

Anti-Counterfeiting – Turn Market Risk into Revenue Opportunity

Join HP's Fight Against Counterfeits to Win More Deals,
Protect Your Margins, and Compete Effectively | May 2026

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Program



HP Anti-Counterfeiting (ACF) & Brand Protection Programme
Europe, Middle East, and Africa (EMEA)

Agenda

1. Why Fighting Counterfeit Cartridges Matters to Your Business
2. HP Helps You Sell Against Counterfeiting
3. Start Winning With Anti-Counterfeiting



Why Fighting Counterfeit Cartridges Matters to Your Business

- CFT is a criminal activity
- What is the biggest asset that HP has ?



Why You Might Be Losing Deals to Fraudsters

When differentiation is missing, counterfeiters can compete on price alone



Competitors offer supplies at very low prices

If a deal seems 'too good to be true', it might well be – customers should be cautious with dubious offers at low prices.



Customers might not distinguish original vs counterfeit

Although counterfeit products may often resemble genuine items, they are illegal and can pose significant potential risks.



Tenders lack proof of authorized sourcing

Customers should only buy from trusted vendors, such as HP Partners, and ask for references, e.g., an HP Partner certificate.



Purchase decisions driven mainly by price

Price is a key differentiator if customers are not aware of counterfeiting and the potential risks for users.

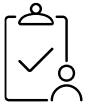


Counterfeit Supplies in Africa

Key results and trends from 2025



84,070 counterfeit items seized
YoY: -22%



63 Customer Delivery Inspections
51% of these with counterfeits found (YoY: +6%)



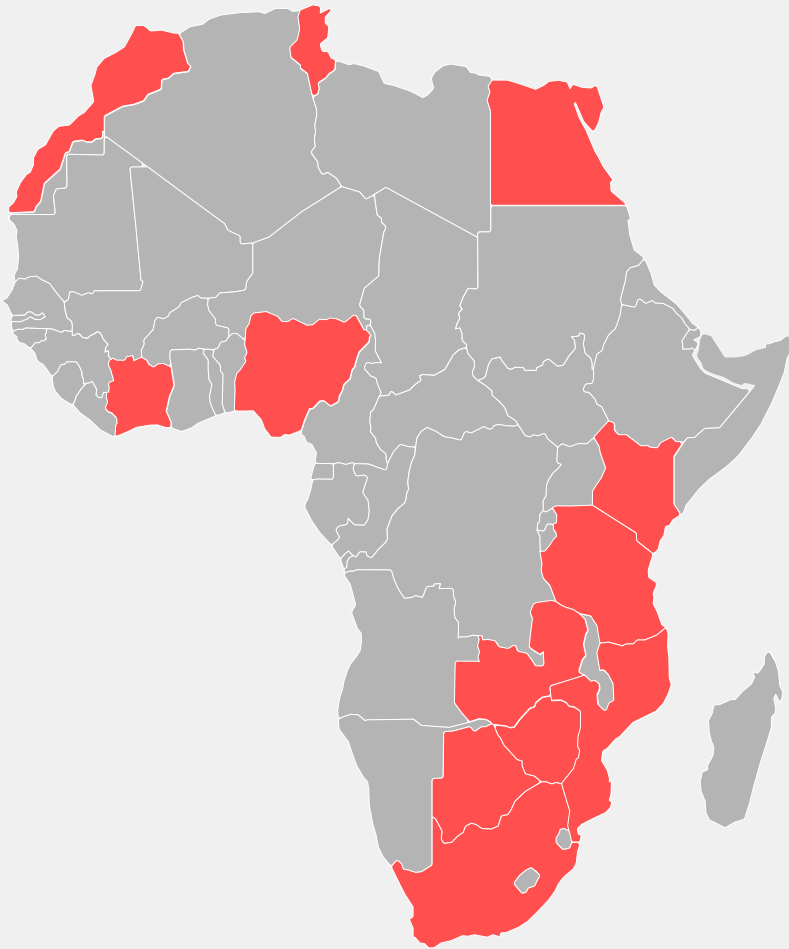
64 Channel Partner Protection Audits
17% of these failed (YoY: +12%)



122 items checked in test purchases
72% found to be cft./infringing (YoY: -20%)



Countries in Africa
with **counterfeit findings**, 2025



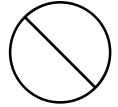
HP Helps You Sell Against Counterfeiting

