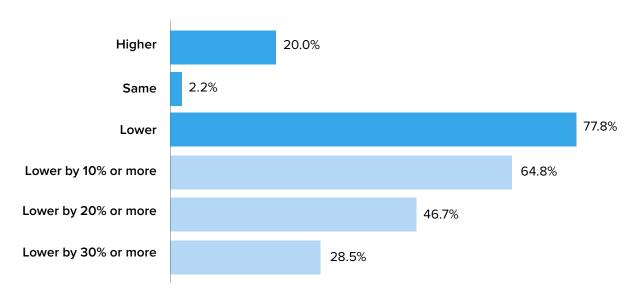


COVID-19 Print Business Indicators Research*



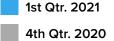
SALES: YEAR-OVER-YEAR

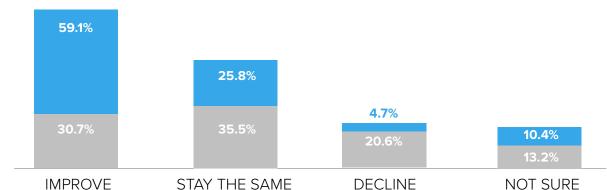
How 2020 sales compared with 2019 sales



CONFIDENCE

Compared with current conditions, over the next month we expect business conditions to:



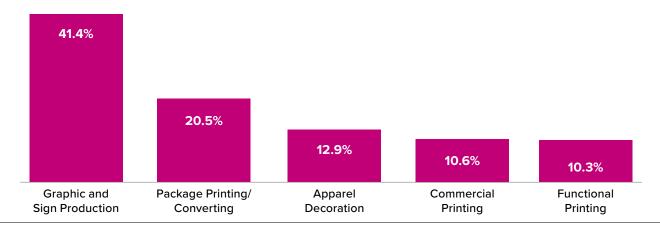


CONVERGENCE

Have you diversified beyond

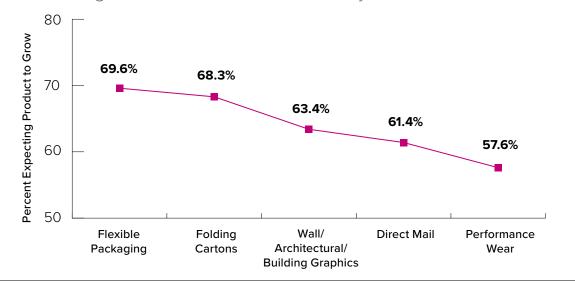
your primary printing segment? 77.2% YES 22.8% NO

If you have, which segments have you entered?



PRODUCT MARKET EXPECTED GROWTH

The highest percentages of companies surveyed expect these products to grow over the next one to two years:





Premier Sponsor: KONICA MINOLTA © 2021 PRINTING United Alliance • Based on the Print Business Indicators Survey, 1st Quarter 2021 (N=303)