



INVESTOR MEETING 2014

SANTA CLARA NOVEMBER 20



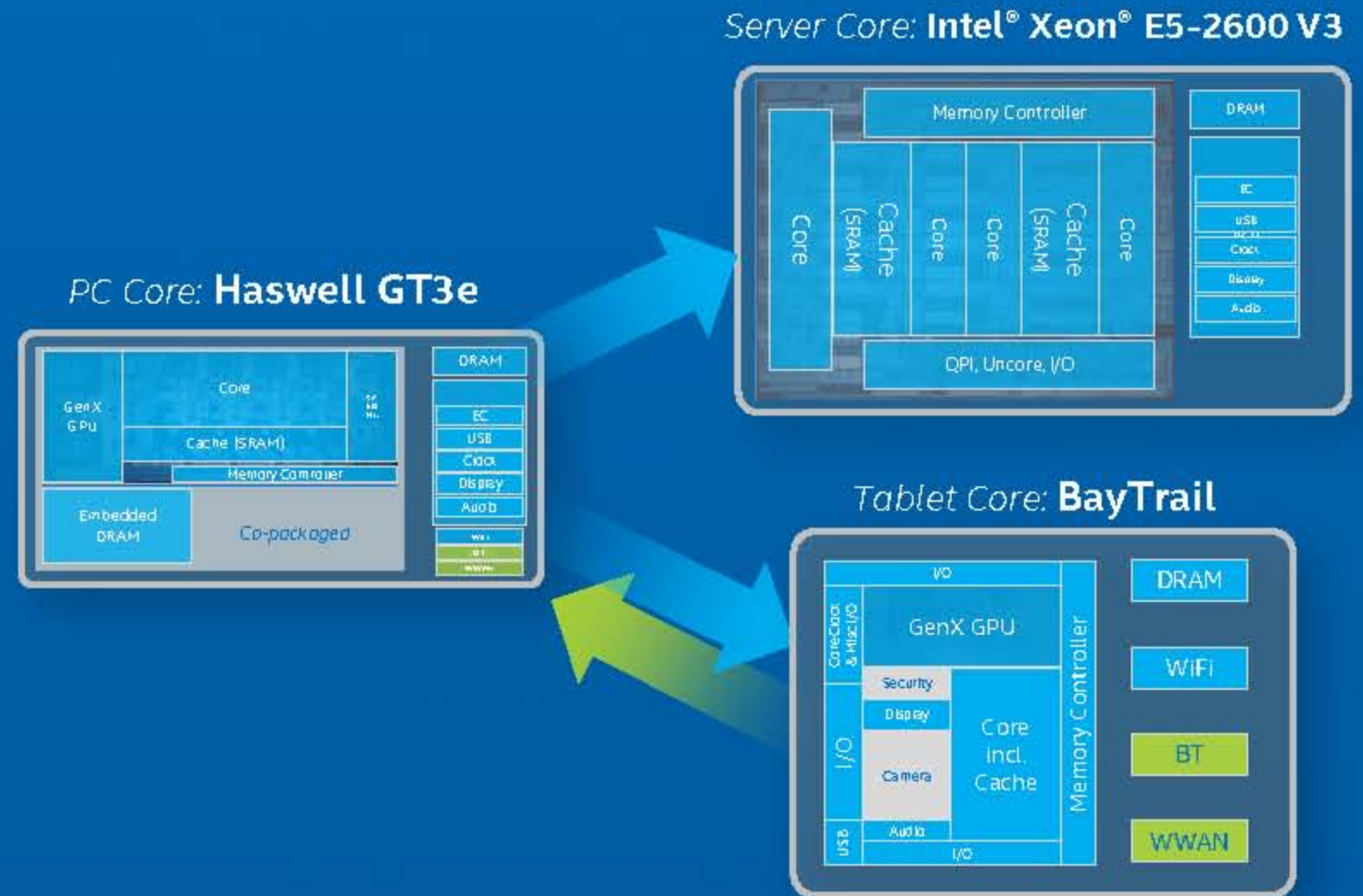
INVESTOR MEETING 2014

Renée James

President

Intel Growth & Technology Investments

- Utilizing Intel IP in adjacent segments of computing & enabling new businesses
- Invest in Intel platform value to maintain differentiation & leadership
- Extend the Intel Architecture into emerging and growth segments of computing & devices



Key Areas of Strategic Platform Investments



Mobile & Communications: Computing and devices will all be connected as will IOT. Key area of platform investment for communications as well as growing Mobile Intel Architecture footprint in tablets and phones



Security & Privacy: Central to the cloud and network computing platforms. Accelerated and made more secure with the Intel Architecture extensions to our platforms and a growing business opportunity



Internet-of-Things: Connected and intelligent embedded represents a growth business opportunity extending from a strong base of IA architecture into new segments and emerging IOT businesses



Wearables: Inspiring the next generation of connected devices to develop and emerge on Intel Architecture



Storage & Memory: Growing portion of the balanced computing system and overall platform representing another growth opportunity for Intel

Today's Detailed Discussions

Communications Platform & Mobile Technologies

The Internet of Things and Connected Embedded

Storage and Memory

Agenda

Communications Platform & Mobile Technologies

The Internet of Things and Connected Embedded

Storage and Memory

Mobile and Communications Platform Strategy

- Leadership communications and connectivity development scaling across multiple segments:
 - IOT, Tablet, PC, Datacenter and Phone
 - Communications including WiFi and Cellular ,BT, BLE, NFC , etc,
- Mobile platform investments lead innovation in low power and integration for all platforms
- Mobile platform designs lead Intel in new development methodology for faster derivatives and partner platform expansion

Investing for leadership in multi-comms and mobility

Intel's Strategic Investment in Mobile & Comms



Hermann Eul

Vice President, General Manager
Mobile and Communications Group

Mobile Market Trends

Smart Mobile Devices
~15% Growth



Total Smart Mobile Devices (Mu)

Low-End Growing
5x Faster



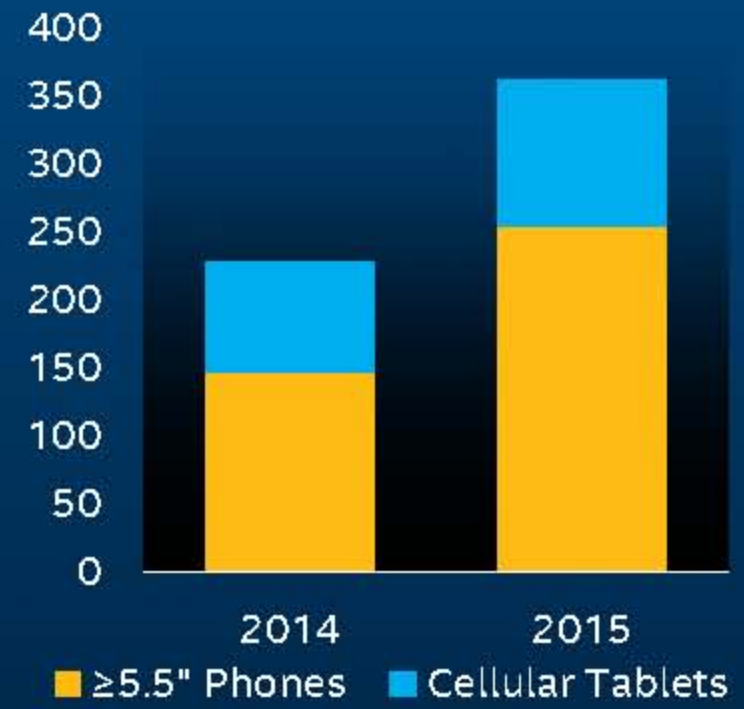
Total Smart Mobile Devices (Mu)

LTE Grows ~60%
Low-End 200%



Smart Mobile Device - LTE Mix (%)

60% Growth
in Phablets



≥5.5" Cellular Smart Mobile Devices (Mu)

