

Carestream

Northern Cluster
Business Partner
Meeting

MFAPS

Amsterdam Sept. 2014

MFAPS ????????



**Medical
Films
And
Printing
Solutions**

Clear now, but

What's in it ?

Radiology Film Systems (RFS)



Women Health Care (WHC)

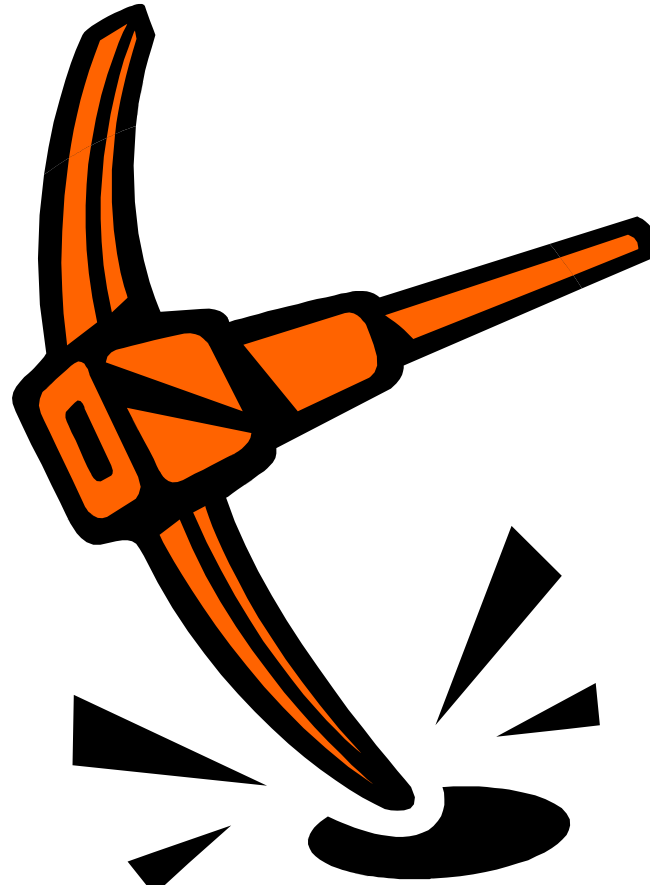


Digital Output (DO)



.... And other new products/services (to be presented later)

Let's go deeper



BUSINESS PARTNER MEETING – Sept 2014

Agenda

RFS & WHC – Giovanni Lanini

Market Challenge

YTD and 2014 Closing and 2015 Estimate

DO – Paolo Tortarolo

Introduction to My View Center

Managed Print Solutions – MPS

Carestream Print Solutions

Market Challenge

- Market is almost gone

| Northern Cluster (RFS volume) |
|-------------------------------|
| Weight on Total Europe |
| 4% |

Stable from 2013
until 2015

| Northern Cluster (WHC volume) |
|-------------------------------|
| Weight on Total Europe |
| 2013 - 19% |
| 2014 - 10% |
| 2015 - 8% |

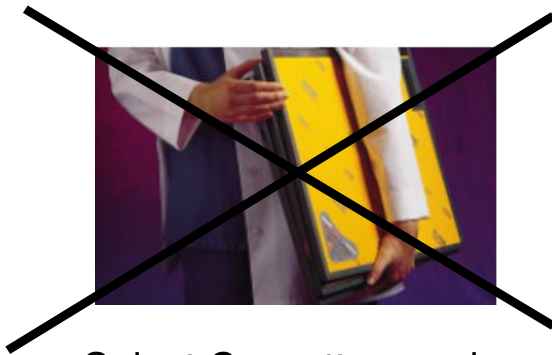
- Expected significant volumes still “interesting” in Baltics only (RFS)

Product Portfolio changes

2014

RFS

1. Blue films (MXB and XBM) discontinued and replaced by **MXBE** – end of June - communication sent beginning of the year and refreshed in June, with conversion table
2. X-OMAT Cassettes are being discontinued on a stock turnover basis and replaced by **SELECT Cassettes** or **MX Cassettes** – communication sent beginning of August



- Select Cassettes equipped with Lanex Screens range
- MX Cassettes equipped with Green Screens 400 speed only

continue.....

