Qualcomm

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Qualcomm

INVESTOR DAY 2024

Note Regarding Forward-Looking Statements

In addition to historical information, this presentation contains forward-looking statements that are inherently subject to risks and uncertainties, including but not limited to statements regarding: our growth and diversification opportunities, including those in automotive and the internet of things (IoT), and opportunities arising from the continued adoption of artificial intelligence (AI) technologies; our business, product and technology strategies, including our diversification strategy; our technologies, technology leadership, technology differentiation and technology roadmap; our products, product performance, product leadership, product pipeline, product mix and product roadmap; new product releases, announcements and design wins; our automotive design-win pipeline; the benefits of our technologies, products and research and development efforts; our business and share trends, as well as market and industry trends, such as on-device Generative AI, and their potential impact on our business and our positioning to take advantage thereof; our TAM and/or SAM expansion in various industries; acquisitions, collaborations or other strategic transactions, including the anticipated benefits thereof; anticipated demand for our products and technologies; our capital allocation strategy, including anticipated dividend growth and share repurchases; our business outlook; and our estimates, guidance, targets and planning assumptions related to financial performance, including our various five-year revenue targets. Forward-looking statements are generally identified by words such as "estimates," "guidance," "forecast," "target," "expects," "anticipates," "intends," "plans," "believes," "seeks" and similar expressions. Actual results may differ materially from those referred to in the forward-looking statements due to a number of important factors, including but not limited to: our dependence on a small number of customers and licensees, and particularly from their sale of premium-tier handset devices; our customers vertically integrating; a significant portion of our business being concentrated in China, which is exacerbated by U.S./China trade and national security tensions; our ability to extend our technologies and products into new and expanded product areas, and industries and applications beyond mobile handsets; our strategic acquisitions, transactions and investments, and our ability to consummate strategic acquisitions; our dependence on a limited number of third-party suppliers; risks associated with the operation and control of our manufacturing facilities; security breaches of our information technology systems, or other misappropriation of our technology, intellectual property or other proprietary or confidential information; our ability to attract and retain qualified employees; the continued and future success of our licensing programs, which requires us to continue to evolve our patent portfolio and to renew or renegotiate license agreements that are expiring; efforts by some OEMs to avoid paying fair and reasonable royalties for the use of our intellectual property, and other attacks on our licensing business model; potential changes in our patent licensing practices, whether due to governmental investigations, legal challenges or otherwise; adverse rulings in governmental investigations or proceedings or other legal proceedings; our customers' and licensees' sales of products and services based on CDMA, OFDMA and other communications technologies, including 5G, and our customers' demand for our products based on these technologies; competition in an environment of rapid technological change, and our ability to adapt to such change and compete effectively; failures in our products or in the products of our customers or licensees, including those resulting from security vulnerabilities, defects or errors; difficulties in enforcing and protecting our intellectual property rights; claims by third parties that we infringe their intellectual property; our use of open source software; the cyclical nature of the semiconductor industry, declines in global, regional or local economic conditions, or our stock price and earnings volatility; geopolitical conflicts, natural disasters, pandemics and other health crises, and other factors outside of our control; our ability to comply with laws, regulations, policies and standards; our indebtedness; and potential tax liabilities. These and other risks are set forth in our Annual Report on Form 10-K for the fiscal year ended September 29, 2024 filed with the Securities and Exchange Commission (SEC). Our reports filed with the SEC are available on our website at www.qualcomm.com. We undertake no obligation to update, or continue to provide information with respect to, any forward-looking statement or risk factor, whether as a result of new information, future events or otherwise.

This presentation includes "Non-GAAP financial measures" as that term is defined in Regulation G. Further discussion regarding our use of Non-GAAP financial measures, as well as the most directly comparable GAAP (accounting principles generally accepted in the United States) financial measures and information reconciling these Non-GAAP financial measures to our financial results prepared in accordance with GAAP, are included in this presentation.