Our Focused Strategy to Win in 2014

Grow IA Mobile Footprint

Tablets, Cost Reduce, Differentiate

Global Leadership In Communications & Connectivity

Full IP Portfolio that Benefits All Intel Platforms

Capture and Lead Growing Value and Entry Segment

Leadership Products, CTE, Partners

Mobile Strategy is Paying Off

Application Processors, Communications & Connectivity Solutions

40M Tablet Volume On Track

*#1 Merchant Tablet Supplier, #2 Tablet Supplier Overall**

Delivered World Class Advanced LTE

Globally Competitive, Accelerated Rate of New Product Development

First Integrated IA + Comms (SoFIA) On Track

SoFIA for the High Growth Value and Entry Market

40M Tablets

~100 OEM ~350 ODM Designs
in Market or Coming to Market

Long Term Customer Partnerships

~20% WWAN Connected

Channel & Marketing Campaigns

Platform & eBOM Cost Reduction

2014 Designs



Source: Intel Internal

Showcase Designs

Thinnest Tablet,
Immersive Visuals



Dell Venue 8 with
Intel® Realsense™
Snapshot

Great for Education
and Kids



FUHU DreamTab

Innovative Designs:
Sleek, Unique
and 2 in 1s



Lenovo Yoga 2 Pro Tablet

Turnkey Program for OEM/ODM's

Master
Reference
Design



Tools &
Support




and Channel
Match-making

>350 Global Designs

>30 ODM, PCBA Partners

45% of Intel Powered Tablets Sold In '14*



YIFANG

Digital

Performance & Experience Matters

At All Price Points

Web Browsing

Loading your web content

On Intel® Atom™ Processor Z3580 vs.
Octa-core MediaTek® MT8392

Up to
53%
Faster⁽¹⁾

1) As measured by web page content load test

Create & Edit Content

Edit pictures and videos

On Intel® Atom™ Processor Z3580 vs.
Octa-core MediaTek® MT8392

Up to
150%
Better⁽²⁾

2) As measured by MobileXPRT® 2013 Performance Score

Online Activities

Stock Dashboard Updates

On Intel® Atom™ Processor Z3580 vs.
Octa-core MediaTek® MT8392

Up to
200%
Faster⁽³⁾

3) As measured "Stocks Dashboard" subtest of WebXPRT® 2013

Intel Inside Delivers A Better User Experience

Device Configurations:

(1) ASUS® MeMO Pad 8 (ME581C): Intel® Atom™ Processor Z3580 (4T4C Silvermont, up to 2.33GHz), PowerVR G6430 Graphics, 2GB RAM, 32GB storage, 8" screen with 1920x1200 resolution, Android® 4.4.2

(2) Cube® Talk 8X: MediaTek® MT8392 (8C8T Cortex®-A7, 2.0GHz), ARM® Mali-450MP4 Graphics, 2GB RAM, 32GB storage, 8.7" screen with 2048x1536 resolution, Android® 4.2.2

Applications Run Great On Intel

Windows & Android

Android Apps
"Just Work"



Top 2K Applications
≥ Performance

Top Apps Native



Better Performance
vs.
Competitive Platforms

Full Developer Support



SDKs & Tools
Windows & Android

Intel and Android Momentum

Intel Inside Android TV Nexus Player



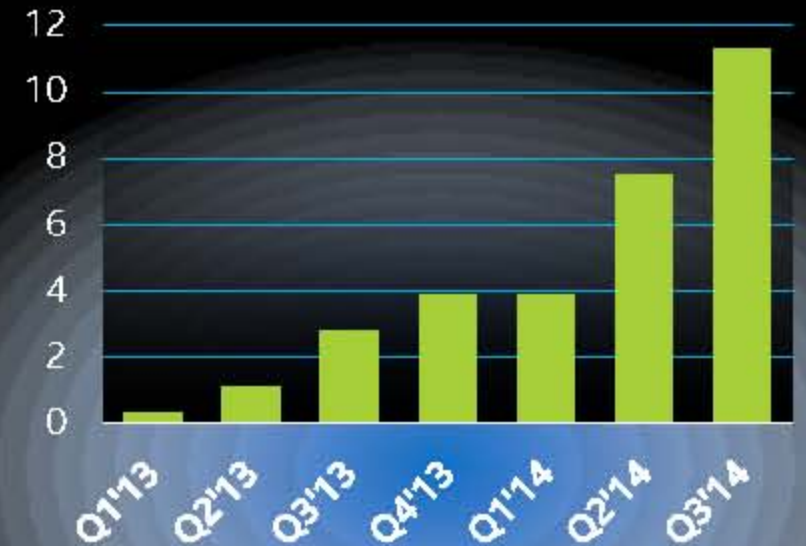
Expanding Our Mobile
Platform

Intel Reference Design for Android



Scale More Android Devices
for Value Segment

Shipments on Android (Mu)



Steady Increase of Android
Shipments on IA

Smartphones

New Family of Asus Smartphones



ASUS
MeMo Pad 7

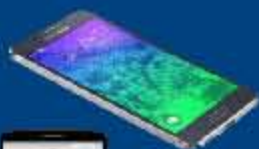


ASUS
PadFone X mini



ASUS
Fonepad 7 ME372CL

Communications for Smartphones



*Intel LTE
Advanced*
Samsung Galaxy
Note 4 & Alpha
LG G3

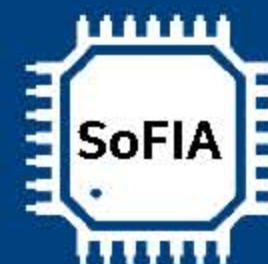
New Products & Partners

lenovo

Rackchip

瑞芯微电子

SPREADTRUM



LTE Ramp

Shipping Today with Carriers in U.S., Latin America, Europe, SE Asia

LTE Advanced Launch Global 5 Mode

Intel® XMM™ 726x



> 25 Designs In Market

Intel® XMM™ 7160 and 7260



Modules

Tablets, 2 in 1s & Ultrabooks™



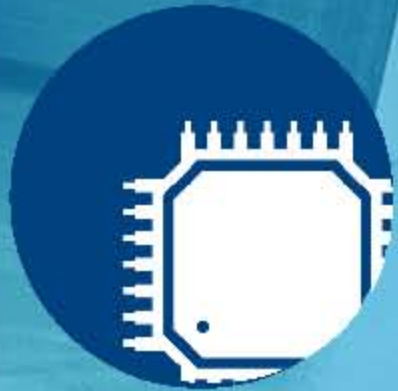
Solid Foundation to Fuel Growth



Strong
Partners



Design
Pipeline



Products



Ecosystem

2015: Focused Expansion

SoFIA Family On Track for 2015 Ramp

First Integrated Intel Architecture & Intel Communications Solutions

Cost Optimized for
Value & Entry

Single Platform

Scale Partners

SoFIA 3G



Phablets

SoFIA 3G-R



Tablets

SoFIA LTE



Phones

Rockchip
瑞芯微电子

SPREADTRUM

Communications and Connectivity Advantage

Key for Platform & Industry Innovation

Complete IP
Portfolio

4G



3G



2G



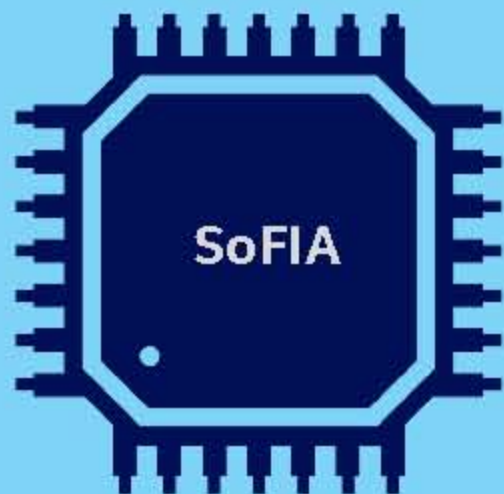
GNSS



FM Radio



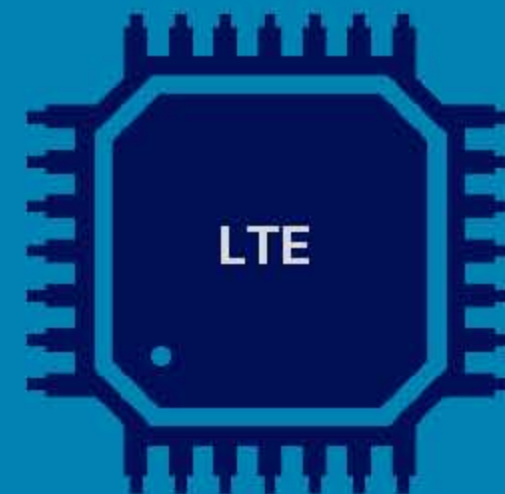
Integrated



Modules



Discrete



2015
Platforms

Communications and Connectivity For All Platforms

Broad Portfolio Enables Integration for Cost & Performance

Standards & Industry Leadership



Performance & Mid Mobile Platform Portfolio

2015

LTE Advanced

XMM 7260 ramp,
XMM 7360

Next-Gen: Cat 10, 3
CA, up to 450 Mbps
D/L

Bay Trail

Quad Core
Silvermont

22nm

Moorefield

Quad Core
Silvermont

22nm

Cherry Trail

Quad Core
Airmont

14nm

2016

Broxton

Performance

Quad Core
Goldmont

14nm

SoFIA MID

Quad Core
LTE

14nm, Intel Mfg

Value & Entry

Mobile Platform Portfolio

2015				2016
Bay Trail Entry	SoFIA 3G	SoFIA 3G-R	SoFIA LTE	SoFIA LTE 2
Quad Core Intel® Atom™	Integrated 3G Dual Core Atom™ Q4'14	Integrated 3G Quad Core Atom™ 1H'15	Integrated LTE Quad Core Atom™ Starting Mid 2015	Quad Core 14nm, Intel Mfg