Product Portfolio changes

3. New X-OMAT MX Chemistry (Developer and Fixer) added to the portfolio

- Does not replace neither X-OMAT Chemistry nor EXII (dev)
- Not suitable for mammography films

Kodak Medical X-Ray Developer and Replenisher

A KODAK Developer at an affordable price

Formulated for price-conscious customers, KODAK Medical X-Ray Developer and Replenisher is specified by Carestream Health with the same quality controls used for high-performance processing chemicals.

Consistent quality

You can count on consistent batch-to-batch quality for consistent image results. Without the time and cost of adjusting exposure or processing techniques each time you change developer solution.

Standard and rapid cycles

Use KODAK Medical X-Ray Developer and Replenisher for:

- General radiography and laser imaging films
- Standard and rapid processing cycles
- Quality KODAK Films and other manufacturers' films

Liquid concentrate

A convenient three-part liquid concentrate mix (CAT No. 494 2827) provides ab. 10 gallons (40 L +/- 5%) of developer solution.

Order now

To order, or learn more about KODAK Medical X-Ray Developer and Replenisher, contact your Carestream Health representative or distributor/dealer.

For more information about the family of KODAK processing chemicals, films, and other products and services for health imaging, you can also visit www.carestreamhealth.com



| Technical Information | | |
|-----------------------------------|----------------|--|
| pH (at 80 F / 27 C) | 10.20 to 10.45 | |
| Specific Gravity (at 70 F / 21 C) | 1.050 to 1.080 | |

| Film Type | Film Volume | Rate |
|-------------------|--|--------|
| General and Laser | Replenishment Rate per 35 x 43 cm Film | |
| | High | 60 ml |
| | Medium | 80 ml |
| | Low | 100 ml |

Price: € 19.00/box

Kodak Medical X-Ray Fixer and Replenisher

A KODAK Fixer at an affordable price

KODAK Medical X-Ray Fixer and Replenisher provides the assurance of Kodak quality for the price-conscious buyer. Carestream Health specifies this affordable fixer with the same quality standards used for high-performance processing chemicals.

One result is prompt film drying for fewer film-handling artifacts—even when processing conditions are less than optimal. Compatible with a number of silver-recovery methods, KODAK Medical X-Ray Fixer and Replenisher can be used for:

- General radiography and laser imaging
- Standard and rapid processing cycles
- Quality KODAK films and other manufacturers' films

Order now

A convenient two-part liquid concentrate mix (CAT No. 494 2835) provides ab. 10 gallons (40 L +/- 5%) of fixer solution. To order, or learn more about KODAK Medical X-Ray Fixer and Replenisher, contact your Carestream Health representative or distributor/dealer.

For more information about the family of KODAK processing chemicals, films, and other products and services for health imaging, you can also visit www.carestreamhealth.com



| Technical Information | | |
|-----------------------------------|----------------|--|
| pH (at 80°F / 27°C) | 4.55 to 4.35 | |
| Specific Gravity (at 70°F / 21°C) | 1.080 to 1.088 | |

| Film Type | Film Volume | Rate |
|-------------------|--|--------|
| General and Laser | Replenishment Rate per 35 x 43 cm Film | |
| | High | 85 ml |
| | Medium | 100 ml |
| | Low | 120 ml |

Price: € 12.00/box

continue.....

Product Portfolio changes

4. We are in the process of consolidating a number of products that are “slow moving” - for example the long sizes (30x90 cm, 30x120 cm)
 - You might have already experienced (or you may experience in the future) a change in the catalogue number or in the product description for such products vs what you ordered in the past, but normally you'll be notified before shipping

2015

For the time being we are not planning significant changes in the product portfolio for next year, but we'll continue to consolidate the slow moving products

What we need to do

- **Focus on RFS actions in Baltics**

Specific growth activities for the Baltic Countries will be discussed in our 1:1 meetings

- **Price increase in some markets**

Thank
You

The text "Thank You" is written in a highly decorative, black cursive script. The letters are thick and feature elaborate flourishes, including large loops and swirls. The word "Thank" is positioned above "You", and both are centered on the page. The overall style is elegant and formal.