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PCs are undergoing a significant transition

On-device AI
Qualcomm® Hexagon™ NPU

Custom Qualcomm Oryon™ CPU

Multi-day battery life

Great multimedia experiences

Thin and light form factors

Always on

The AI PC has arrived

Snapdragon
X Series

Highest performance,
longest battery life

Copilot+PC

40+ on-device AI models
optimized on Snapdragon

~100M NOTEBOOKS PER YEAR >$500 TO BE COPILOT+ CAPABLE BY 2029

A combination of third-party and internal estimates, as of Nov. 19, 2024.

Snapdragon® X Series platforms engineered for leading performance per Watt

22 hours of video playback

15 hours of web browsing

Pervasive on-device AI

SoC optimizations

- CPU
- GPU
- NPU
- ISP
- Audio and video

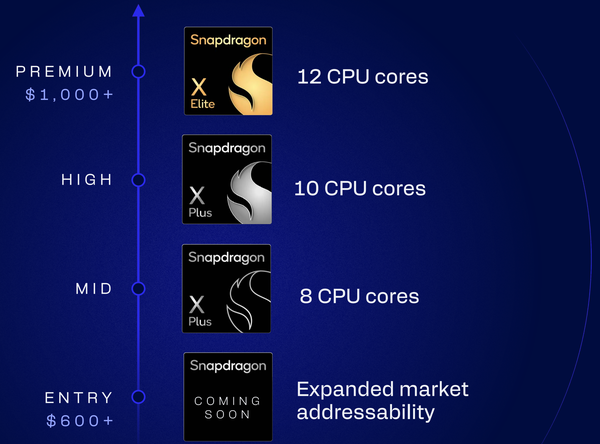
System-level optimizations

- Power management
- Speaker amp
- Charging
- Wi-Fi
- Bluetooth®

Broad roadmap of category-leading platforms

Full software and pin compatibility across all platforms

Integrated NPU with 45 TOPS for consistent AI experiences across all platforms



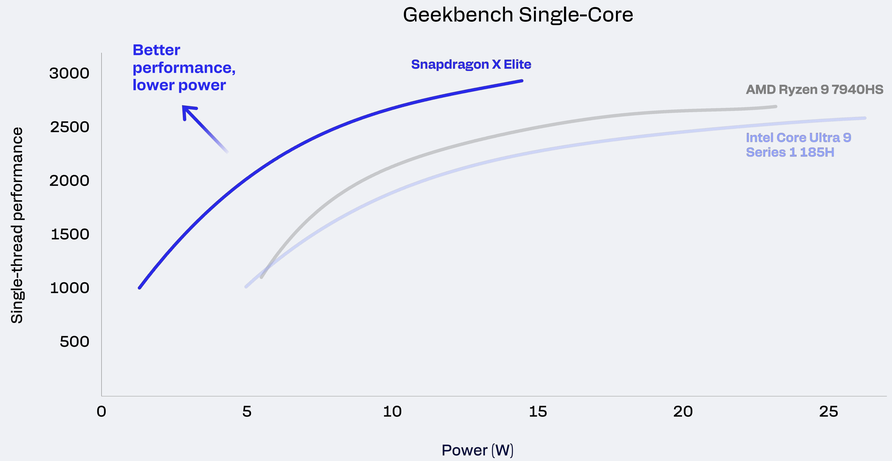
70%
notebook volume addressable by 2026

58
design wins launched or in development

100+
devices targeted to be commercialized through 2026

A combination of third-party and internal estimates, as of Nov. 19, 2024.

Performance per Watt leadership now belongs to Snapdragon



CPU performance is based on Geekbench v6.2 Single-Core on Windows 11 OS run from March to October 2024. Snapdragon X Elite was tested using a Qualcomm reference design. Intel Core Ultra 9 185H was tested using an Asus ROG Zephyrus G16 laptop. Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). The AMD Ryzen 9 7940HS was tested using an ASUS ROG Flow X13 2023 (GV302). The AMD Ryzen AI 9 HX 370 was tested using an ASUS Vivobook S 14 (M5406WA). Maximum performance reflected by AMD Ryzen 9 7940HS and Ryzen AI 9 HX 370 represents maximum achievable results in unconstrained SlowLimit/FastLimit settings and no thermal limitations. Maximum performance reflected by Intel Core Ultra 9 185H and Intel Core Ultra 256V represent maximum achievable results in given platforms under unconstrained PL1/PL2 settings and no thermal limitations. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices. Lowest power and performance figures may not represent the lowest achievable platform power and performance.