Derivative Products & Reselling



Our Focused Strategy To Win

Grow IA Mobile Footprint

Best Experience on IA

Global Leadership In Communications & Connectivity

Expanding IP Portfolio to All Intel Platforms

Capture and Lead Growing Value and Entry Segment

SoFIA, CTE, Partners

Agenda

Communications Platform & Mobile Technologies

The Internet of Things and Connected Embedded

Storage and Memory

IOT Platform Strategy

- Leadership Intel products for connected, intelligent IOT solutions utilizing low power IA investments as well as communications
- Combined software and hardware to create solutions approach to the market and enabling selected verticals like Retail, Automotive, etc. *(combined WindRiver into IOT group)*
- Deep knowledge and experience with design and life cycles of embedded devices and markets provides leadership opportunity
- Provides current and future adjacent growth opportunity, utilizing assets of other communication and mobile investments

Extending Core IP to New Markets



Doug Davis

Vice President, General Manager
Internet of Things Group

Key Messages

Big opportunity evolving from a market footprint we've been in for 30+ years.

Leading with solutions and technology across Intel.

Well positioned with end-end capabilities necessary to deliver the value of the IOT.

The Internet of Things is...

50B
DEVICES*

44
ZETABYTES**



COST OF
SENSORS
PAST 10 YEARS **2X**
↓

COST OF
BANDWIDTH
PAST 10 YEARS **40X**
↓

COST OF
PROCESSING
PAST 10 YEARS **60X**
↓

* IDC

** IMC/EDC: The Digital Universe of Opportunities

*** Goldman Sachs

Internet of Things Group

>20% CAGR
~40% MSS

Retail



Transactional Retail



Visual Retail

>30% CAGR
<10% MSS

Transportation



Software Defined Cockpit



Autonomous Vehicles

>10% CAGR
<10% MSS

Mfg/ Indu/ Energy



Smart Mfg



Energy

>10% CAGR
~20% MSS

Segments* & Broad Market



DSS



Gaming



Health



MAG



Print Imaging

New IOTG Market Sector

Smart Home & Buildings



Bldg Automation



IOTG Market Segment Opportunity



■ '15 SAM = \$11-\$13B*

■ \$2.1B in 2014*

■ IOTG ~17% MSS

■ 18% YoY growth

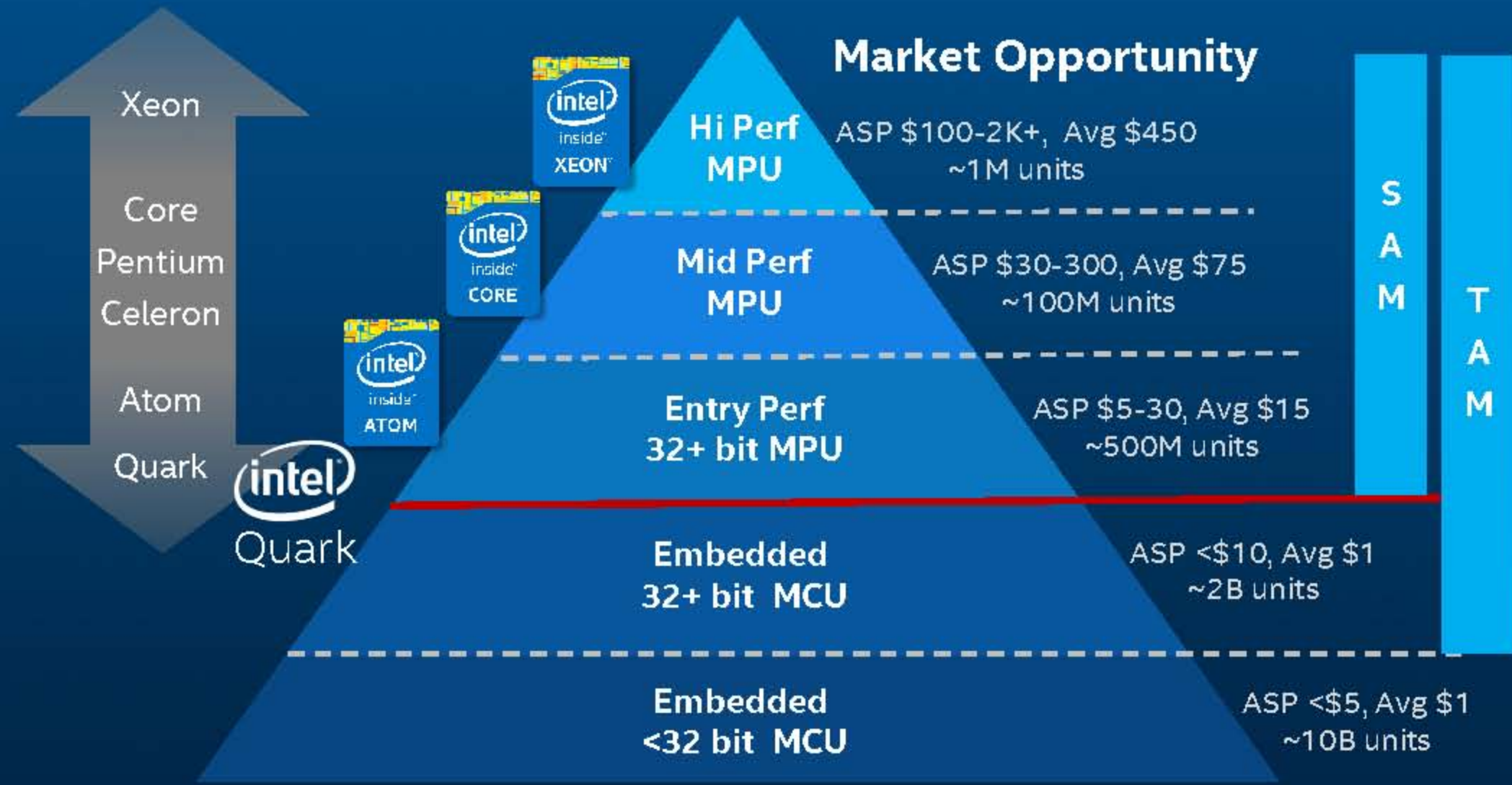
WIND RIVER



CAGR is '09-13 SOM revenue; MSS is calculated with silicon revenue SAM; SAM is 32bit+ MPU/ASSP/ASIC with non-focused MPU/ASSP/ASIC devices removed; based on IDC 2013 eMPU report. Includes other embedded vertical investments.

* 2014 Intel forecast

IOTG Benefits from Shared IP



MPU includes MPU, and core based ASSP/ASICs

Source: IDC, IHS, Gartner, Intel

Internet of Things Group

Revenue/Design Win Mapping

Revenue Design Win \$



Performance

Design win momentum continues across all segments

IOT Challenges



Essential Tenets of Edge to Cloud IoT Solutions



Industry Alignment is Critical



IIC Founder Companies



OIC Board of Directors



*Other names and brands may be claimed as the property of others

IOT Delivers Results



NCR POS w/ Intel® DPT and vPro for Transactions:
Reducing fraud through e2e encryption.

