



# INVESTOR MEETING 2014

SANTA CLARA NOVEMBER 20



# INVESTOR MEETING 2014

Brian Krzanich  
CEO



# What We Said Last Year

## *Things That* **Will Not Change**

Relentless pursuit of  
Moore's Law

## *Things That We Are* **Doing Differently**

Market driven view of our industry

If it computes, it computes best with  
Intel from IoT to the Datacenter

Open foundry to any company able to  
utilize our leading edge Silicon

Create Platforms for Enterprise, not  
just Silicon

Drive focus on bringing innovation to  
market quickly

**Investor Meeting  
2013**

# 2014 Return to Growth

Tablet Volume\*

**~40Mu**

Q3'14  
Microprocessor Shipments

**>100Mu**

One Year Total  
Shareholder Return\*\*

**45%**

Revenue\*

**\$55.9B**



\*Forecast is based on current expectations and is subject to change without notice  
Source: Intel

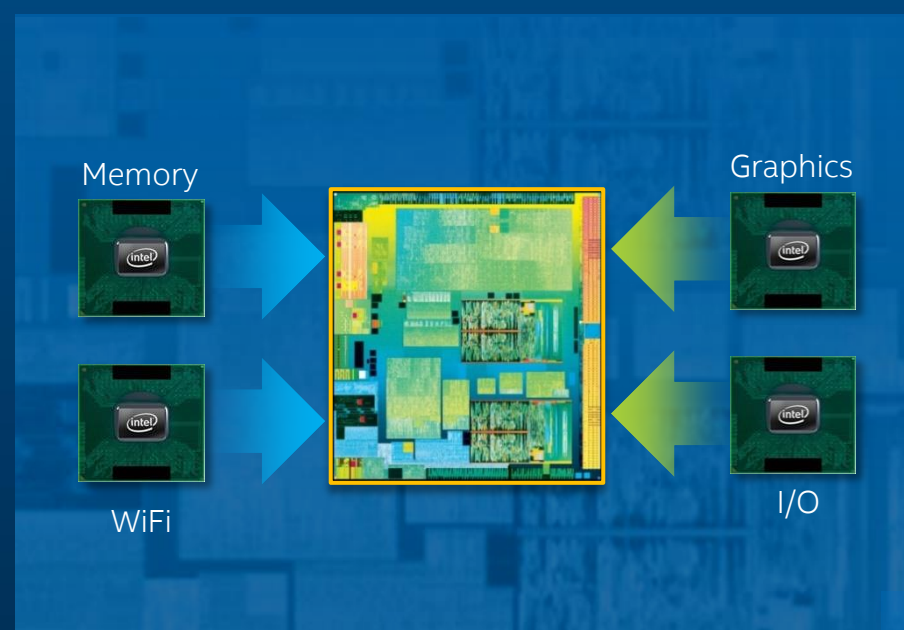
\*\*Intel 1 year TSR calculated as of November 18, 2014 close of market (Source: Factset)

# Strategic Vectors

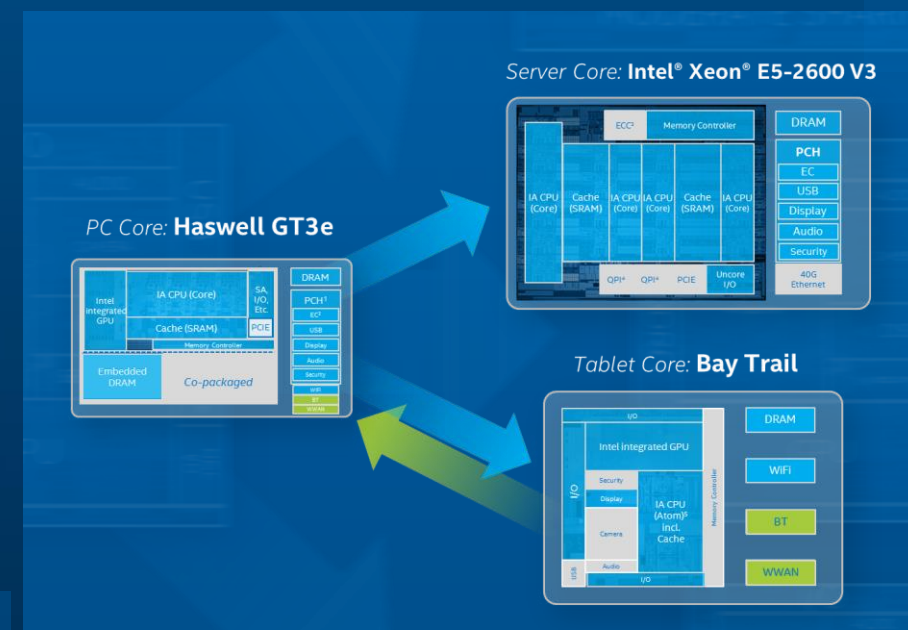
## MOORE'S LAW



## INTEGRATION



## SHARED IP



**Our highest-shareholder value will come from a strategy that uses our core assets to move into profitable, complementary markets.**



# Our Corporate Mission, Vision, Strategy

## MISSION

Utilize the power of Moore's Law to bring smart, connected devices to every person on Earth.



