



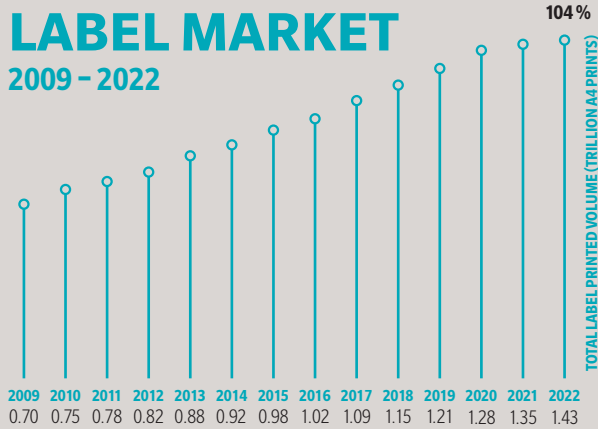
KONICA MINOLTA

FACTS & FIGURES

LABEL PRINTING

GLOBAL PRINTED LABEL MARKET

2009 - 2022



Source: The Future of Label Printing Markets to 2022, Smithers Pira



KEY TRENDS & MARKET DRIVERS:

- Changing buyer needs
- Digital labels become a growing requirement amongst vendors
- Demand for more personalised offerings



Labels play an important part in the marketing of a product, product identification, brand promotion and logistics, thereby representing the key element of the packaging in all industries. The design of the labels on a package reflects a brand's message and its identity.

Source: Predictions from the label and package printing market, Labels and Labelling, 2016



Third generation label printer AccurioLabel 190* ranks #2 with 15.9% marketshare in Europe.

Source: InfoSource Apr 18 - Mar 19



“Our expectations have been fully met – the investment has been 100% justified. We’ve made a significant jump in quality and can easily respond to spontaneous orders. The AccurioLabel 190* is a great performing machine. I can also always rely on Konica Minolta and our local dealer who provide the best technical assistance and business support.”


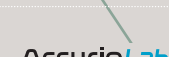


Fabio Piacentino, Owner, GrafiPrint, Italy

“When Konica Minolta launched the AccurioLabel190* we were convinced straight away... we are now much more flexible. And we really value the services of Konica Minolta. Running a cutting-edge company, I constantly need updates and expertise on technology. This is all provided through the support of Konica Minolta’s knowledgeable staff.”

Sebastian Firus, Managing Director, Firus Druck, Germany

*The AccurioLabel 190 is the predecessor of the AccurioLabel 230.

LABEL PRINTING MARKET CUSTOMERS & PLAYERS

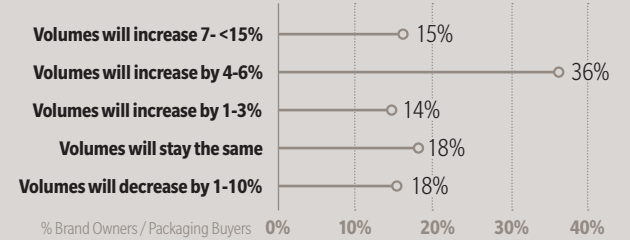
CUSTOMER	PLAYERS
REV. SCALE € 15 M & over (large) # OF ENTERPRISES 50 WW* (1,000 locations)	
€ 5–15 M (mid) 2,700 WW* (3,700 locations)	
€ 2–5 M (small) 8,300 WW*	
€ 0–2 M (tiny)	

AccurioLabel 230

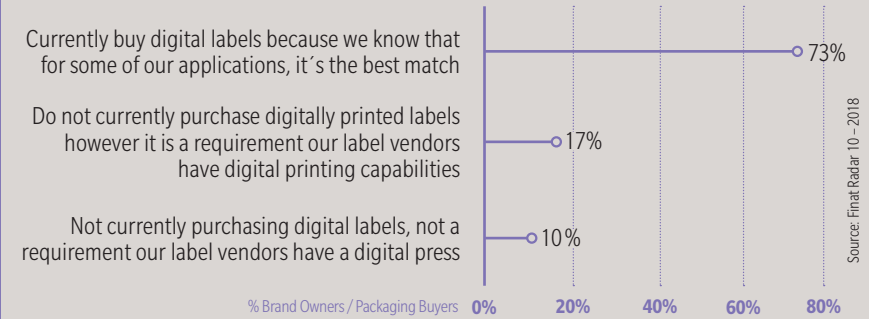
TOTAL MARKET: 11,150 WW* (13,000 locations) WW* = worldwide

COMPETITORS: PRICE, PRODUCTIVITY, SPEED

BRAND OWNERS' LABEL VOLUME PURCHASING PROJECTIONS FOR 2019



ARE BRAND OWNERS MAKING THE ABILITY TO PRINT DIGITAL LABELS A VENDOR REQUIREMENT?



ADVANTAGES OF AccurioLabel 230

- high quality
- shorter lead times
- ease of use (less human touch)
- shorter run lengths, down to a one-sample basis
- no set-up costs
- more flexibility
- reducing physical & chemical waste
- high productivity
- overprinting
- no warm-up/less waste
- compliant with BS 5609 (marine immersion certification)
- food-safe toner



AND THE INDUSTRY PROVES US RIGHT:
450th installation worldwide in mid-September 2019