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# A MESSAGE FROM OUR CEO

In our world of rapid change and mounting global challenges, the role and responsibility of a corporation have never been more important. Global leaders are asking themselves what their organizations can do to guide society toward a more sustainable future. It's a particularly critical time for technology companies; innovation has the potential to solve society's toughest challenges and to improve lives at scale.



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It's humbling to consider the social and environmental challenges that lie ahead. As I write this message, the most pressing issue we face globally is the COVID-19 pandemic. While the full impact of COVID-19 is still unknown, we have established a framework to **assess** the ongoing developments and their potential impacts; to **address** our business operations and the needs of our people; and to **adapt** our technologies and approaches to help organizations around the world navigate through the difficulty. Against this framework, our priorities are clear: to protect our team members; to innovate for our customers; and to rise to the challenge of supporting our communities. We are proud to be called upon to help address this global crisis, from enabling medical clinics to supporting telework and remote education to powering scientific research.

Meanwhile, we must not lose sight of mounting global risks such as climate change, cyberattacks, food security, and more.

Despite the challenges that lie ahead, I am optimistic. I see the transformative power of technology at work every day. The explosion of data from the edge is reshaping markets, disrupting every industry, and advancing the way we live and work. I view data as the great untapped resource, the new currency, capable of revealing new solutions and creating new sources of prosperity.

HPE is at the center of unlocking the potential of data, helping our customers develop the solutions that grow their businesses and take society a step closer to a sustainable future. We call this the new digital frontier, and I am proud that HPE has a central role in delivering its potential.

As CEO, I have three key priorities—culture; customers; and innovation.

## CULTURE

As many companies are discovering, particularly during this challenging time, our team members are HPE's greatest asset. My team and I have been obsessively focused on engaging team members and establishing an ongoing and robust dialogue with them. Our most recent employee engagement scores are up 18% over the past two years. I attribute this to deliberate actions we have taken to enhance the appeal of HPE as a long-term career employer in a highly-competitive market for talent.

We remain committed to attracting, retaining, and advancing diverse talent through our unconditionally inclusive culture. Notably, we now offer one of the most generous parental leave programs in our industry—six months of paid parental leave after the birth or adoption of a child. I'm proud that we are demonstrating that great workplaces value family and home life; however, it's not just pay and benefits that motivate our team members and attract the best in our industry. It's also the opportunity to be part of significant, purpose-driven work. HPE teams are transforming the world with their inventions and powering our customers' efforts to solve major human and environmental challenges.

What could be more rewarding than helping a customer cure a serious disease, or transform its factory to eliminate waste?

To help win the war for talent in tech, we are combining our people-first approach with exciting work opportunities that accelerate social impact to make HPE a standout place for talented individuals to build careers.

## CUSTOMERS

We are a customer-focused business, designing our products and services to empower our customers to operate sustainably and efficiently, gaining maximum productivity from their IT investments.

This year, we announced HPE's plan to become the world's leading edge-to-cloud platform-as-a-service company by 2022, which will deliver big benefits for our customers. Our entire portfolio will be available through a range of subscription-based offerings which can be managed as a service. This is financially and environmentally efficient, eliminating the wasted infrastructure and processing capacity inherent in most customer-owned IT portfolios.

Our customers need to handle more data than ever before and be free to deliver insights from the explosion of data. This requires fresh thinking about how we store, protect, and process information. For example, our cutting-edge data center services are saving 25,000 metric tons of carbon emissions and \$10 million in energy costs annually for an electronics manufacturer in South Korea. And our industry-leading secure servers helped a U.S.-based healthcare company recover from a significant data breach and protect itself from future threats.

Our sustainability capabilities are a strategic differentiator in customer relationships, helping our customers to achieve their business and sustainability goals simultaneously. We estimate that customer engagements with our growing sustainability organization resulted in approximately \$585 million in net revenue this year.

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## INNOVATION

In the new digital frontier, data is mined as a resource, and we are deeply engaged in helping our customers across many business sectors tap this potential to advance sustainability. Our acquisition strategy focuses on highly innovative companies in this field. For example, our 2019 acquisition of global supercomputing leader Cray puts us in a leading position to serve the high-performance computing market and its fast-growing exascale segment. We also acquired MapR, enabling HPE to offer a complete portfolio of products to drive artificial intelligence and analytics applications.

Designed with Memory-Driven Computing principles, HPE Superdome Flex is enabling a German data analysis company to handle the massive genomic datasets needed to develop more productive food crops. These innovations will be critical to increasing crop yields, which are a central challenge for future sustainable food production.

In modern manufacturing, downtime is often due to complex machinery failures. But what if a factory could self-improve, diagnosing its own faults before they become critical? A customer reached out to us to develop a machine learning solution for its factory to predict failures before product quality was impacted. The system we co-created analyzes data from 15 million product images a day to avoid shutdowns and wasted product.

These are just a few of the ways we are putting data to work to improve processes, transform efficiency, and reduce environmental impact. I am tremendously proud of our proven success delivering on our purpose to advance the way people live and work. I am honored to be part of a Board of Directors which is not only diverse in ethnicity, gender, and thought, but which also understands the importance of long-term value creation. As we transform our business to become the edge-to-cloud platform-as-a-service company, we will keep sustainability and purpose at the heart of our business strategy to guide our long-term success.

Regards,



**Antonio Neri**  
President and Chief Executive Officer