## VISION

If it is smart and connected, it is best with Intel.



## GROWTH STRATEGY

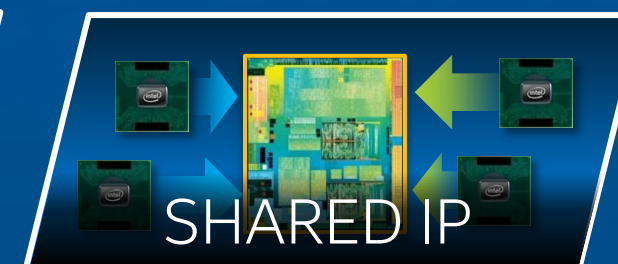
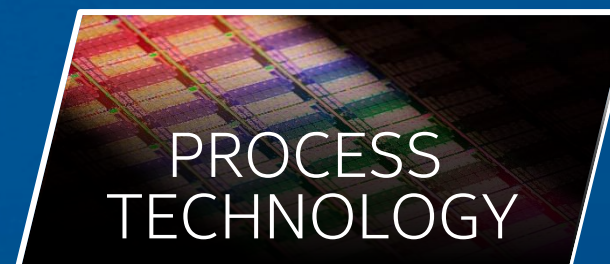
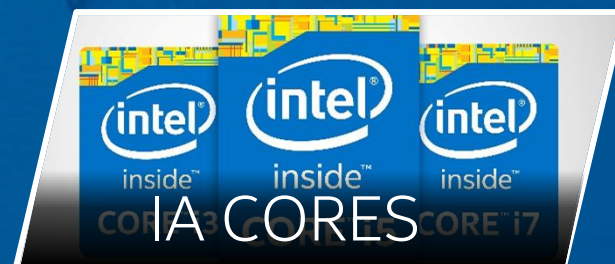
Our highest shareholder value will come from a strategy that uses our core assets to move into profitable, complementary markets.