- Use HP ACF Tools
- Move away from price of CFT



Counterfeiting Can Affect You

Possible risks for your business might include



Market distortions and loss of sales



Unfair competition,
potentially at below-market prices



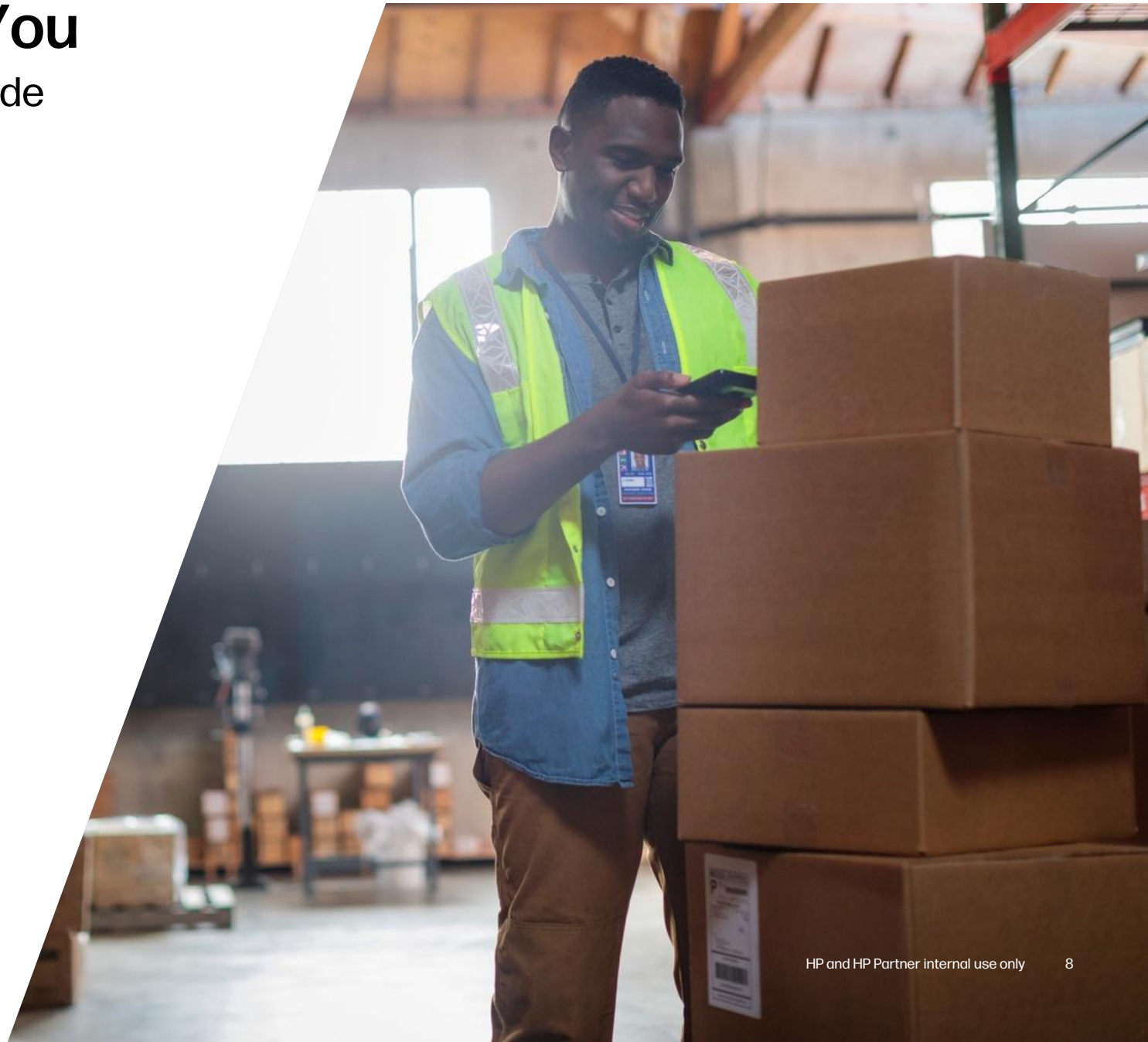
Loss of trust in HP's sales channel



Pressure on margins and profitability



Customers exposed to potential risks





ACF VIDEO – see how counterfeit cartridges can be a real nightmare

HP Aims to Provide All-round Protection

Key Activities of HP's Anti-Counterfeiting (ACF) & Brand Protection Programme



Protect

- ✓ Ensure customers can trust the HP channel
- ✓ Audit partners' stocks (CPPAs) and check customers' deliveries (CDIs)