Potential US Benefits:
100M credit card numbers stolen in 2013



Intel's Assembly / Test – sensors and analytics help maintain productivity.

Measured Benefits:
\$9M/ year



Vnomics solution: 6% increase in fuel economy across 100% of fleet = \$15M / Year

Potential US Benefits:
38 Million Tons of CO₂



Di-BOSS (Digital Building Operating System) + Cisco Energy Management: Electrical, Steam and Water

Saved \$1M in 1 Building / Year
\$.50/sq ft.



Rudin Management Company, Inc.

Solutions for IOT and Developers

Service Management

- API Management
- API Orchestration
- Intel Express Gateway & Tokenization
- Intel Security Solutions
- Wind River Systems

WIND RIVER



Comms: 3G, LTE, Wifi, Bluetooth, NFC, GPS...

Things

- Personal devices incl wearables
- Cars, Home automation
- Manufacturing equip



Gateways

- Home: Puma Gateway
- Industrial: Moon Island Gateway



Network

- SDN: Software Defined Networks
- ONP: Open Networking Platform
- NFV: Network Function Virtualization



Datacenter

- Intel Data Center Manager
- Intel Data Platform
- Software Defined Infrastructure



...



VxWorks®



...

Optimized on Intel Architecture



Summary

Big opportunity evolving from a market footprint we've been in for 30+ years.

Leading with solutions and technology across Intel.

Well positioned with end-end capabilities necessary
to deliver the value of the IOT.

Memory as Platform

- As computing architectures continue to scale, memory continues to be a critical piece of the platform architecture, especially in the datacenter
 - Intel continues to drive innovation in memory technology
- Solid-state drives are only at the beginning of the adoption curve providing a significant business growth opportunity

CPU and Data: Better Together



Rob Crooke

Vice President, General Manager
Non-Volatile Memory Solutions Group

Key Messages

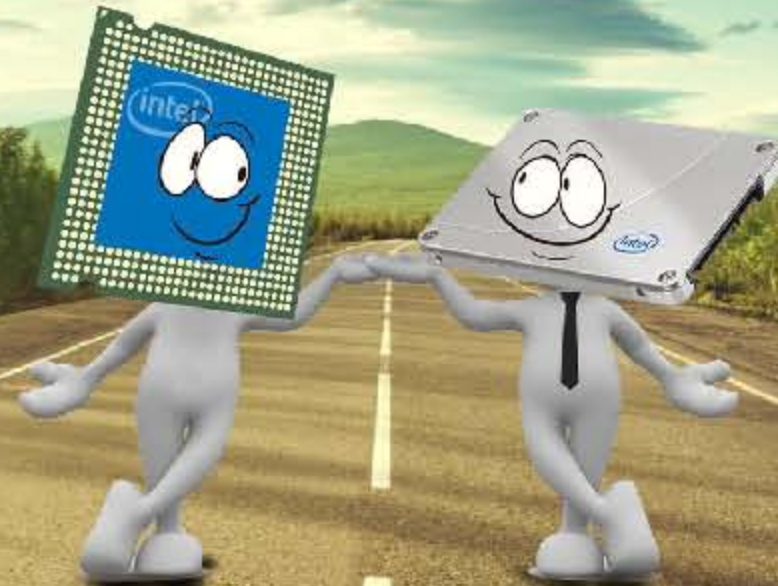
Sustained innovation has delivered profitable growth

Key IT challenges can be addressed with CPU + storage together

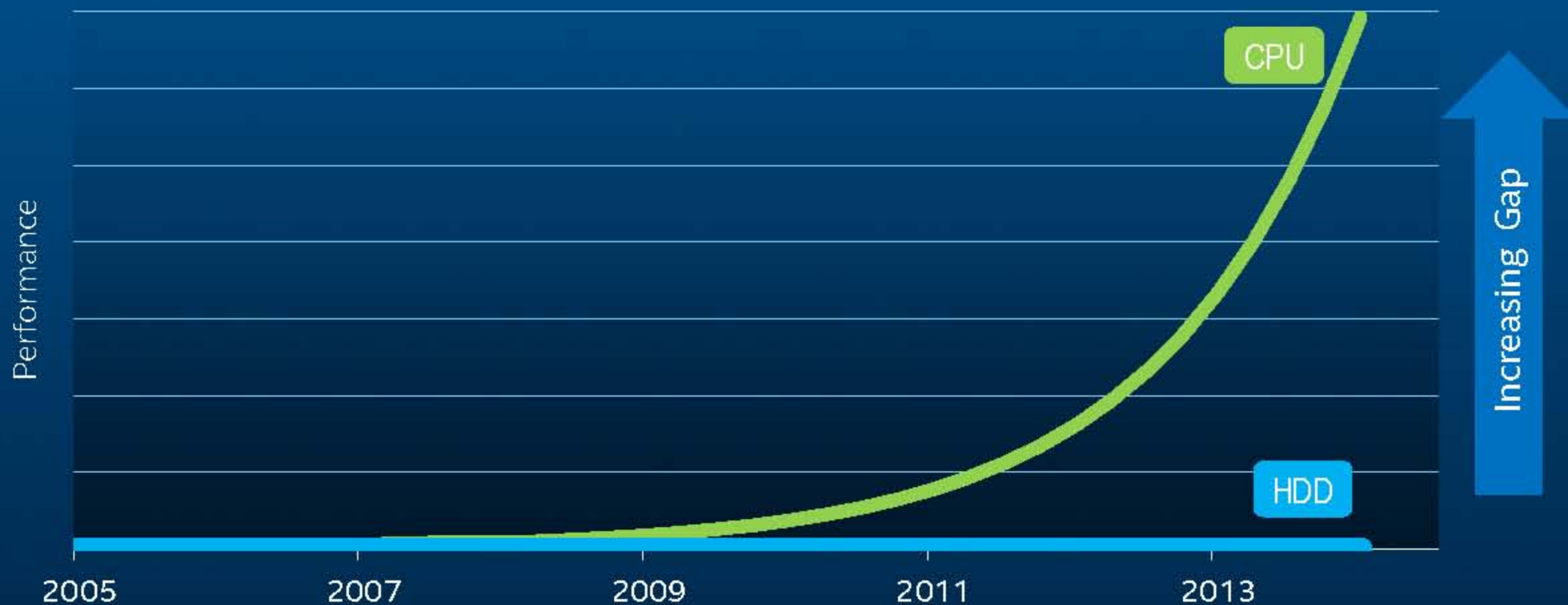
Computing insight and platform optimization are a unique advantage

Our Strategy: Technology Driven. Customer Inspired. Platform Connected.

Data wants to be close to the CPU... Economics keeps them apart

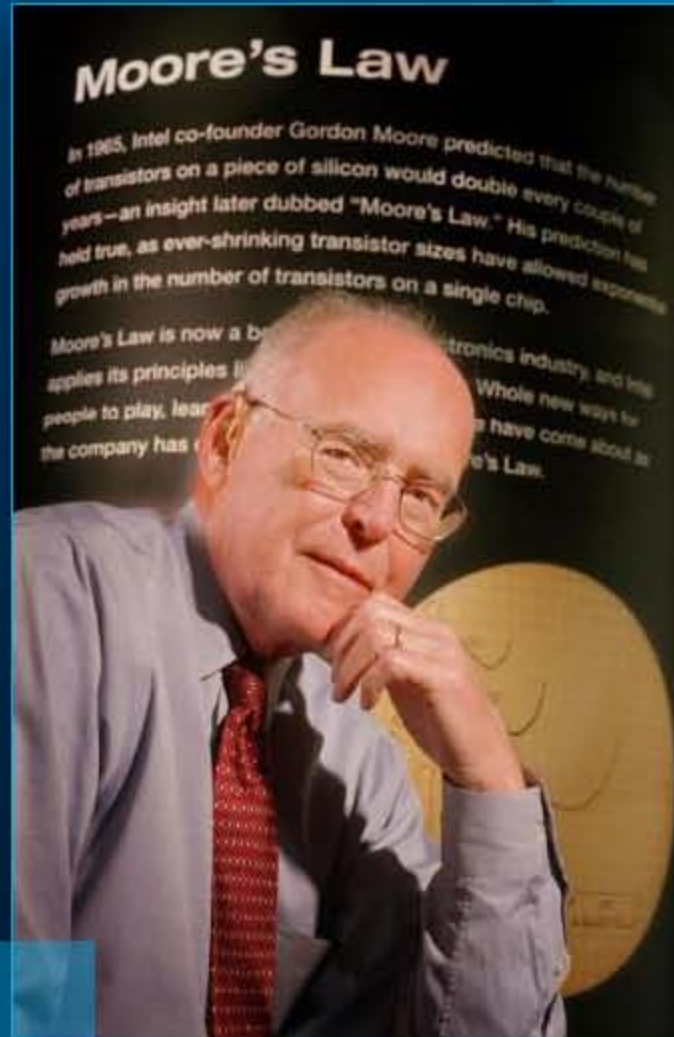


The Increasing Gap



Memory & storage critical to scaling computing

Intel® Solid-State Drive a Multi-Decade Journey



Technology Leadership Through the Years

Intel/Micron

Market

Tech Insights Best Flash Technology

1st Pitch Doubling
in Production

2007

1st to 3Xnm
(34nm)

