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This Restricted Use Implementation Guide for MUST be posted together with the marketing assets in all asset tools for HP regions and Channel Partners:

IMPORTANT INFORMATION – PLEASE READ BEFORE PROCEEDING

These assets contain restricted use superlative claims (World's...) that cannot be used in all countries.

Please use the following guidance:

(To avoid these requirements below, remove the above claim/s and refer to the product source messaging which has alternate, non-restricted claims available for use worldwide.)

HP EMEA Region

***France** – Yes, but must publish substantiation report, translated if required locally; should have local country url leading to the posted report added to the disclaimer;*

***Germany** – Yes, but must publish substantiation report, translated if required locally; should have local country url leading to the posted report added to the disclaimer;*

***Rest of EU countries** – Yes. No report required to be posted. Do not post substantiation reports.*

***Netherlands, Serbia, Switzerland, Israel, MEMA**- Yes; no reports required to be published;*

MEMA countries:** Yes, may use claims with caution. **Do NOT publish substantiation reports containing competitor names in MEMA countries;

***Romania, CIS Countries, Turkmenistan, Russia, Turkey, UAE, Saudi Arabia**-No*

France & Germany Example:

*World's most secure and manageable PCs**

**Based on HP's unique and comprehensive security capabilities at no additional cost and HP's Manageability Integration Kit's management of every aspect of a PC including hardware, BIOS and software management using Microsoft System Center Configuration Manager on HP Elite PCs and HP Workstations with Windows and 8th Gen and higher Intel® processors or AMD Ryzen™ 4000 processors and higher. See (add url for posted report here, translated into local language where necessary locally).*

Contact your HP marketing representative for access to substantiation reports and urls if needed in France.

EMEA Country Acronym Definitions:

EU = Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, UK (pending withdrawal?)

CIS = Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan

Middle East, Mediterranean and Africa (MEMA): *Middle East:* Turkey, State of Palestine, Egypt, Jordan, Lebanon, Syrian Arab Republic, Bahrain, Kuwait, Oman, Qatar, Yemen, Islamic Republic of Iran, Iraq, Saudi Arabia, United Arab Emirates. *Africa:* Nigeria, Ethiopia, Egypt, Democratic Republic of the Congo, South Africa, Kenya, Sudan, Algeria, Uganda, Morocco, Mozambique, Ghana, Angola, Madagascar, Cameroon, Niger, Burkina Faso, Mali, Malawi, Zambia, Senegal, Chad, Zimbabwe, South Sudan, Rwanda, Tunisia, Somalia, Guinean, Benin, Burundi, Togo, Eritrea, Sierra Leone, Central African Republic, Republic of the Congo, Liberia, Mauritania, Namibia, Botswana, Gambia, Equatorial Guinea, Lesotho, Gabon, Guinea-Bissau, Mauritius, Swaziland, Djibouti, Réunion (France), Comoros, Cape Verde, Western Sahara, Mayotte (France), São Tomé and Príncipe, Seychelles, Tanzania United Republic, Libya, Cote d'Ivoire, French Guiana, French Polynesia, French Southern Territories, Guadeloupe, Guyana, Martinique, New Caledonia, Saint Pierre And Miquelon.

HP APJ Region Superlative Claims:

Australia Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in Australia and research remains current

China No, superlative claims are expressly prohibited in China

Hong Kong Yes, Provided the claims have objective justification to show they are not misleading, and are applicable and valid in Hong Kong

India Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in India, and research remains current

Indonesia No.

Japan Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in Japan, and research remains current

Malaysia Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in Malaysia, and research remains current

New Zealand Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in New Zealand, and research remains current

Philippines Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in the Philippines, and research remains current

Singapore Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in Singapore, and research remains current

Taiwan Yes, Provided claims have objective research to show they're not misleading, are applicable & valid in Taiwan, and research remains current

Thailand Yes, Provided the claims are able to be proven true, and are applicable and valid in Thailand

Vietnam No.

LAR Region:

Argentina – Yes.

Chile – Yes

Costa Rica – Yes

Brazil – No because superlative

Mexico – No because superlative

Ecuador – Yes

Colombia - Yes.

Peru - Yes