

The Kodak logo is displayed in a bold, red, sans-serif font. It is positioned on the left side of the page, partially overlapping a horizontal yellow line that extends across the width of the page. The background of the top half of the page is a solid yellow color with a subtle grid pattern and a white abstract graphic of curved lines on the right side.

**Kodak**

**Eastman Kodak Company**  
Supplemental Segment Data for Q1 2013

**April 30, 2013**

# Preface

As part of the Amended and Restated Debtor-in-Possession Credit Agreement amended and restated on March 22, 2013, the Company agreed to provide additional reporting for certain segments (“Supplemental Information”).

Attached is additional reporting for the Company’s Graphics, Entertainment and Commercial Films Segment (“GECF”) (excluding Brand Licensing and Intellectual Property (“IP”) activities) and Digital Printing and Enterprise Segment (“DP&E”) (excluding Consumer Inkjet activities). The results for Brand Licensing/IP and Consumer Inkjet that have been excluded from GECF and DP&E, respectively, in the Supplemental Information, have been included in Other Businesses.

The activities described in the foregoing paragraph comprise the Company’s Commercial Imaging operations.

The information included herein should be considered in connection with the Company’s Form 10-Q Quarterly Report filed for the quarterly period ended March 31, 2013, which is available at Kodak.com, Investor Center, <http://ek.client.shareholder.com>. The segment information in the Company’s Form 10-Q include the results for Brand Licensing/IP and Consumer Inkjet in GECF and DP&E, respectively. In addition, the Form 10-Q includes an allocation of corporate costs to each segment.

# Disclaimer

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This presentation has been prepared by Eastman Kodak Company (the “Company”). It contains general information about the Company’s activities as of the date of the presentation. It is information given in summary form and does not purport to be complete.

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The 2013 historical financial information included in this presentation is unaudited.

All references to dollars are to United States currency unless otherwise stated.

# Current Kodak Reporting Structure



Effective in the third quarter of 2012, the Company has three reportable segments: the Graphics, Entertainment and Commercial Films Segment, the Digital Printing and Enterprise Segment, and the Personalized and Document Imaging Segment. Effective in the first quarter of 2013, the Intellectual Property and Brand Licensing strategic product group is reported in the Graphics, Entertainment and Commercial Films segment. A description of the reportable segments follows. Within each of the Company's reportable segments are various components, or Strategic Product Groups (SPGs). Throughout the remainder of this document, references to the segments' SPGs are indicated in italics. A description of the segments is as follows:

**Graphics, Entertainment and Commercial Films Segment:** The Graphics, Entertainment and Commercial Films Segment provides commercial digital and traditional product and service offerings, and also includes Kodak's intellectual property and brand licensing activities. The Graphics, Entertainment and Commercial Films Segment encompasses:

- § Graphics,
- § Entertainment Imaging & Commercial Films,
- § Intellectual Property & Brand Licensing.

**Digital Printing and Enterprise Segment:** The Digital Printing and Enterprise Segment serves a variety of customers in the creative, in-plant, data center, consumer printing, commercial printing, packaging and functional printing, newspaper and digital service bureau market industries with a range of software, media and hardware products that provide customers with a variety of solutions. The Digital Printing and Enterprise Segment encompasses:

- § Digital Printing,
- § Packaging and Functional Printing,
- § Enterprise Services and Solutions, and
- § Consumer Inkjet Systems.

**Personalized and Document Imaging Segment:** The Personalized and Document Imaging Segment provides consumer digital and traditional imaging products and service offerings and document scanning products and services. The Personalized and Document Imaging Segment encompasses:

- § Personalized Imaging, and
- § Document Imaging.

The Personalized and Document Imaging Segment is excluded from the following schedules. As previously announced, the Company has reached a comprehensive settlement agreement with the U.K. Kodak Pension Plan (KPP), its largest creditor, with respect to its Chapter 11 Plan of Reorganization. Under the agreement, which will be filed with the U.S. Bankruptcy Court, Kodak's Personalized Imaging and Document Imaging businesses will be spun off under new ownership to KPP.

# Q1 Performance Compared to Budget

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- § Overall, Commercial Imaging EBITDA is ahead of budget by \$31M for the first quarter of 2013
- § GECF Net Sales (excluding Brand Licensing/IP) is below budget primarily due to weak economic conditions in Europe affecting Prepress Plate sales. Entertainment and Commercial film sales are slightly ahead of budget.
- § DP&E Net Sales (excluding CIJ) is on budget, with small gains in IPS driven by timing of installation of Prosper units offset by slight weakness in Enterprise Solutions also driven by timing issues in the Latin America Region.
- § Other Businesses Net Sales are favorable to budget, driven by strong Consumer Inkjet ink volume and non-recurring Brand Licensing revenue
- § Gross Profit across all Commercial Imaging is ahead of budget, due to (a) favorable pricing in plates and film; (b) favorable pricing in commodities compared to budget; (c) manufacturing cost reduction initiatives; (d) favorable product mix; and (e) a one-time accrual reversal
- § Business Unit (“BU”) SGA, Research & Development (“R&D”), and Corporate SG&A are all favorable compared to budget due to cost reduction actions

# Commercial Imaging Q1

Commercial Imaging is Comprised of the DP&E and GECF Reporting Segments Combined



## Commercial Imaging - 2013 (Post-Functional Transfers<sup>1</sup>) All Figures in \$M Unless Otherwise Noted

	1Q'13		Better (Worse)
	Actual	Budget <sup>2</sup>	
Net Sales	585	597	(12)
Cost of Goods Sold	435	471	36
Gross Profit	150	126	24
BU SG&A / R&D	81	86	5
EBIT b/f Corporate Costs	69	40	29
Depreciation & Amortization	41	40	1
EBITDA b/f Corp. Costs	110	80	30
Corporate SG&A	32	34	2
Corporate R&D	6	5	(1)
EBITDA after Corporate Costs	72	41	31