2008

Pitch Doubling
3Xnm

2009

1st to 2Xnm
1st Integration
of Word Line Airgap
(25nm)

2010

Word Line Airgap
Integration

2011

1st Cell w/ Hi-K
Metal Gate,
1st 128Gb
(20nm)

2012

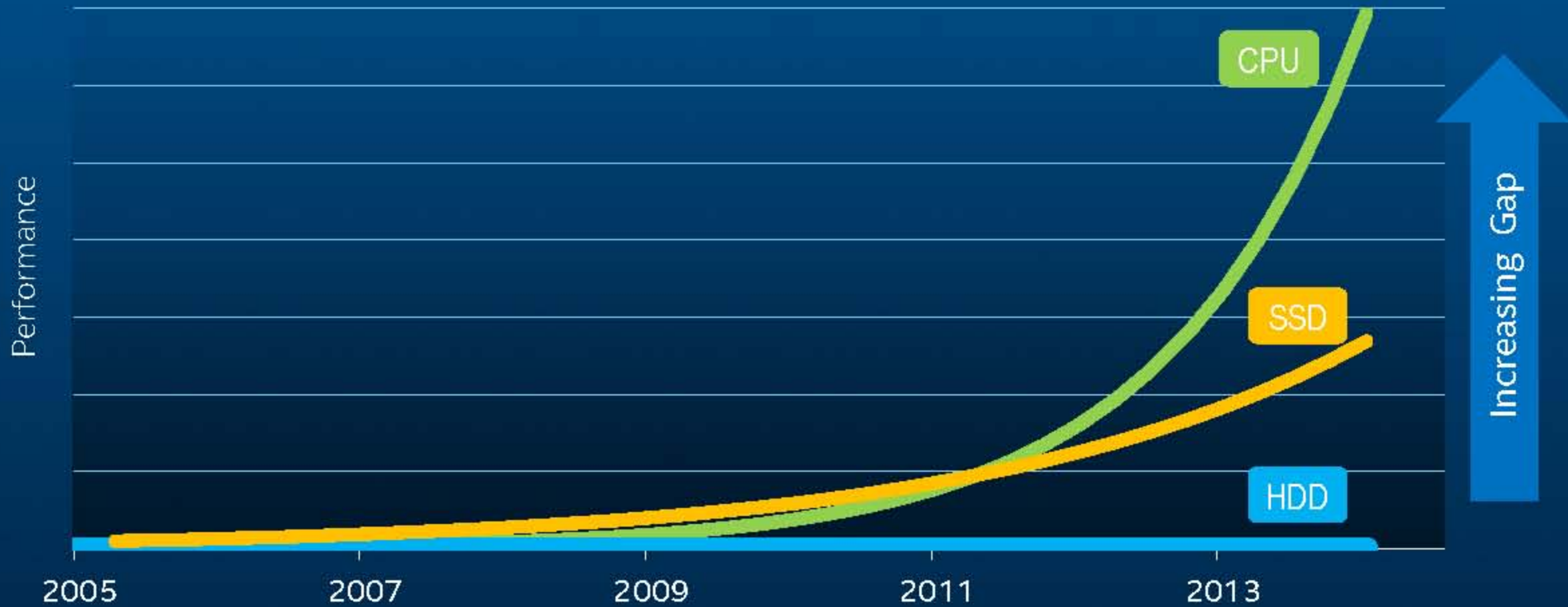
3D NAND
128Gb

2014

1st 3D NAND
with Disruptive Cost

2015

The Increasing Gap



SSDs address the performance gap

Intel Creates an Industry



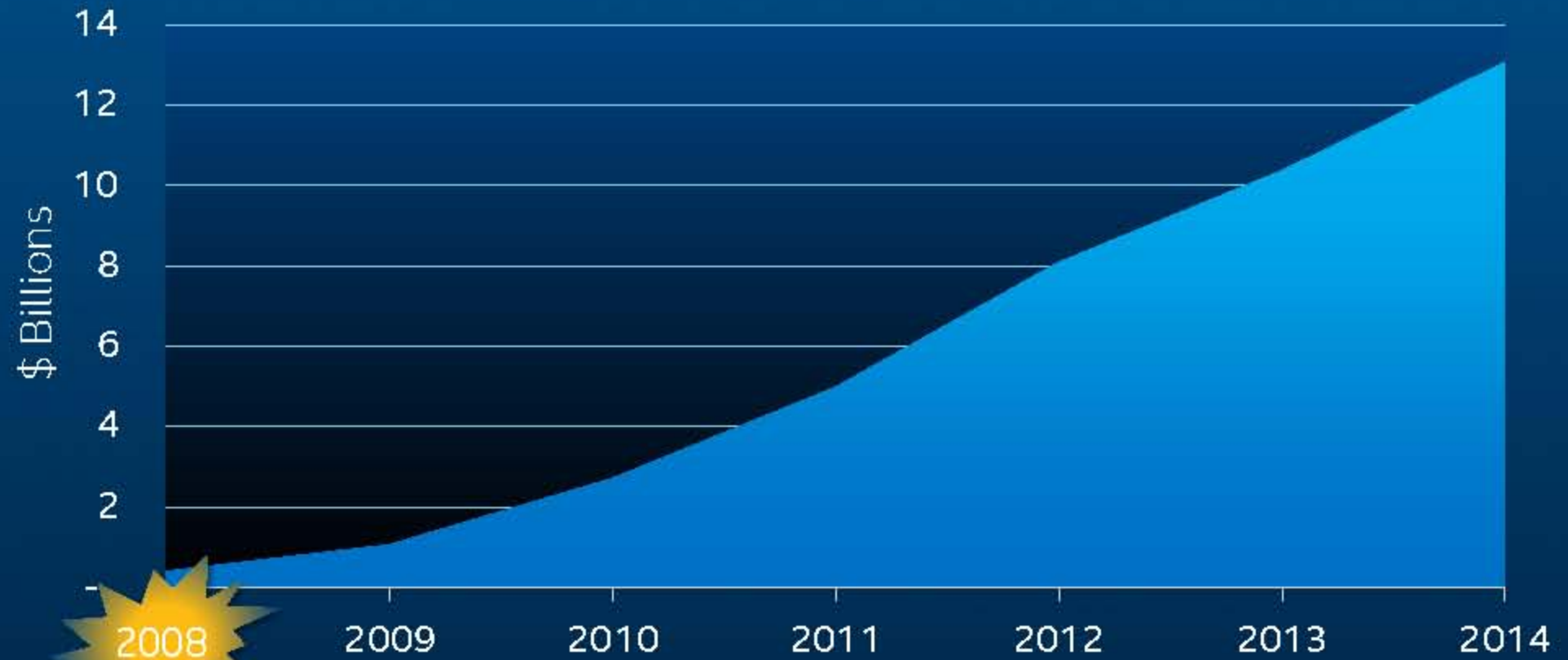
"The Intel X25-M 80GB SSD is screaming fast and blows away all of the previous best storage options!" - 2008



"This, ladies and gentlemen, is absolute domination. The X25-M thoroughly outclasses the competition here, wiping the floor with not only every mechanical hard drive in the field, but the other SSDs, as well." - 2008

