

KODAK'S NEWS ALERT

Prenosimo Vam novosti koje je tvrtka Kodak objavila kao odgovor na glasine koje širi konkurencija o tobožnjim lošim poslovnim rezultatima kompanije i njenoj propasti

Rochester, 4th November 2011.

Yesterday, Kodak announced its third-quarter 2011 Sales and Earnings results.

Kodak is the subject of considerable speculation in the media and online so we aim to keep Channel Partners updated as necessary.

Q3 Highlights:

* Revenue from Kodak's core growth businesses -- Consumer and Commercial Inkjet, Packaging Solutions and Workflow Software & Services -- increased by 13%, fueled by a 44% increase in Consumer Inkjet printers and ink, and an 89% increase in Packaging Solutions.

* Kodak saw strong customer demand for KODAK PROSPER Presses, and the PROSPER product line as a group grew revenue 40%.

* While CDG revenues were down for the quarter, earnings in this business improved by \$53 million, due to the smart choices we are making to narrow market participation and improve profitability in digital cameras and continued growth of printer ink gross profit within Consumer Inkjet.

* Total revenue was down 17% but that largely reflects the absence of sizable non-recurring patent licensing revenue in this year's third quarter compared with the year-ago period, when the company benefitted from a \$210 million non-recurring patent licensing transaction. Excluding the year-ago non-recurring patent licensing revenue, sales declined 5%.

* Third quarter digital revenue grew 3%, excluding that year-ago intellectual property revenue as well as a 25% decline in the company's Digital Cameras & Devices business, which reflects the strategic decision this year to trade camera revenue for improved earnings.

* Kodak's cash balance on Sept. 30 totaled \$862 million and the company forecasts a cash balance of as much as \$1.4 billion at year-end. This does not include the proceeds of the sale of the company's digital imaging patent portfolios.

* 2011 will represent the peak year for cash usage by our business units during our corporate transformation. Beginning next year, we expect cash usage attributed to the operating businesses to decline notably.

* Kodak's FPEG and Prepress teams continue to work hard to deal with unprecedented silver, aluminum and petroleum costs. Kodak understands and acknowledges the business challenges related to the historically high raw material costs, and is meeting those challenges head-on.

Customer-Centric Key Messages:

* Our third-quarter performance reflects the steady progress we are making in our digital transformation during a challenging time.

* Demonstrating our commitment and success in establishing digital growth businesses that will form the nucleus of a new Kodak, third-quarter digital earnings improved, excluding one-time patent licensing income from the year-ago period, and sales increased 13% in our core digital growth businesses. We anticipate growth from all four of our digital growth businesses in the fourth quarter.

* We have fulfilled our obligations to suppliers and customers and we remain committed to fulfilling our obligations.

* Despite our challenges, the overall success of our digital growth businesses reinforces our commitment to a future as a profitable and sustainable digital company.

Resources:

[BusinessWire Link](#)

[Antonio Perez's Letter to Employees](#)

[Second-Quarter Review Powerpoint](#)

[Customer/Supplier Talking Points](#)

Sincerely,

Kodak Channel Partner Team

Kontakt

Grafik.net d.o.o.

Odranska 1/1, 10 000 Zagreb;
Tel. +385 1 6137 414; Fax: +385 1 6137 416;
e-mail: grafiknet@grafiknet.hr

Zastupstvo za Hrvatsku, BiH i Makedoniju:



Za sva dodatna pojašnjenja o opremi, repromaterijalu, servisu i svemu ostalom što Vas zanima na području grafičke pripreme i digitalnog tiska, bez ustručavanja nam se obratite e-mailom ili telefonom, bit će nam zadovoljstvo izaći Vam u susret.

Ukoliko ne želite primati više ovakve obavijesti, lijepo Vas molimo da pošaljete mail sa naslovom MAKNI na nikola.paulic@grafiknet.hr.
Ovaj mail se ne može smatrati spamom ukoliko sadrži informacije za brisanje sa mailing liste i podacima pošiljaoca

Copyright©Grafik.net d.o.o.