



# We Are Lenovo

Stephen Miller  
Brand Ambassador

**lenovo**® **FOR**  
**THOSE**  
**WHO DO.**™

# Becoming the World's Leading PC+ Company:

## GROWTH

WE HAVE GREAT  
MOMENTUM

## STRATEGY

WE HAVE A PLAN FOR  
THE FUTURE

## INNOVATION

THE KEY TO FUTURE  
SUCCESS

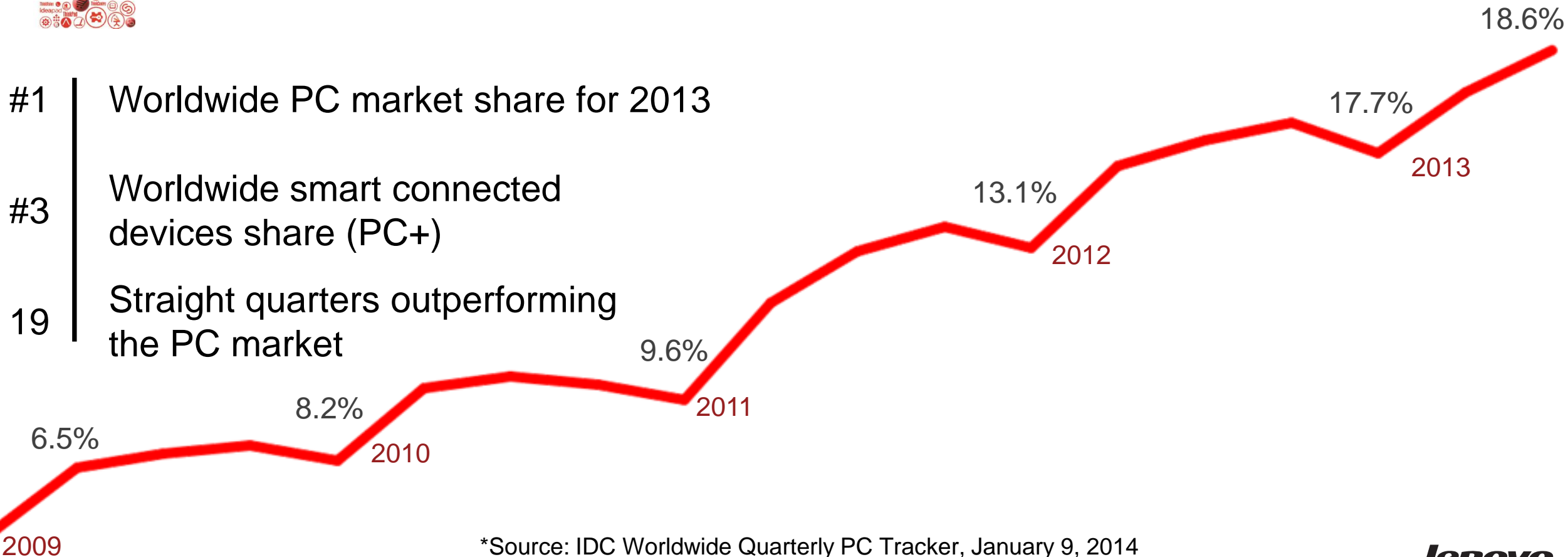




# Lenovo is the New Global Leader



**A \$34B global technology company  
with customers in 160+ countries**