Enable

- ✓ Raise awareness and involve stakeholders
- ✓ Educate partners and customers on how to avoid fakes / buy originals



Enforce

- ✓ Cooperate with authorities, such as police and customs, to remove fakes
- ✓ Actively monitor online fraud risks

HP's 5-Year Track Record in EMEA:¹

3,300

Channel Partner
Protection Audits (CPPAs)

500

ACF Customer Delivery
Inspections (CDIs)

4 million

illegal supplies items seized
by officials with support from HP

Online

collab w/ markets, such as Amazon,
Konga, TakeaLot, etc.



¹ Europe, Middle East, Africa | Approx. data, 2021-2025, referring to HP's fiscal years

CDIs – Step by Step

A Customer Delivery Inspection (CDI) in a Nutshell

Upon request, HP ACF experts checks a delivery in a CDI – at no costs to you.¹

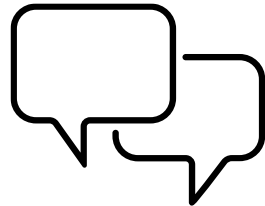
These inspections are available as on-site CDIs and as Remote CDIs, carried out in dedicated and secure video calls with specially trained HP ACF Experts – a reliable and fast service.

Easily Request a CDI



Submit the CDI Request Form at hp.com/cdi-request – and store delivery separately.

Arrange the Inspection



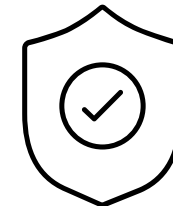
If a CDI is granted, HP contacts you to arrange an inspection at your convenience.

Have a Delivery Checked



Trained HP ACF Experts inspect all suspicious HP supplies – either on-site or remotely via the Web.

Buy With Confidence



After the CDI, HP reports any findings – and you can follow up, if needed, to ensure that you have original HP quality supplies.



¹ Customer Delivery Inspections (CDIs) are a non-binding invitation by HP, available in selected countries/regions. Learn more at hp.com/cdi.

What happens at the Customer Delivery Inspection ?



CDIs Are Your Deal Conversion Tool

Make use of HP's Customer Delivery Inspections (CDIs)

Use CDIs for deliveries, suspicious pricing, and tenders

HP and local HP Partners can promote the free service and actively offer CDIs to customers buying via tenders/in bulk.

Decrease Improper Trade

CDIs confirm if delivered supplies are authentic, help customers to take actions against counterfeiting, and raise awareness.

Increase Sales of Originals

Sell original HP supplies for any counterfeits found during a CDI - to recover orders and secure large tenders.



Validate. Educate. Convert.



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Start Winning With Anti- Counterfeiting



Win Before the Tender Is Awarded

Educate your customers and prompt them to be vigilant towards counterfeiting



Promote certification as an HP Authorized Partner

Visible proof of your HP Partner status can help to build trust and guide customers to select authorized suppliers only.



Influence tenders to require authorized sourcing

Including clear criteria when issuing a Request for Quotations can help to deter counterfeiters.



Include CDI clause to validate deliveries

HP's free Customer Delivery Inspection (CDI) service can help to ensure that only genuine, compliant supplies are accepted.



Caution against relying too much on MAF letters

Overreliance on MAF letters can create a false sense of security, as counterfeiters might disregard or work around them.





How to Start Winning With ACF

These simple tips help you get the most out of ACF

Differentiate yourself as an Authorized HP Partner

- ✓ Make use of the HP Amplify Certificate
- ✓ Keep in mind that MAF letters have no background control

Watch out for suspicious deals and trigger CDIs

- ✓ CDI inspections are a free-of-charge service
- ✓ Educate customers on how to avoid fakes and buy originals

Educate customers using HP's ACF tools

- ✓ Wealth of ACF materials are available for you
- ✓ Share case studies and spread the word about potential risks
- ✓ Get the resources on Partner Portal and at hp.com/anticounterfeit

! **Compete** on trust, authenticity, and value



Thank You Meshan Ramnarain

Kolok SA Champion for
HP Anti-Counterfeiting (ACF) & Brand
Protection Programme

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