Performance per Watt leadership now belongs to Snapdragon

SNAPDRAGON DELIVERS UP TO

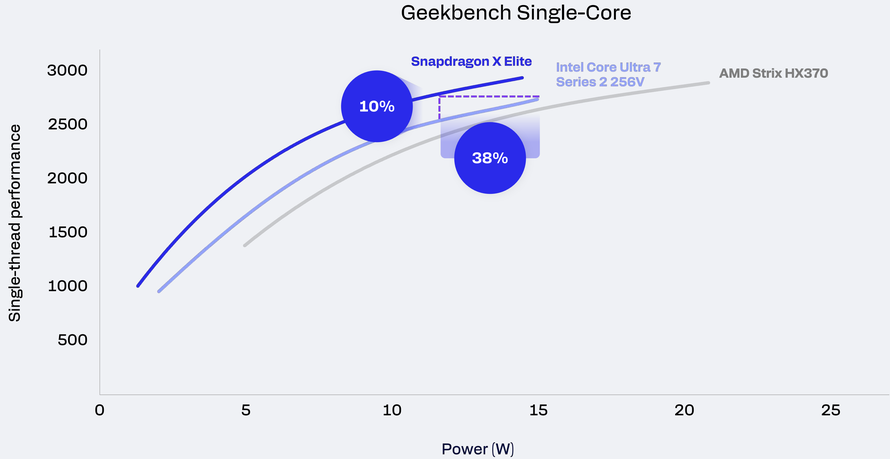
10%

faster CPU performance
vs. competitor at iso-power

COMPETITOR PEAK PERFORMANCE REQUIRES

38%

more power



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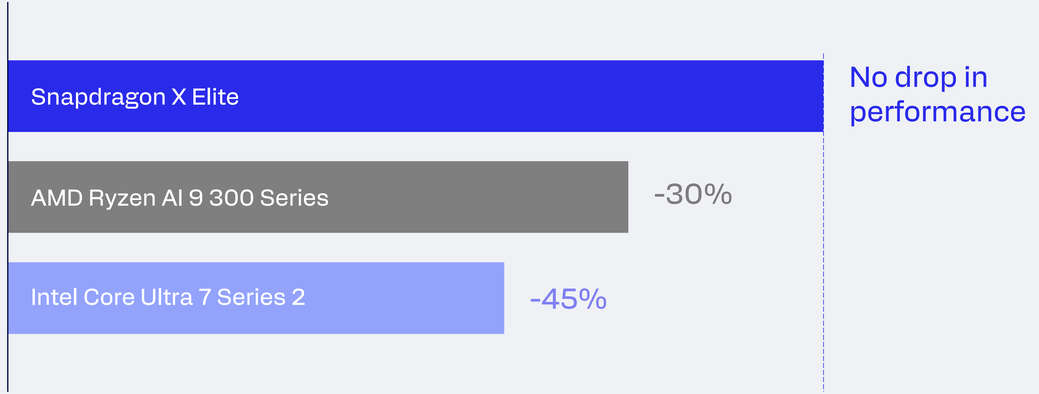
Performance unplugged

Geekbench Single-Core



CPU performance is based on Geekbench v6.2 Single-Core on Windows 11 OS run in October 2024, Snapdragon X Elite (XIE-80-100) was tested using a Dell XPS 13 (9345) on “Balanced” Power Mode in Windows and “Optimized” in Dell Power Manager.
Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350) on “Balanced” Power Mode in Windows and “Standard mode” in Windows and “Optimized” in Dell Power Manager. The AMD Ryzen AI 9 HX 370 was tested using an ASUS Vivobook S 14 (M5406WA) on “Balanced” Power Mode in Windows and “Standard mode” in MyASUS. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