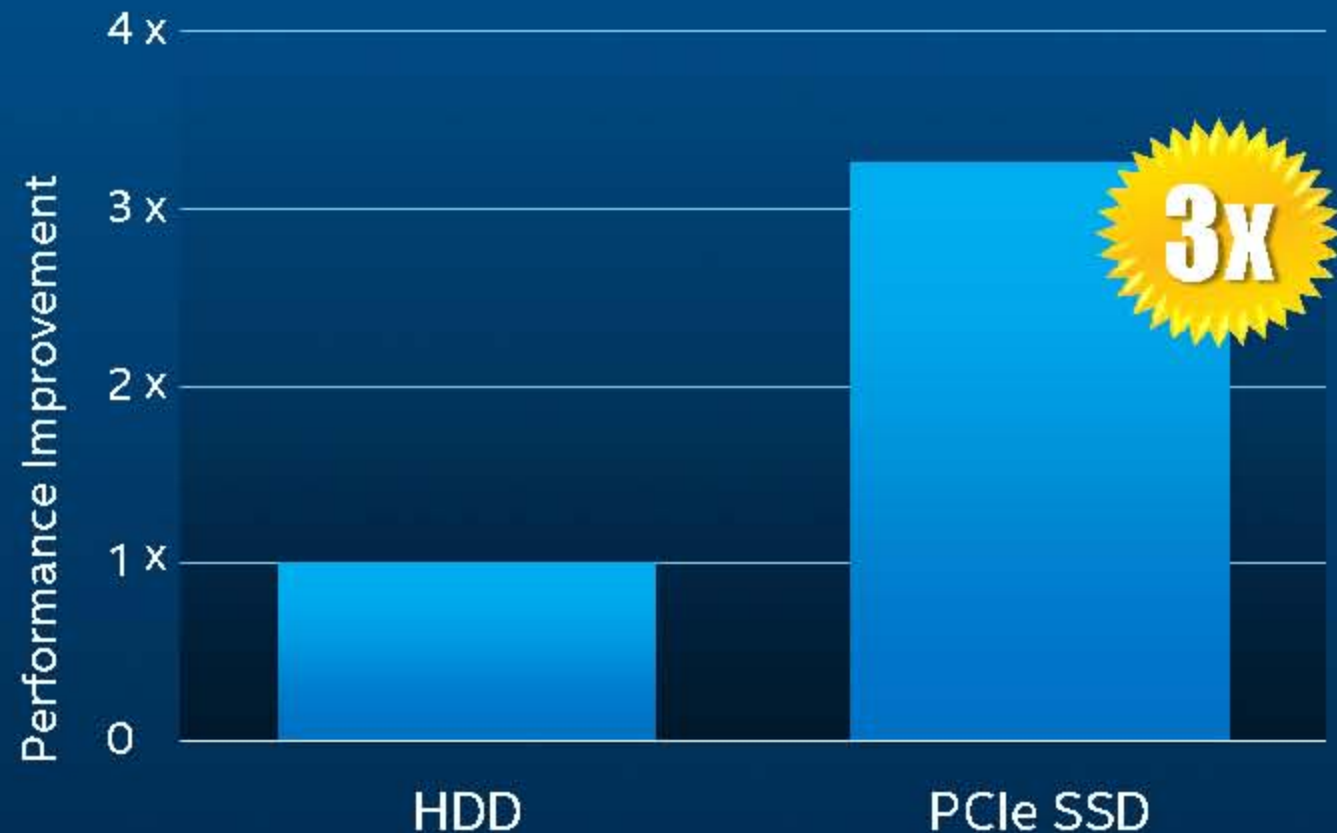
2008 Intel
Re-invents the SSD

Industry Computing SSD Revenue



Source: Forward Insights October '14.

The SSD Difference – Accelerating Big Data



Results have been estimated or simulated using internal Intel analysis or architecture simulation or modeling, and provided to you for informational purposes. Any differences in your system hardware, software or configuration may affect your actual performance.

Other names and brands may be claimed as the property of others.

Intel SSDs improve Hadoop performance by over 3x

Innovation and SSD Disruption

SSD: 4 inches of storage
Performance: 11M I/O per sec



VS

HDD: 500 feet of storage
Performance: 11M I/O per sec



Just under two American football fields

Results have been estimated or simulated using internal Intel analysis or architecture simulation or modeling, and provided to you for informational purposes. Any differences in your system hardware, software or configuration may affect your actual performance.