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## CORE ASSETS THAT DRIVE THE PC AND DATA CENTER





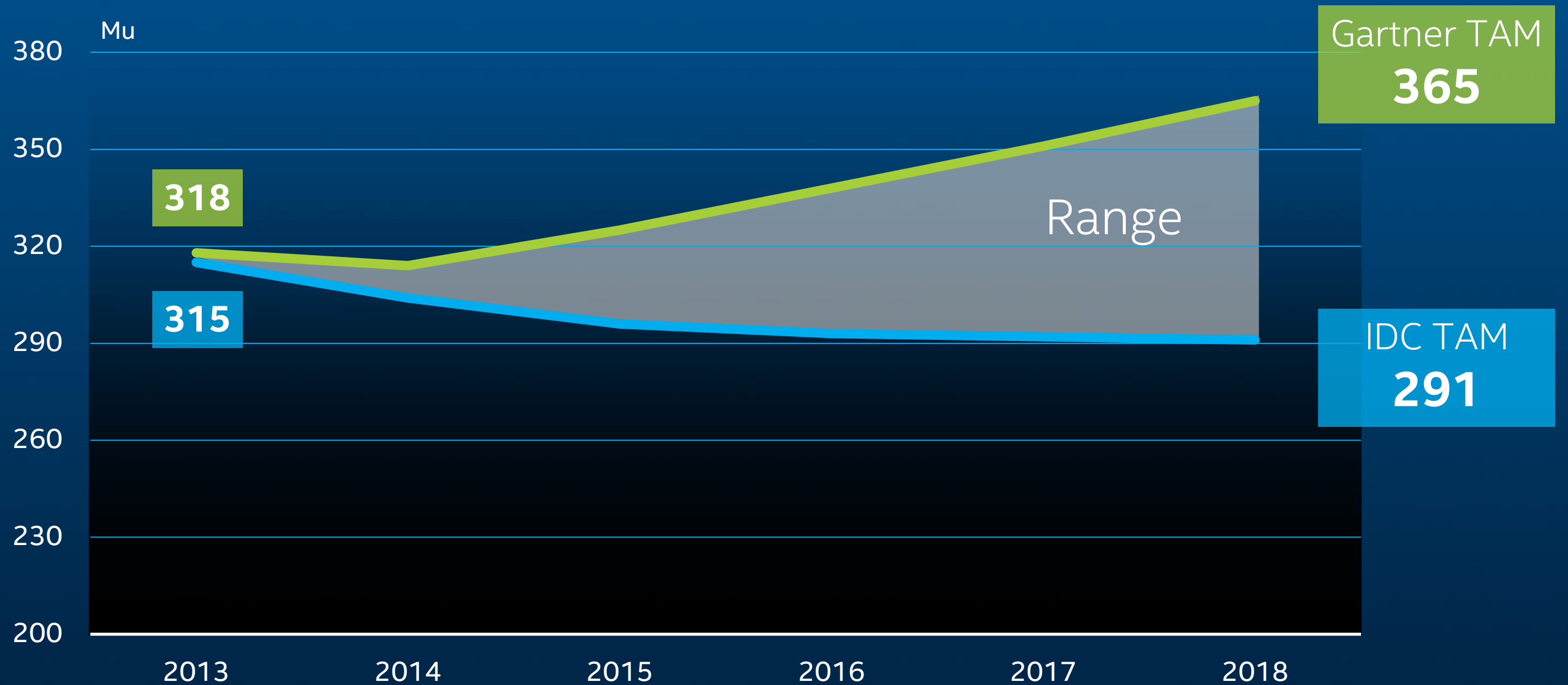
# PC

## Stabilize & Innovate





# The PC Market is Stabilizing



# Innovating and Differentiating the PC Experience

## Enabling New Experiences

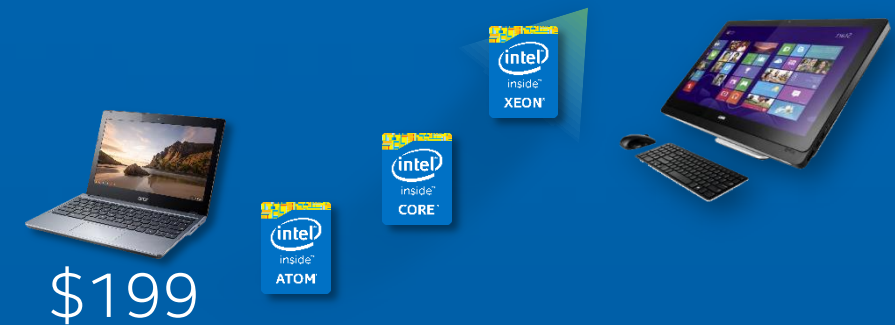


## New Designs



## Options for Everyone

### Broad Range of Price Points



### Multiple OS





The background of the image shows a perspective view of several server racks in a data center. The racks are filled with various electronic components, including circuit boards and connectors, which are illuminated by a soft blue light. The racks are arranged in a row, receding into the distance. Overlaid on this background is the text 'Data Center: Expansion & Growth' in a large, white, sans-serif font. The text is centered horizontally and vertically, with a slight shadow effect behind it to make it stand out against the blue background.

# Data Center: Expansion & Growth

# Data Center Expansion and Growth

Broad Customer Base &  
Diversifying Market Segments

Leadership Products &  
Technologies

Forecasting 15% CAGR  
through 2018\*



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

\*Forecast is based on current expectations and is subject to change without notice

Source: Intel





# *Software to Silicon:* Targeted Integration for Specific Workloads

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First Intel-Optimized  
Cloudera Release

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Custom Integrated Xeon and FPGA  
Products for our Customers

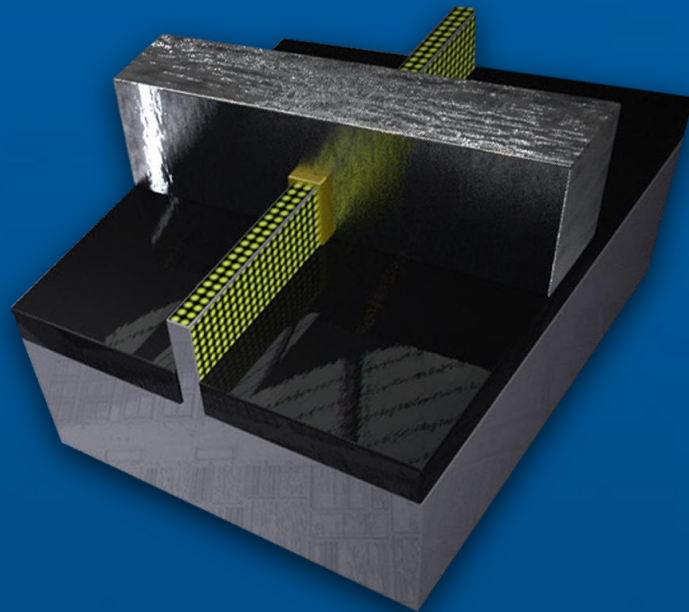
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Software Defined  
Infrastructure/OpenStack



