ink Revenues (Ink at Dealer Pricing) - Chinese, Korean, Taiwanese Vendors excluded								
	2009	2010	2011	2012	2013	2014	2015	CAGR 10-15
Total Ink & Hardware AQ<36	\$110,196,484	\$150,086,550	\$167,511,412	\$186,668,798	\$197,525,733	\$202,607,891	\$205,839,558	7%
Total Ink & Hardware AQ>36	\$1,180,459,687	\$1,148,833,817	\$1,075,046,288	\$1,059,999,805	\$1,056,812,391	\$1,058,812,264	\$1,062,802,896	-2%
Total Ink & Hardware AQ Corporate	\$672,045,873	\$632,370,583	\$600,138,738	\$582,563,488	\$581,010,022	\$588,938,849	\$600,717,556	-1%
Total Ink & Hardware UVLEFB	\$328,398,745	\$317,749,789	\$343,962,037	\$373,116,475	\$398,172,409	\$421,402,605	\$436,026,863	7%
Total Ink & Hardware UVHEFB	\$289,806,097	\$265,571,307	\$285,607,342	\$305,004,467	\$326,762,380	\$347,473,719	\$360,128,360	6%
Total Ink & Hardware UVLER2R	\$36,812,192	\$35,582,810	\$40,414,463	\$45,423,940	\$49,373,890	\$52,774,209	\$55,650,798	9%
Total Ink & Hardware UVHER2R	\$104,091,163	\$133,708,047	\$150,310,097	\$165,603,100	\$180,536,246	\$194,390,890	\$206,505,348	9%
Total Ink & Hardware AS	\$202,267,769	\$152,464,507	\$125,757,713	\$111,374,145	\$99,351,676	\$93,554,598	\$79,507,657	-12%
Total Ink & Hardware ES	\$1,030,896,944	\$1,318,765,859	\$1,518,963,229	\$1,743,833,943	\$1,983,653,069	\$2,246,076,554	\$2,427,893,166	13%
Total	\$3,954,974,954	\$4,155,133,269	\$4,307,711,318	\$4,573,588,164	\$4,873,197,817	\$5,206,031,578	\$5,435,072,203	6%
YOY Growth AQ<36		36%	12%	11%	6%	3%	2%	
YOY Growth AQ>36		-3%	-6%	-1%	0%	0%	0%	
YOY Growth AQ Corporate		-6%	-5%	-3%	0%	1%	2%	
YOY Growth UVLEFB		-3%	8%	8%	7%	6%	3%	
YOY Growth UVHEFB		-8%	8%	7%	7%	6%	4%	
YOY Growth UVLER2R		-3%	14%	12%	9%	7%	5%	
YOY Growth UVHER2R		28%	12%	10%	9%	8%	6%	
YOY Growth AS		-25%	-18%	-11%	-11%	-6%	-15%	
YOY Growth ES		28%	15%	15%	14%	13%	8%	
YOY Growth Total		5%	4%	6%	7%	7%	4%	

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