Bringing data closer: same performance, smaller footprint



Addressing IT Pain Points

Platform Optimization Delivers Enhanced Capability



Better Security Coverage

Plug known security gaps



Better User Experience

Improve Security UX
No compromise in security/performance

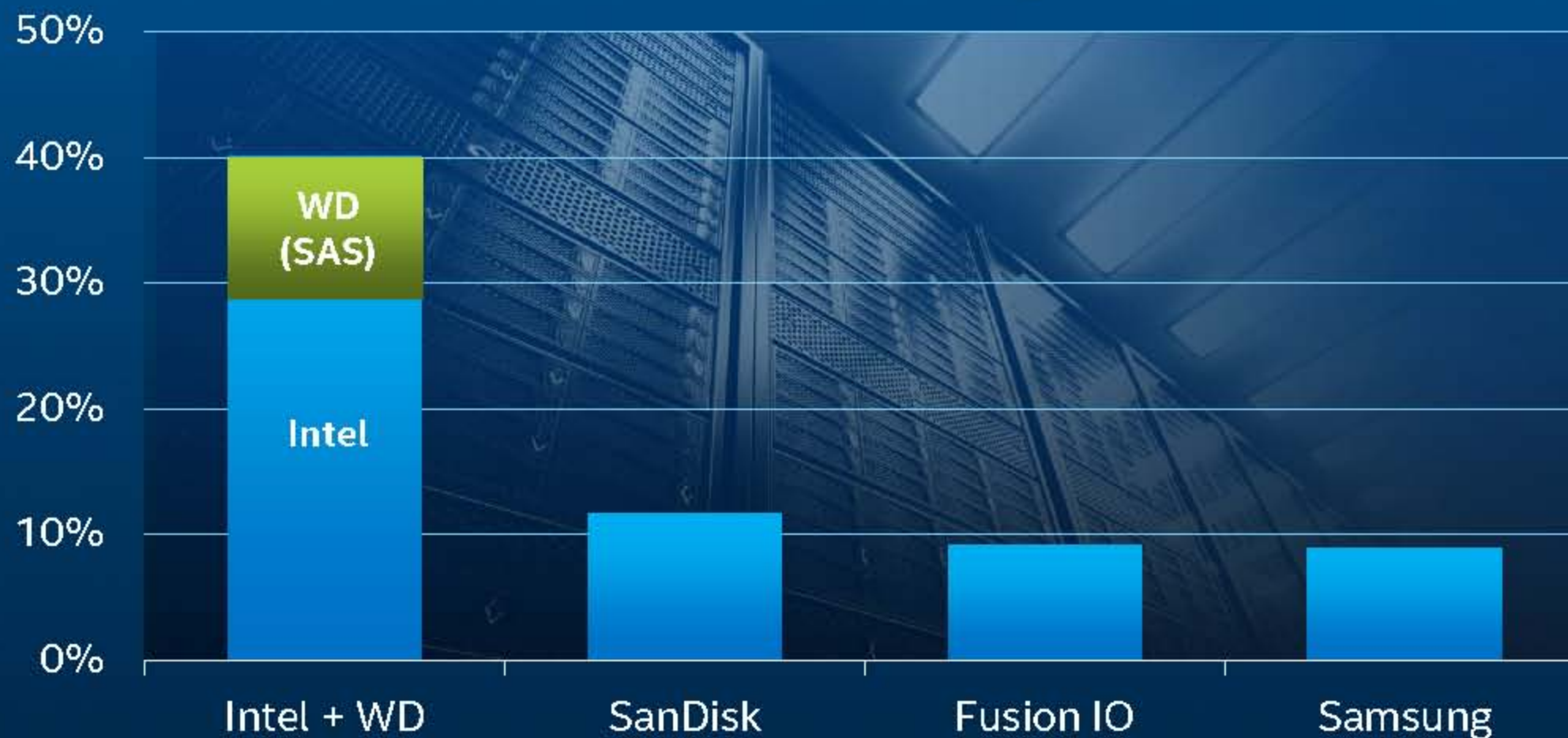


Better IT Solutions

Solve IT pain points

Data Center Leadership

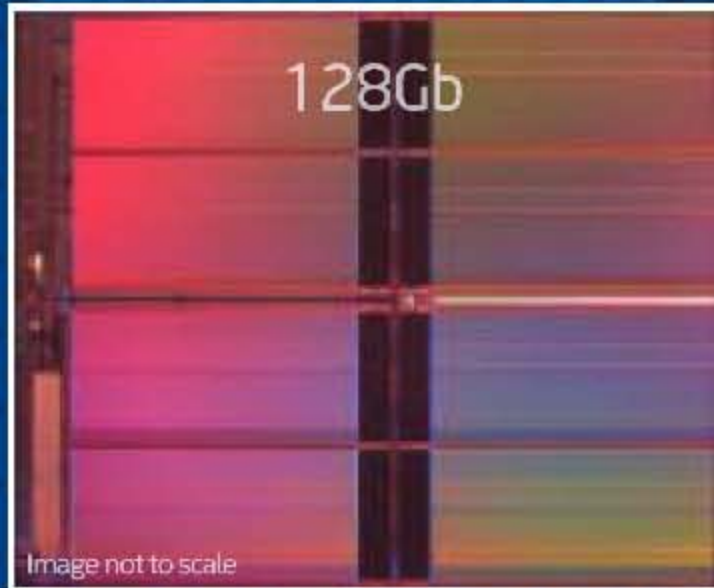
Q2 2014 Data Center Market Segment Share: IDC



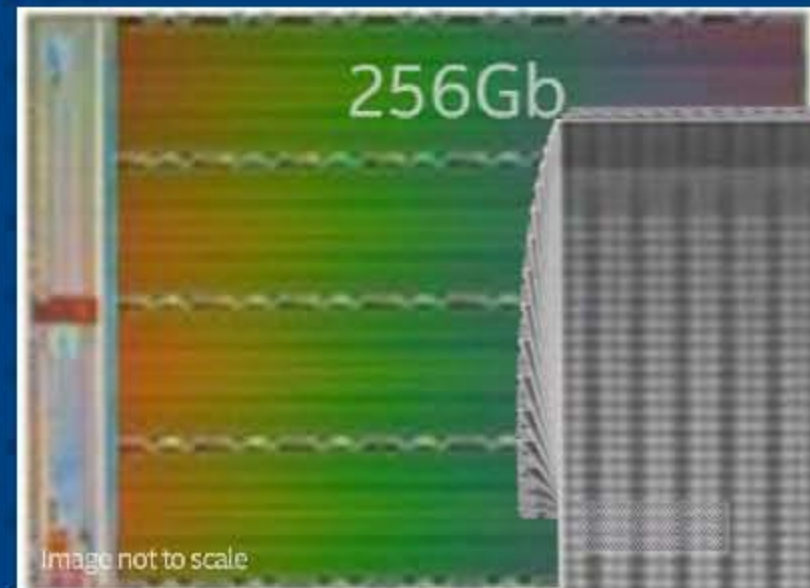
Source: IDC, Worldwide Solid State Drive Quarterly Update: 2Q14, doc #251237, September 2014.

NAND Leadership

2D NAND



Intel 3D NAND



Disruptive 3D NAND

Breakthrough cost

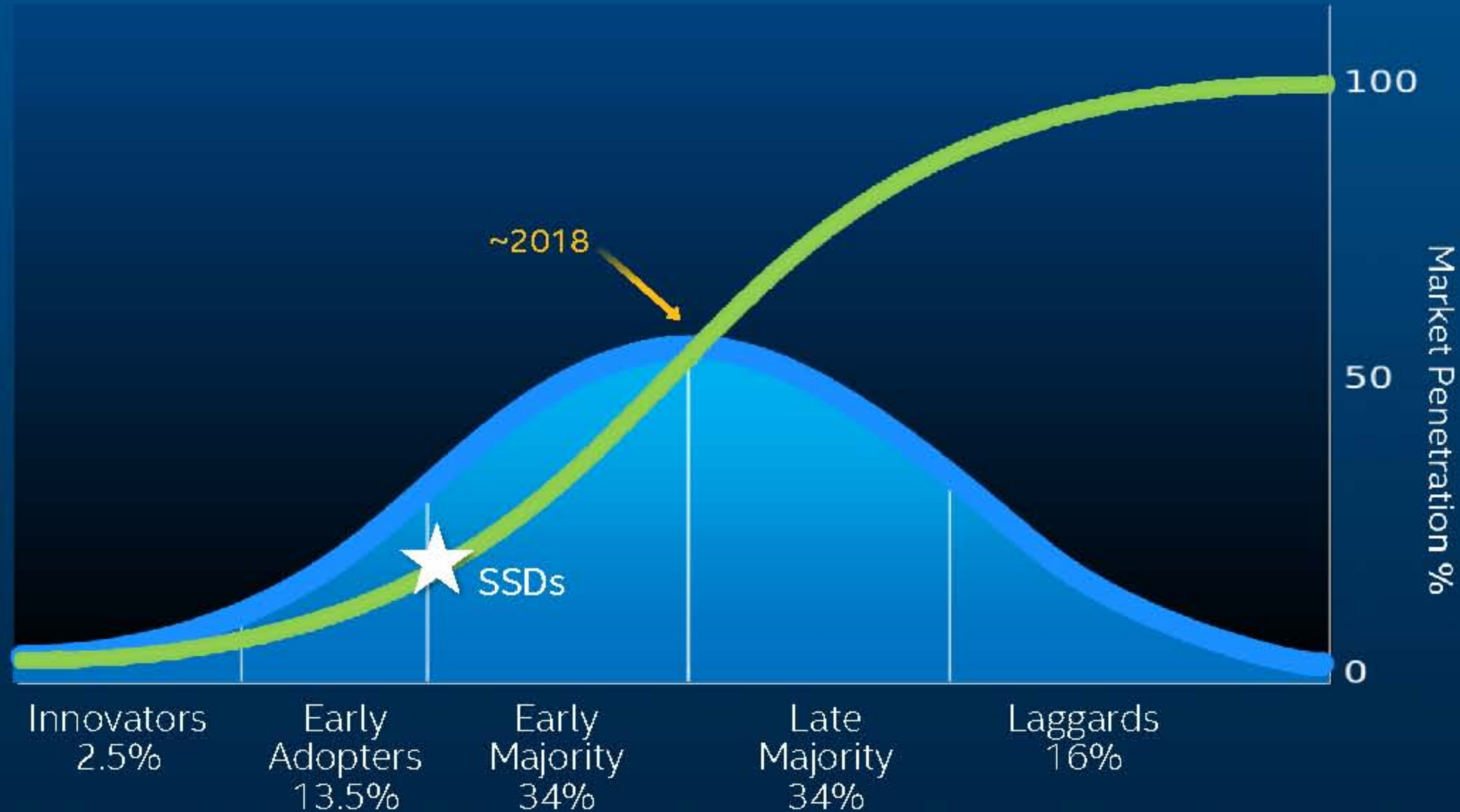
2x bits per die

1 TB in 2mm

>10TB in a SSD

Estimates are based on internal Intel and market based analysis, and provided to you for informational purposes and are subject to change.

