	a .							
Digital Label Presses El	2011	2012	2013	2014	2015	2016	2017	2018
Sales Units		2012	280	304	344	396	450	491
	232							
hw ASP	\$651,509	\$719,611	\$771,429	\$822,615	\$857,826	\$857,884	\$856,707	\$863,389 \$424,271,493
hw \$ L IB	\$151,150,000 935	\$162,920,000 967	\$216,000,000 1042	\$250,075,000 1097	\$295,392,500 1302	\$339,938,875 1519	\$385,467,206 1756	\$424,271,493 1990
M2 Printed	201.401.710	232.504.194	267.323.140	319.057.261	381.418.830	488.100.453	615.391.768	758.218.856
Ink Liters	1,058,172	1,273,226	1,498,940	1,814,877	2,193,698	2,792,515	3,509,436	4,297,345
Ink \$	\$130,555,786	\$150,870,163	\$173,208,436	\$206,144,392	\$245,620,796	\$312,494,781	\$391,826,059	\$479,898,673
\$/M2 Ave. Final User Price Retail \$	\$4.50 \$906,307,693	\$4.50 \$1,046,268,872	\$4.50 \$1,202,954,131	\$4.50 \$1,435,757,672	\$4.50 \$1,716,384,734	\$4.50 \$2,196,452,039	\$4.50 \$2,769,262,957	\$4.50 \$3.411.984.850
ه العام العام Total Vendor hw+ink Revenues	\$281,705,786	\$313,790,163	\$1,202,954,131	\$1,435,757,672	\$1,716,384,734 \$541.013.296	\$2,196,452,039 \$652.433.656	\$777,293,265	\$904,170,166
				, , ,				, ,
Service \$/Installed System/mo	\$1,800 \$1,682,640	\$1,800 \$1,741,140	\$1,800 \$1.875.438	\$1,800 \$1,973,736	\$1,800 \$2,344,014	\$1,800 \$2,734,394	\$1,800 \$3,161,426	\$1,800
Service \$	\$1,682,640	\$1,741,140	\$1,875,438	\$1,973,736	\$2,344,014	\$2,734,394	\$3,161,426	\$3,582,101
igital Label Brasses LI	VII							
igital Label Presses U							20.1-	
_	2011	2012	2013	2014	2015	2016	2017	2018
Sales Units	84	104	148	179	231	293	364	425
hw ASP	\$450,000	\$481,500	\$515,205	\$551,269	\$589,858	\$631,148	\$675,329	\$718,333
hw \$	\$37,800,000	\$50,076,000	\$76,250,340	\$98,677,214	\$136,257,245	\$184,926,446	\$245,819,632	\$305,291,356
IB	176	261	379	514	683	891	1140	1414
M2 Printed	30,492,029	48,530,720	75,756,107	110,422,209	157,495,690	221,114,180	304,885,687	407,579,552
Ink Liters	121,968	194,123	303,024	441,689	629,983	884,457	1,219,543	1,630,318
Ink \$	\$14,490,178	\$22,947,068	\$35,641,109	\$51,690,778	\$73,358,154	\$102,475,347	\$140,592,748	\$187,008,502
\$/M2 Ave. Final User Price	\$6.50	\$7.50	\$8.50	\$9.50	\$10.50	\$11.50	\$12.50	\$13.50
Retail \$	\$198,198,187	\$363,980,398	\$643,926,907	\$1,049,010,985	\$1,653,704,742	\$2,542,813,064	\$3,811,071,087	\$5,502,323,954
Total Vendor hw+ink Revenues	\$52,290,178	\$73,023,068	\$111,891,449	\$150,367,992	\$209,615,399	\$287,401,792	\$386,412,380	\$492,299,858
Service \$/Installed System/mo	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Service \$	\$264,000	\$391,350	\$569,100	\$771,150	\$1,024,350	\$1,335,900	\$1,710,000	\$2,121,000
_								
igital Label Presses								
-	2011	2012	2013	2014	2015	2016	2017	2018
Sales Units	316	330	428	483	575	689	814	916
hw ASP	\$597,943	\$644,661	\$682,828	\$722,054	\$750,239	\$761,499	\$775,593	\$796,116
hw \$	\$188,950,000	\$212,996,000			\$750,239			\$729,562,848
·	\$100,930,000				\$424 G40 74E			
ID I	1444		\$292,250,340	\$348,752,214	\$431,649,745	\$524,865,321	\$631,286,838	
IB M2 Printed	1111	1228	1421	1611	1985	2410	2896	3404
M2 Printed	231,893,738	1228 281,034,914	1421 343,079,247	1611 429,479,470	1985 538,914,520	2410 709,214,633	2896 920,277,455	3404 1,165,798,408