# Moore's Law is Our Competitive Advantage

## Industry Leadership in Transistors



**HIGHER  
PERFORMANCE**

**Moore's  
Law**



**LOWER  
POWER**

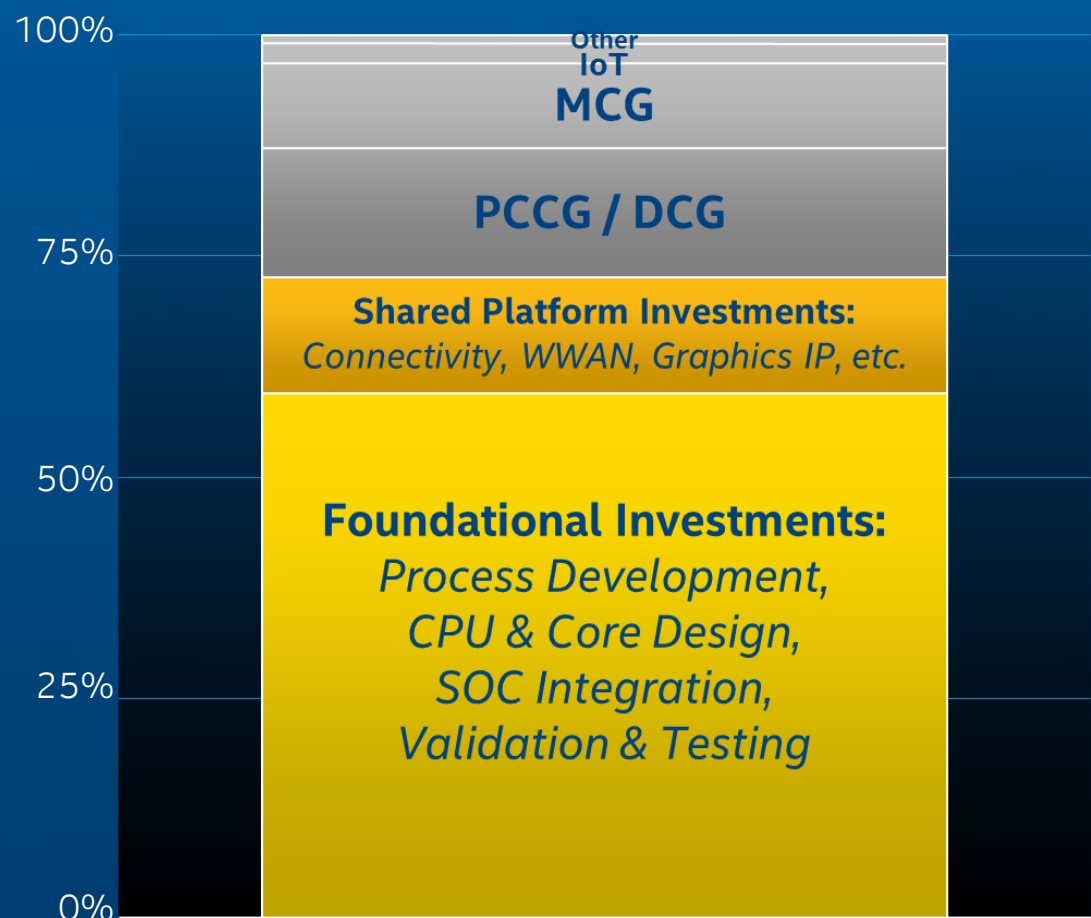
**LOWER  
COST**



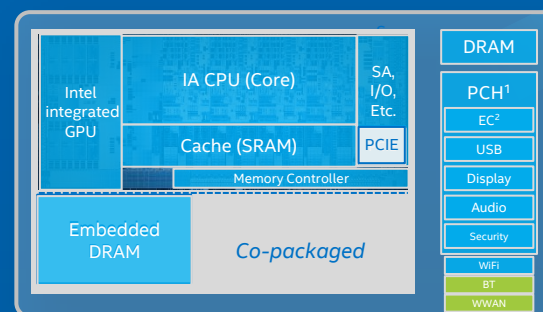


# Utilize PC Core IP in Other Businesses

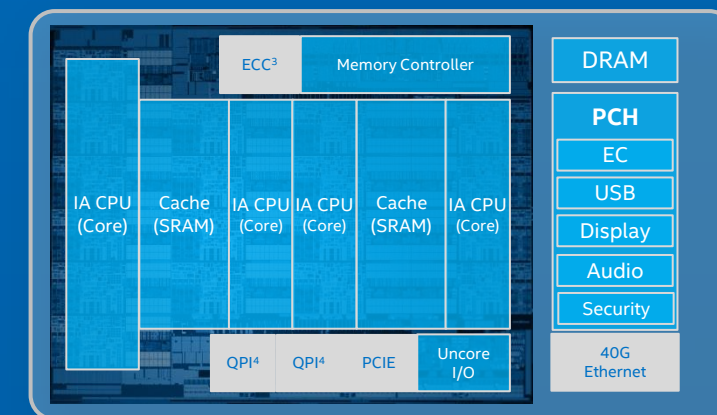
Intel R&D (2014)  
~\$11B



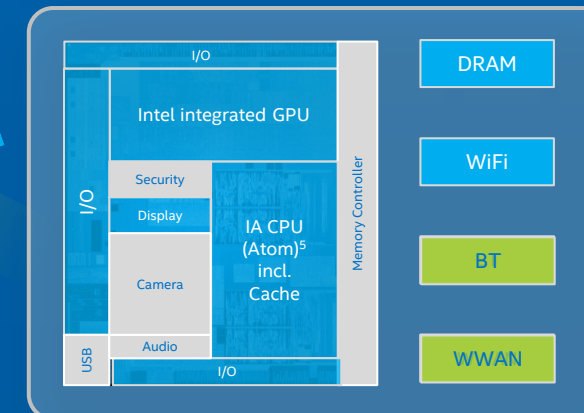
PC Core: **Haswell GT3e**