Generational leap in performance and power efficiency

2nd gen Qualcomm Oryon CPU

DELIVERS UP TO

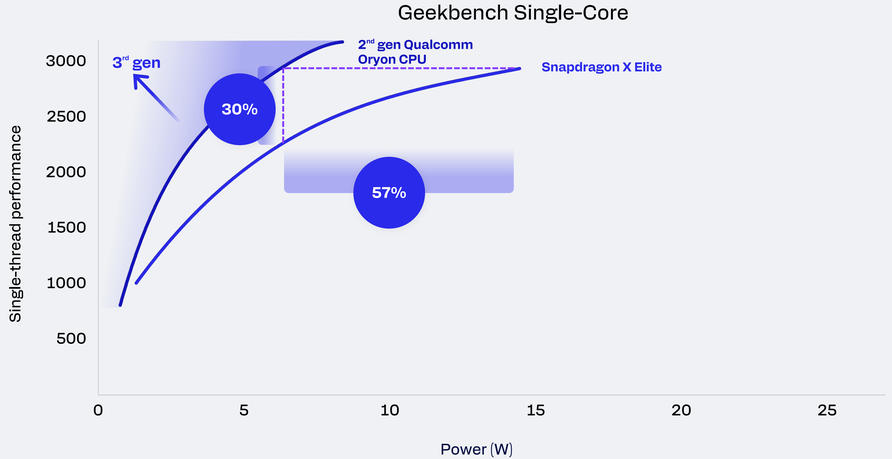
30%

faster CPU performance
vs. Snapdragon X Elite at iso-power

PERFORMANCE REQUIRES

57%

less power than
Snapdragon X Elite



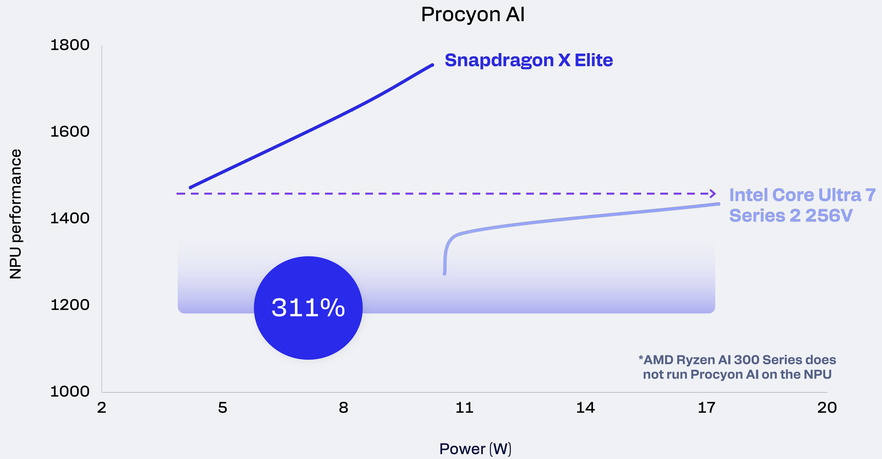
CPU performance is based on Geekbench v6.2 Single-Core run from March to October 2024. First-gen Qualcomm Oryon was tested using a Qualcomm reference design on Windows 11. Second-gen Qualcomm Oryon was tested using a Qualcomm reference design on Android 15. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices. Lowest power and performance figures may not represent the lowest achievable platform power and performance.

Hexagon NPU is the most power-efficient AI engine

COMPETITOR PEAK PERFORMANCE REQUIRES

311%

more power on battery



Performance and power measured while running UL Procyon AI Computer Vision on the NPU run in Windows 11 in October 2024. Snapdragon X Elite (X1E-80-100) was tested using a Dell XPS 13 (9345). The Intel Core Ultra 7 256V was tested using a Dell XPS 13 (9350). On-battery performance measured on "Balanced" Power Mode in Windows and "Optimized" in Dell Power Manager for both devices. Power and performance comparison reflects results based on measurements and hardware instrumentation of given devices.

Microsoft, May 20, 2024.