# We Invest in Key Markets to Ensure Stable Growth



MEDION

NEC

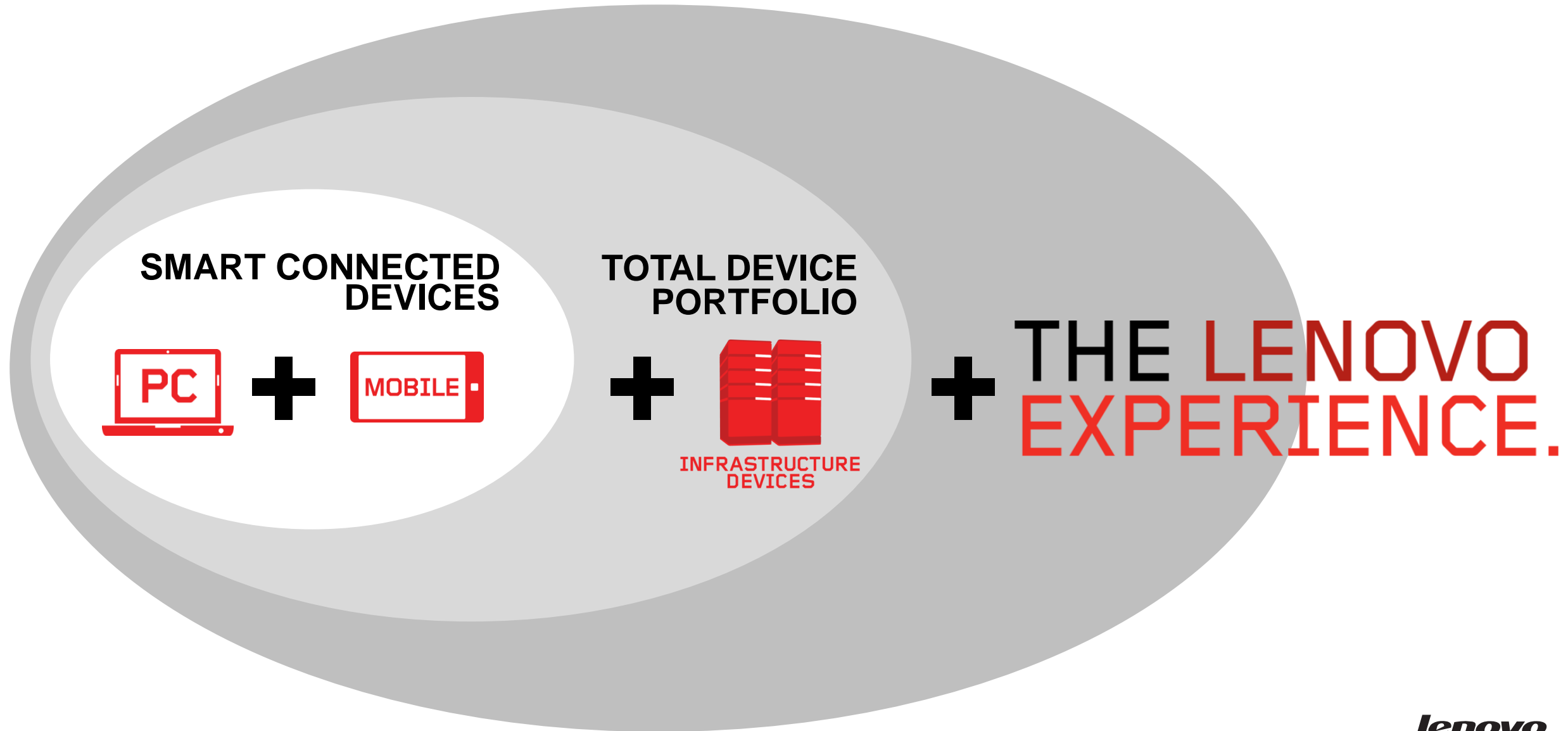
cce

IBM  
Server

  
MOTOROLA MOBILITY

lenovo

# Lenovo Has a Clear Strategy For the Future



# Gartner Verifies Our Leadership in IT Leadership



“Lenovo produces well-designed systems at competitive prices.”

“Lenovo continues to improve its position in global capabilities and in market understanding with near-flawless execution”