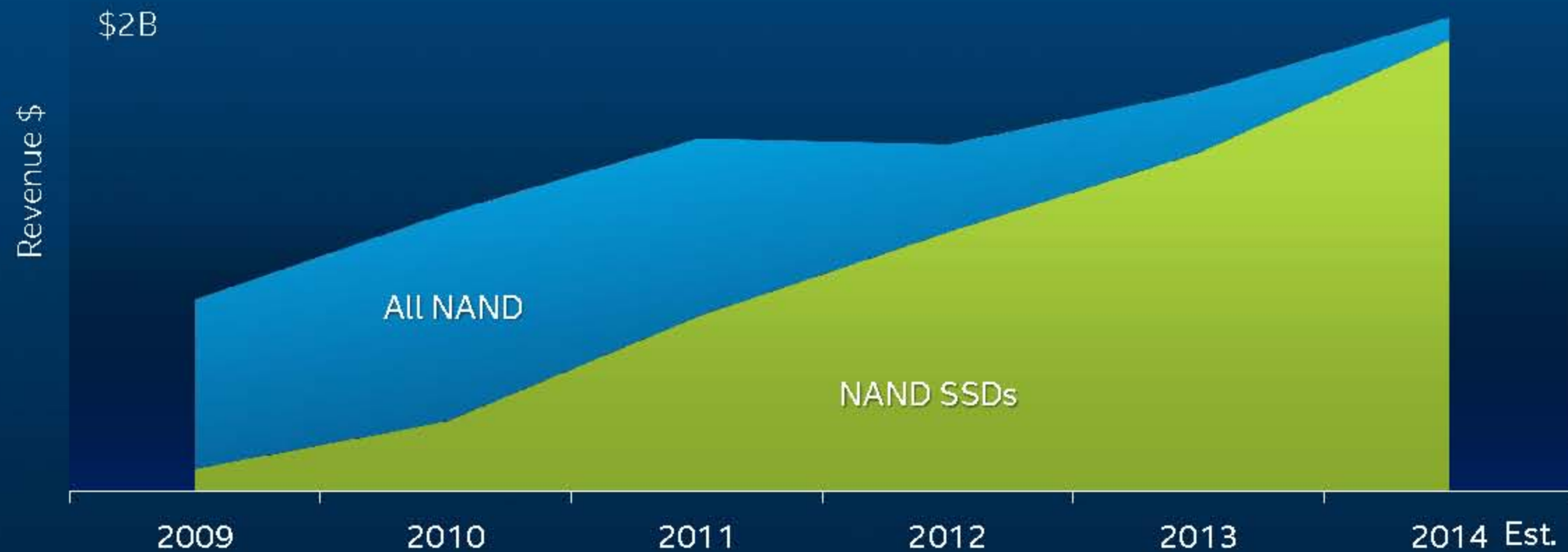
Tremendous Opportunity



Sources: Intel internal research, and Geoffrey Moore, Crossing the Chasm.

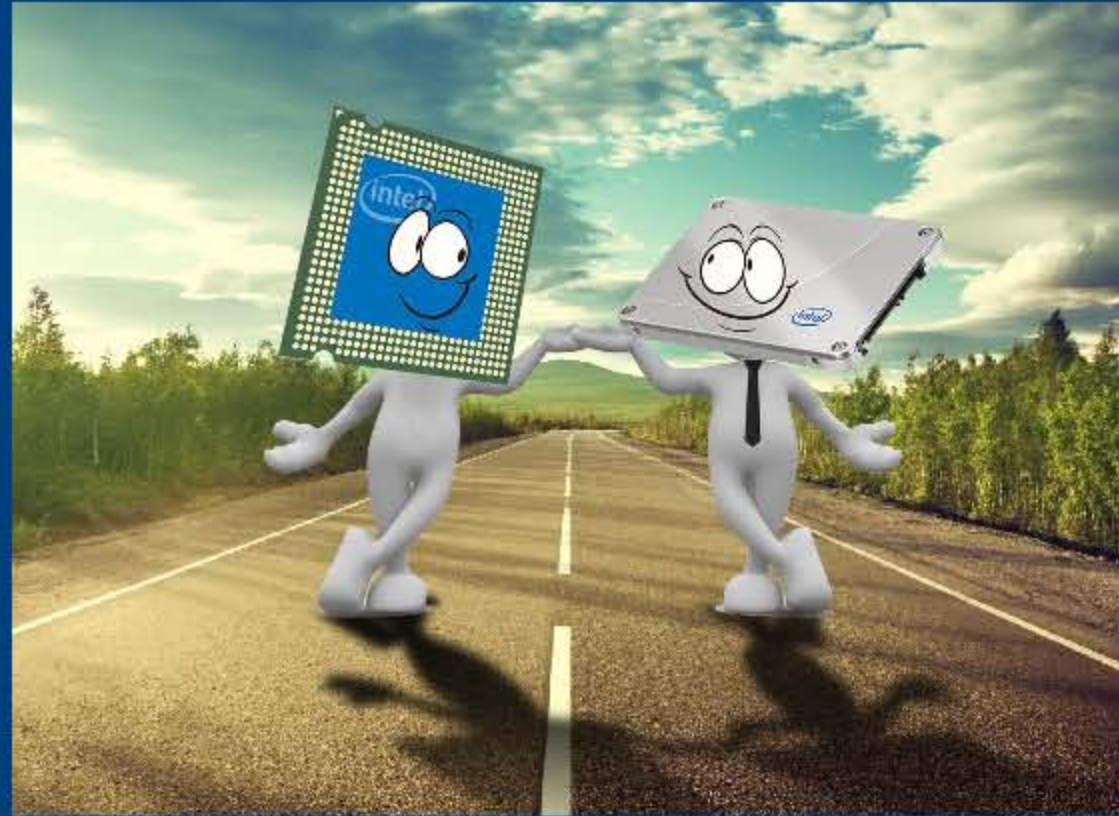
Growing Revenue in **Compute** NVM

Intel NAND Revenue and SSD Revenue



Source: internal Intel estimates.

Compute Data: A Growth Opportunity



Technology Driven. Customer Inspired. Platform Connected.



INVESTOR MEETING 2014

Q&A

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Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

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Risk Factors

The statements in the presentations and other commentary that refer to plans and expectations for the fourth quarter, the year and the future are forward-looking statements that involve a number of risks and uncertainties. Words such as “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “may,” “will,” “should” and their variations identify forward-looking statements. Statements that refer to or are based on projections, uncertain events or assumptions also identify forward-looking statements. Many factors could affect Intel’s actual results, and variances from Intel’s current expectations regarding such factors could cause actual results to differ materially from those expressed in these forward-looking statements. Intel presently considers the following to be important factors that could cause actual results to differ materially from the company’s expectations.

- Demand for Intel’s products is highly variable and could differ from Intel’s expectations due to factors including changes in the business and economic conditions; consumer confidence or income levels; customer acceptance of Intel’s and competitors’ products; competitive and pricing pressures, including actions taken by competitors; supply constraints and other disruptions affecting customers; changes in customer order patterns including order cancellations; and changes in the level of inventory at customers.
- Intel’s gross margin percentage could vary significantly from expectations based on capacity utilization; variations in inventory valuation, including variations related to the timing of qualifying products for sale; changes in revenue levels; segment product mix; the timing and execution of the manufacturing ramp and associated costs; excess or obsolete inventory; changes in unit costs; defects or disruptions in the supply of materials or resources; and product manufacturing quality/yields. Variations in gross margin may also be caused by the timing of Intel product introductions and related expenses, including marketing expenses, and Intel’s ability to respond quickly to technological developments and to introduce new features into existing products, which may result in restructuring and asset impairment charges.
- Intel operates in highly competitive industries and its operations have high costs that are either fixed or difficult to reduce in the short term.
- The declaration and rate of dividend payments and the amount and timing of Intel’s stock buyback program are at the discretion of Intel’s board of directors, and plans for future dividends and stock buy backs and could be affected by changes in Intel’s priorities for the use of cash, such as operational spending, capital spending, acquisitions, and because of changes to Intel’s cash flows and changes in tax laws.
- Intel’s expected tax rate is based on current tax law and current expected income and may be affected by the jurisdictions in which profits are determined to be earned and taxed; changes in the estimates of credits, benefits and deductions; the resolution of issues arising from tax audits with various authorities, including payment of interest and penalties; and the ability to realize deferred tax assets.
- Gains or losses from equity securities and interest and other could vary from expectations depending on gains or losses on the sale, exchange, change in the fair value or impairments of debt and equity investments; interest rates; cash balances; and changes in fair value of derivative instruments.
- Intel’s results could be affected by adverse economic, social, political and physical/infrastructure conditions in countries where Intel, its customers or its suppliers operate, including military conflict and other security risks, natural disasters, infrastructure disruptions, health concerns and fluctuations in currency exchange rates.
- Intel’s results could be affected by the timing of closing of acquisitions, divestitures and other significant transactions.
- Intel’s results could be affected by adverse effects associated with product defects and errata (deviations from published specifications), and by litigation or regulatory matters involving intellectual property, stockholder, consumer, antitrust, disclosure and other issues. An unfavorable ruling could include monetary damages or an injunction prohibiting Intel from manufacturing or selling one or more products, precluding particular business practices, impacting Intel’s ability to design its products, or requiring other remedies such as compulsory licensing of intellectual property.

A detailed discussion of these and other factors that could affect Intel’s results is included in Intel’s SEC filings, including the company’s most recent Form 10-Q, Form 10-K and earnings release.