

|                       |               |                   |                             |                               |
|-----------------------|---------------|-------------------|-----------------------------|-------------------------------|
| <b>B</b>              | <b>I</b>      | <b>N</b>          | <b>G</b>                    | <b>O</b>                      |
| World-class           | Alignment     | AI                | Focused<br>on the<br>future | Strong<br>foundation          |
| On-demand             | Dynamic       | Velocity          | Redefine                    | Clarify<br>the<br>narrative   |
| Transformation        | Zero<br>trust | <b>FREE</b>       | Collaboration               | Organizational<br>shift       |
| Making<br>headway     | Momentum      | Tell the<br>story | Next<br>level               | Softening<br>demand           |
| Thought<br>leadership | Incubate      | OneISG            | Growth<br>opportunities     | Dell<br>Technologies<br>world |

|                       |                        |                         |                       |                   |
|-----------------------|------------------------|-------------------------|-----------------------|-------------------|
| <b>B</b>              | <b>I</b>               | <b>N</b>                | <b>G</b>              | <b>O</b>          |
| Differentiate         | Organizational shift   | On-demand               | Next level            | Collaboration     |
| Transformation        | Technology horizon     | Making headway          | Momentum              | Velocity          |
| Clarify the narrative | Zero trust             | <b>FREE</b>             | Alignment             | Strong foundation |
| OneISG                | Operational excellence | Dynamic                 | Focused on the future | Simplify          |
| Redefine              | The road ahead         | Dell Technologies world | Digital future        | Softening demand  |

|                           |                             |                               |                             |                      |
|---------------------------|-----------------------------|-------------------------------|-----------------------------|----------------------|
| <b>B</b>                  | <b>I</b>                    | <b>N</b>                      | <b>G</b>                    | <b>O</b>             |
| Operational<br>excellence | Alignment                   | Integrated<br>strategy        | AI                          | Next<br>level        |
| Dynamic                   | World-class                 | Dell<br>Technologies<br>world | ____-as-a-Service           | ____<br>month        |
| Empowering                | Collaboration               | <b>FREE</b>                   | Technology<br>horizon       | Redefine             |
| Evolution                 | On-demand                   | Digital<br>future             | Clarify<br>the<br>narrative | Strong<br>foundation |
| Momentum                  | Focused<br>on the<br>future | Organizational<br>shift       | Incubate                    | Softening<br>demand  |