1,300+ games

700+ at 1080p and 60fps+

Optimized for casual gaming

Go-to-market focus areas

Snapdragon brand

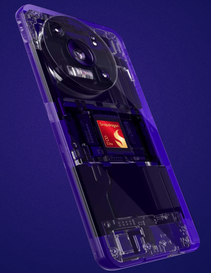
Retail

Commercial

Enterprise

Snapdragon

Extending the Snapdragon brand

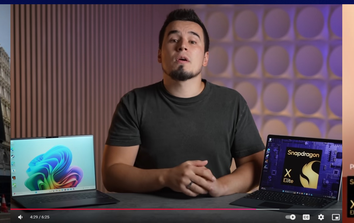


#1

Consumer preference in Android smartphones globally

Building brand awareness and preference in PC

Qualcomm global brand tracker



Global retail presence

95% of retail volume in top PC markets[1] covered with 9,300+ stores selling PCs powered by Snapdragon

Internal estimates.
1. U.S./Canada, United Kingdom, Japan, France, Germany, Australia/New Zealand; >$800 .

Retail partner spotlight

100%

Best Buy U.S. stores with Snapdragon X Series products[1]

30,000+

retail employees trained on Snapdragon messaging[1]

Broadest portfolio

of Snapdragon products globally

IN STORE

Snapdragon products and branding displayed prominently on Microsoft Feature tables

Dedicated Snapdragon field sales team and weekly training for Best Buy employees in 600+ stores

ONLINE

Snapdragon Premium Experiences Brand Store

Targeted Snapdragon advertising to Best Buy customers

Premium Snapdragon PC and product placement sitewide

TRAINING

Flagship co-branded Snapdragon and Copilot+ launch campaign

Back-to-school and holiday media and promotional campaigns

Focused store general manager trainings for holiday

1. Best Buy

Commercial channel and enterprise momentum

40+
top commercial channel partners

500+
top global enterprises currently testing Snapdragon

Internal data, as of Nov. 19, 2024.

COMMERCIAL

Insight, Bechtle, CDW, Computacenter, DIS, Ingram Micro, Image Store, Cancom, D&H, TD Synnex, SCC, 大塚商会, SHI, SB C&S, Softcat, Connection

ENTERPRISE

Microsoft, citi, Chase J.P.Morgan, Google, amazon, T-Mobile, TIAA, DELL, Adobe, Morgan Stanley, Chevron, Insight, Slaughter and May, Inditex, Wells Fargo, McKinsey & Company, Goldman Sachs, Nike, CDW, Nestlé, SAP, Compass Group, servicenow, Allstate, Repsol, Santander, direct line, Lenovo, D.R. Horton, Caliber Collision, TD Bank, verizon, Bank of America, Capgemini, BNY Mellon, Atos, Schindler, EY, HSBC, bp, Enel, Allianz, Barclays, Optum, Lloyds Bank, cisco

Retail partner spotlight

Insight

500+
salespeople trained

2,000+
businesses engaged including pilots, training and tailored services

Internal data, as of Nov. 19, 2024.

Commercial partner spotlight

TRAINING AND ENABLEMENT

Ongoing virtual and in-person training across all sales teams

Technical support for internal testing and customer evaluations

Joint customer engagement with top mutual enterprise accounts

Internal deployment of Copilot+ PCs for Insight employees

SNAPDRAGON CAMPAIGN ACTIVATION

Awareness and preference campaigns via all digital media

Customer evaluation and seeding program targeting mid-market and enterprise

Ongoing regional customer events with device OEMs

Enterprise spotlight

Insight

"Snapdragon X Series devices are among the best tools for our employees. The **performance gains** we've experienced from the **improved battery life, app responsiveness**, and **AI features** have translated into **significant time savings** for our teams."

— **ROB GREEN**
CHIEF DIGITAL OFFICER

citi

"At Citi, we're proud of the partnership with Qualcomm that brought Windows on Snapdragon to the enterprise. Thanks to this partnership, **critical security and management tools now operate natively on Snapdragon**. High-performance and power-efficient Snapdragon laptops allow Citi to right-place application workloads and declutter our data centers. Our global workforce is now equipped with **secure, on-device GenAI capabilities, previously possible only on expensive GPU farms and cloud-based services**."

— **BALAJI KUMAR**
CHIEF INFORMATION OFFICER

Key takeaways

Snapdragon is the platform for the future of AI PCs

Sustained differentiation in performance and battery life

Proven software and app compatibility

Establishing brand with investment across the marketing funnel

Scaling with lighthouse retail, commercial and enterprise partners

Thank you

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