M2 Printed Ink Liters	231,893,738 1,180,140	1228 281,034,914 1,467,349	1421 343,079,247 1,801,964	1611 429,479,470 2,256,566	1985 538,914,520 2,823,681	2410 709,214,633 3,676,972	2896 920,277,455 4,728,979	3404 1,165,798,408 5,927,663
M2 Printed Ink Liters Ink \$	231,893,738 1,180,140 \$145,045,964	1228 281,034,914 1,467,349 \$173,817,231	1421 343,079,247 1,801,964 \$208,849,545	1611 429,479,470 2,256,566 \$257,835,171	1985 538,914,520 2,823,681 \$318,978,950	2410 709,214,633 3,676,972 \$414,970,128	2896 920,277,455 4,728,979 \$532,418,807	3404 1,165,798,408 5,927,663 \$666,907,176
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price	231,893,738 1,180,140 \$145,045,964 \$4.50	1228 281,034,914 1,467,349 \$173,817,231 \$4.50	1421 343,079,247 1,801,964 \$208,849,545 \$4.50	1611 429,479,470 2,256,566 \$257,835,171 \$4.50	1985 538,914,520 2,823,681 \$318,978,950 \$4.50	2410 709,214,633 3,676,972 \$414,970,128 \$4.50	2896 920,277,455 4,728,979 \$532,418,807 \$4.50	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$	231,893,738 1,180,140 \$145,045,964 \$4.50 \$1,043,521,823	1228 281,034,914 1,467,349 \$173,817,231 \$4.50 \$1,264,657,111	1421 343,079,247 1,801,964 \$208,849,545 \$4.50 \$1,543,856,611	1611 429,479,470 2,256,566 \$257,835,171 \$4.50 \$1,932,657,613	1985 538,914,520 2,823,681 \$318,978,950 \$4.50 \$2,425,115,338	2410 709,214,633 3,676,972 \$414,970,128 \$4.50 \$3,191,465,847	2896 920,277,455 4,728,979 \$532,418,807 \$4.50 \$4,141,248,549	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50 \$5,246,092,835
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$ Total Vendor hw+ink Revenues	231,893,738 1,180,140 \$145,045,964 \$4.50 \$1,043,521,823 \$333,995,964	1228 281,034,914 1,467,349 \$173,817,231 \$4.50 \$1,264,657,111 \$386,813,231	1421 343,079,247 1,801,964 \$208,849,545 \$4.50 \$1,543,856,611 \$501,099,885	1611 429,479,470 2,256,566 \$257,835,171 \$4.50 \$1,932,657,613 \$606,587,384	1985 538,914,520 2,823,681 \$318,978,950 \$4.50 \$2,425,115,338 \$750,628,696	2410 709,214,633 3,676,972 \$414,970,128 \$4.50 \$3,191,465,847 \$939,835,448	2896 920,277,455 4,728,979 \$532,418,807 \$4.50 \$4,141,248,549 \$1,163,705,645	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50 \$5,246,092,835 \$1,396,470,024
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$ fotal Vendor hw+ink Revenues Service \$/Installed System/mo	231,893,738 1,180,140 \$145,045,964 \$4.50 \$1,043,521,823 \$333,995,964 \$1,752	1228 281,034,914 1,467,349 \$173,817,231 \$4.50 \$1,264,657,111 \$386,813,231 \$1,736	1421 343,079,247 1,801,964 \$208,849,545 \$4.50 \$1,543,856,611 \$501,099,885 \$1,720	1611 429,479,470 2,256,566 \$257,835,171 \$4.50 \$1,932,657,613 \$606,587,384 \$1,704	1985 538,914,520 2,823,681 \$318,978,950 \$4.50 \$2,425,115,338 \$750,628,696 \$1,697	2410 709,214,633 3,676,972 \$414,970,128 \$4.50 \$3,191,465,847 \$939,835,448 \$1,689	2896 920,277,455 4,728,979 \$532,418,807 \$4,50 \$4,141,248,549 \$1,163,705,645 \$1,682	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50 \$5,246,092,835 \$1,396,470,024 \$1,675