Included in the actual information above is non-cash income from the Company's US Other Post-Employment Benefits Plan. This income was not included in the 2013 Budget. The impacts on the financial statement presented above are as follows:

Income/(Expense)	Actual	Budget	Better/ (Worse)
COGS	7	0	7
BU SG&A / R&D	3	0	3
EBIT b/f Corporate Costs	10	0	10

<sup>1</sup> Functional Transfers represent reclassifications between Corporate SG&A and Corporate R&D and BU SG&A/R&D. These reclassifications are performed by the Company during its annual budgeting process to ensure comparability between historical and projection periods.

<sup>2</sup> The 2013 Budget information presented in the Form 8-K, dated January 22, 2013.

# GECF Q1

## Graphics, Entertainment & Commercial Film (excluding Brand Licensing/IP) 2013 (Post-Functional Transfers) All Figures in \$M Unless Otherwise Noted

	1Q'13		Better/ (Worse)
	Actual	Budget	
Net Sales	354	384	(30)
Cost of Goods Sold	291	326	35
Gross Profit	63	58	5
BU SG&A / R&D	38	41	3
EBIT b/f Corporate Costs	25	17	8
Depreciation & Amortization	30	30	0
EBITDA b/f Corp. Costs	55	47	8
Corporate SG&A	n/a	n/a	n/a
Corporate R&D	n/a	n/a	n/a
EBITDA after Corporate Costs	n/a	n/a	n/a

Included in the actual information above is non-cash income from the Company's US Other Post-Employment Benefits Plan. This income was not included in the 2013 Budget. The impacts on the financial statement presented above are as follows:

Income/(Expense)	Actual	Budget	Better/ (Worse)
COGS	7	0	7
BU SG&A / R&D	3	0	3
EBIT b/f Corporate Costs	10	0	10

**Digital Printing & Enterprise (excluding Consumer Inkjet) - 2013 (Post-Functional Transfers)**  
*All Figures in \$M Unless Otherwise Noted*

	1Q'13		Better/ (Worse)
	Actual	Budget	
Net Sales	139	138	1
Cost of Goods Sold	121	122	0
Gross Profit	17	16	1
BU SG&A / R&D	40	41	1
EBIT b/f Corporate Costs	-23	-25	2
Depreciation & Amortization	9	9	0
EBITDA b/f Corp. Costs	-14	-16	2
Corporate SG&A	n/a	n/a	n/a
Corporate R&D	n/a	n/a	n/a
EBITDA after Corporate Costs	n/a	n/a	n/a



# Other Businesses Q1

## Other Businesses: IP/Brand Licensing/Consumer Inkjet/Corporate Cost - 2013 (Post-Functional Transfers) *All Figures in \$M Unless Otherwise Noted*

	1Q'13		
	Actual	Budget	Better/ (Worse)
Net Sales	92	75	17
Cost of Goods Sold	22	23	1
Gross Profit	70	52	18
BU SG&A / R&D	3	4	1
EBIT b/f Corporate Costs	67	48	19
Depreciation & Amortization	2	1	1
EBITDA b/f Corp. Costs	69	49	20
Corporate SG&A	32	34	2
Corporate R&D	6	5	(1)
EBITDA after Corporate Costs	31	10	21

# Non-GAAP Reconciliation



(Dollars in Millions)	Actual Three Months Ended March 31, 2013	Budget Three Months Ended March 31, 2013
Graphics, Entertainment and Commercial Films ("GECF") EBITDA before corporate costs, as presented	\$ 55	\$ 47
Digital Printing and Enterprise ("DP&E") EBITDA before corporate costs, as presented	(14)	(16)
Other businesses EBITDA before corporate costs, as presented	69	49
Commercial Imaging total EBITDA before corporate costs, as presented	110	80
Other businesses corporate SG&A and R&D, as presented	(38)	(39)
Commercial Imaging EBITDA after corporate costs, as presented	72	41
Commercial imaging depreciation and amortization, as presented	(42)	(40)
GECF and DP&E segment income	30	1
Personalized and Document Imaging segment loss	(9)	(36)
Restructuring costs and other (including restructuring related expenses reported in in cost of sales)	(14)	(32)
Corporate components of pension and OPEB expenses <sup>(1)</sup>	(29)	(1)
Other operating income (expense), net	494	527
Loss on extinguishment of debt, net	(6)	-
Interest expense	(30)	(46)
Other income (charges)	(14)	-
Reorganization items, net	(120)	(100)
Earnings from continuing operations before income taxes	302	313
Provision for income taxes	7	8
Earnings from continuing operations	295	305
Loss from discontinued operations, net of income taxes	(12)	-
Net Earnings (GAAP basis)	\$ 283	\$ 305

<sup>(1)</sup> Includes interest cost, expected return on plan assets, amortization of actuarial gains and losses, and special termination benefits, curtailments and settlement components of pension and other post-retirement benefit expenses, except for settlements in connection with the Chapter 11 bankruptcy proceedings that are recorded in Reorganization items, net in the Consolidated Statement of Operations.

A graphic consisting of a vertical yellow line and a horizontal yellow line intersecting at a central point. The vertical line is positioned to the left of the word 'Kodak', and the horizontal line is positioned below the word.

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