**Gartner**

**Magic Quadrant**

**Figure 1.** Magic Quadrant for Global Enterprise Desktops and Notebooks

# The IT Landscape is in Transition

## COMPUTING LEGACY

**SOFTWARE COMPATIBILITY**

**PERIPHERAL COMPATIBILITY**

**MANAGEABILITY, SERVERS  
& SECURITY TOOLS**

**IT PIECE OF MIND**

## NEW MOBILE EXPERIENCE

**TOUCH COMPUTING**

**NEW FORM FACTORS**

**LONG BATTERY LIFE**

**APP BASED WORK FLOW**



# Lenovo Wins 61 Awards at CES 2014



**Horizon 2**  
3 awards  
1 award for Aura



**Beacon**  
2 awards



**Flex 20**  
1 award



**Miix2 10 & 11**  
5 awards



**S5000**  
1 award



**Yoga Family**  
4 awards



**N308**  
3 awards



**S930, Vibe Z**  
4 awards

**ThinkCentre E93z**

1 award



1 award

**Pro2840 4k2k**

**X1 Carbon**

18 awards



**ThinkPad 8**

12 awards



**ThinkPad Yoga**

1 award



**Wireless Touch Monitor**

1 award



3 awards

**ThinkVision 28 4k2k**

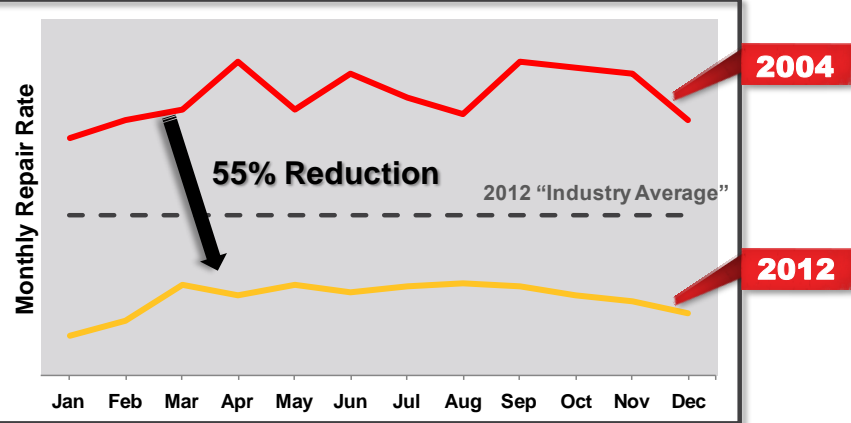
**lenovo**



# Customers Demand and We Deliver Lower Failure Rates

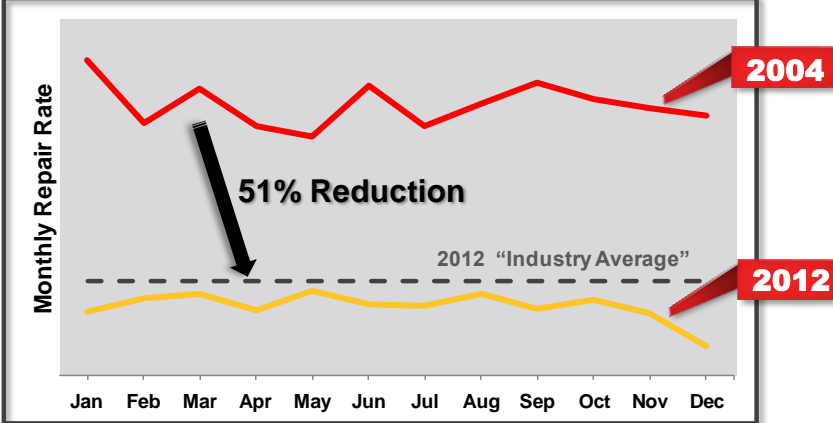
**ThinkCentre**

Warranty Claim Rate



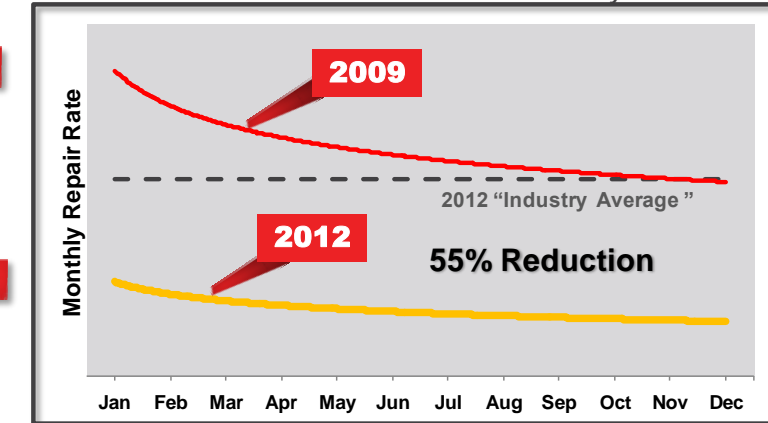
**ThinkPad**

Warranty Claim Rate



**ThinkStation**

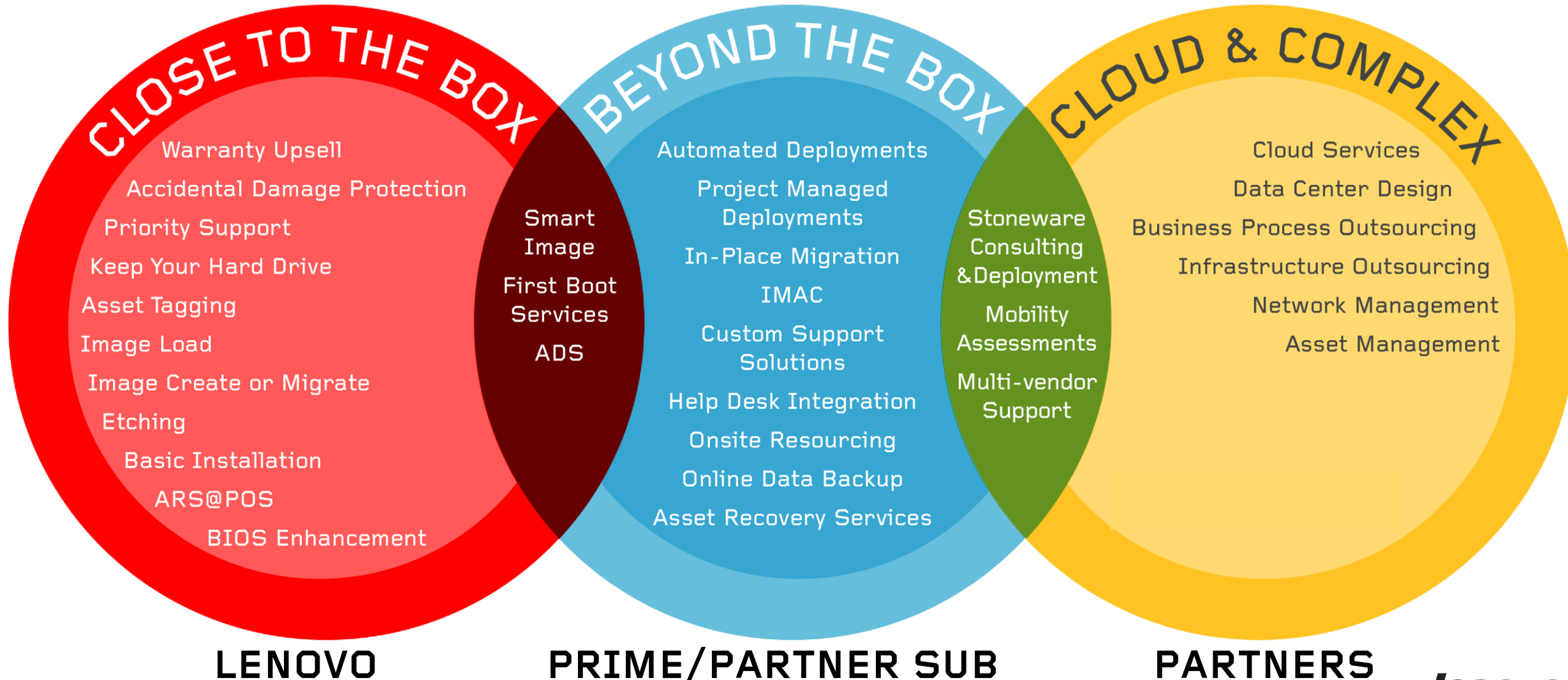
Warranty Claim Rate



**8 Years of Continuous Improvement and Industry Leadership**

**lenovo**

# Lenovo is More than Just the World's #1 PC Company



# Our Commitment to Our Customers

## Technology leadership, quality & reliability

- Lowest industry failure rates
- Invest to lead in innovation

## Ease of doing business

- We listen to our customers
- No two customers are exactly alike

## Committed to our Customer's Success

- Execute to our commitments
- We want to earn your business everyday