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$ Total Vendor hw+ink Revenues	231,893,738 1,180,140 \$145,045,964 \$4.50 \$1,043,521,823 \$333,995,964	1228 281,034,914 1,467,349 \$173,817,231 \$4.50 \$1,264,657,111 \$386,813,231	1421 343,079,247 1,801,964 \$208,849,545 \$4.50 \$1,543,856,611 \$501,099,885	1611 429,479,470 2,256,566 \$257,835,171 \$4.50 \$1,932,657,613 \$606,587,384	1985 538,914,520 2,823,681 \$318,978,950 \$4.50 \$2,425,115,338 \$750,628,696	2410 709,214,633 3,676,972 \$414,970,128 \$4.50 \$3,191,465,847 \$939,835,448	2896 920,277,455 4,728,979 \$532,418,807 \$4.50 \$4,141,248,549 \$1,163,705,645	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50 \$5,246,092,835 \$1,396,470,024
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$ Total Vendor hw+ink Revenues Service \$/Installed System/mo	231,893,738 1,180,140 \$145,045,964 \$4.50 \$1,043,521,823 \$333,995,964 \$1,752	1228 281,034,914 1,467,349 \$173,817,231 \$4.50 \$1,264,657,111 \$386,813,231 \$1,736	1421 343,079,247 1,801,964 \$208,849,545 \$4.50 \$1,543,856,611 \$501,099,885 \$1,720	1611 429,479,470 2,256,566 \$257,835,171 \$4.50 \$1,932,657,613 \$606,587,384 \$1,704	1985 538,914,520 2,823,681 \$318,978,950 \$4.50 \$2,425,115,338 \$750,628,696 \$1,697	2410 709,214,633 3,676,972 \$414,970,128 \$4.50 \$3,191,465,847 \$939,835,448 \$1,689	2896 920,277,455 4,728,979 \$532,418,807 \$4,50 \$4,141,248,549 \$1,163,705,645 \$1,682	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50 \$5,246,092,835 \$1,396,470,024 \$1,675
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$ Total Vendor hw+ink Revenues Service \$/Installed System/mo	231,893,738 1,180,140 \$145,045,964 \$4.50 \$1,043,521,823 \$333,995,964 \$1,752	1228 281,034,914 1,467,349 \$173,817,231 \$4.50 \$1,264,657,111 \$386,813,231 \$1,736	1421 343,079,247 1,801,964 \$208,849,545 \$4.50 \$1,543,856,611 \$501,099,885 \$1,720	1611 429,479,470 2,256,566 \$257,835,171 \$4.50 \$1,932,657,613 \$606,587,384 \$1,704	1985 538,914,520 2,823,681 \$318,978,950 \$4.50 \$2,425,115,338 \$750,628,696 \$1,697	2410 709,214,633 3,676,972 \$414,970,128 \$4.50 \$3,191,465,847 \$939,835,448 \$1,689	2896 920,277,455 4,728,979 \$532,418,807 \$4,50 \$4,141,248,549 \$1,163,705,645 \$1,682	3404 1,165,798,408 5,927,663 \$666,907,176 \$4.50 \$5,246,092,835 \$1,396,470,024 \$1,675
M2 Printed Ink Liters Ink \$ \$/M2 Ave. Final User Price Retail \$ Total Vendor hw+ink Revenues Service \$/Installed System/mo Service \$	231,893,738 1,180,140 \$145,045,964 \$4,50 \$1,043,521,823 \$333,995,964 \$1,752 \$1,946,640	1228 281,034,914 1,467,349 \$173,817,231 \$4,50 \$1,264,657,11 \$386,813,231 \$1,736 \$2,132,490	343,079,247 1,801,964 \$208,849,545 \$4,50 \$1,543,856,611 \$501,099,885 \$1,720 \$2,444,538	1611 429,479,470 2,256,566 \$257,835,171 \$4,50 \$1,932,657,613 \$606,587,384 \$1,704 \$2,744,886	1985 538,914,520 2,823,681 \$318,978,950 \$4,50 \$2,425,115,338 \$750,626,696 \$1,697 \$3,368,364	2410 709,214,633 3,676,972 \$114,970,128 \$4,50 \$3,191,465,847 \$939,835,448 \$1,689 \$4,070,294	2896 920,277,455 4,728,979 \$532,418,807 \$4,50 \$4,141,248,549 \$1,163,705,645 \$1,682 \$4,871,426	3404 1,165,798,408 5,927,663 \$666,907,176 \$4,50 \$5,246,092,835 \$1,396,470,024 \$1,675 \$5,703,101