Server Core: **Intel® Xeon® E5-2600 V3**



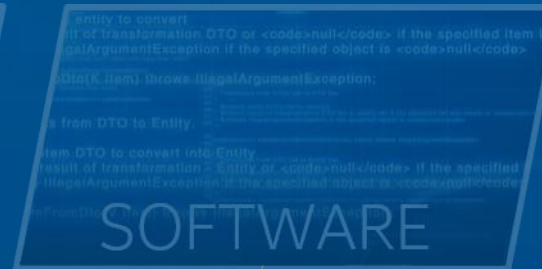
Tablet Core: **Bay Trail**



# *Utilize our core assets to move into* **PROFITABLE, COMPLEMENTARY MARKETS**



IoT

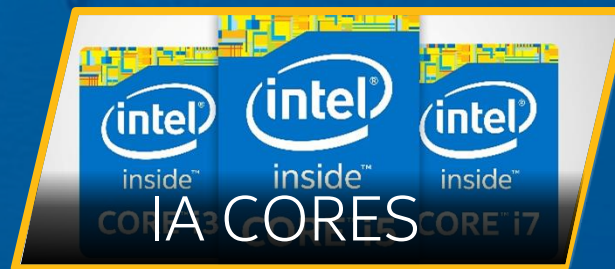


SOFTWARE

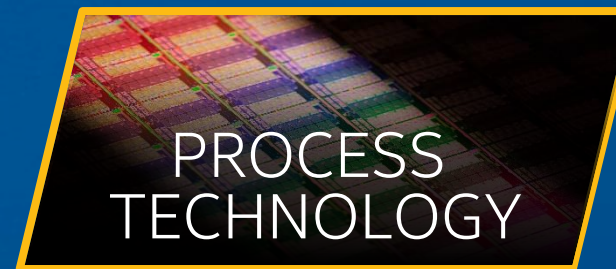


SECURITY

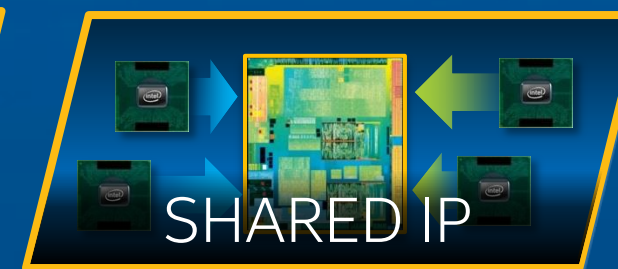
## **CORE ASSETS THAT DRIVE THE PC AND DATA CENTER**



IA CORES



PROCESS  
TECHNOLOGY



SHARED IP



WEARABLES



FOUNDRY



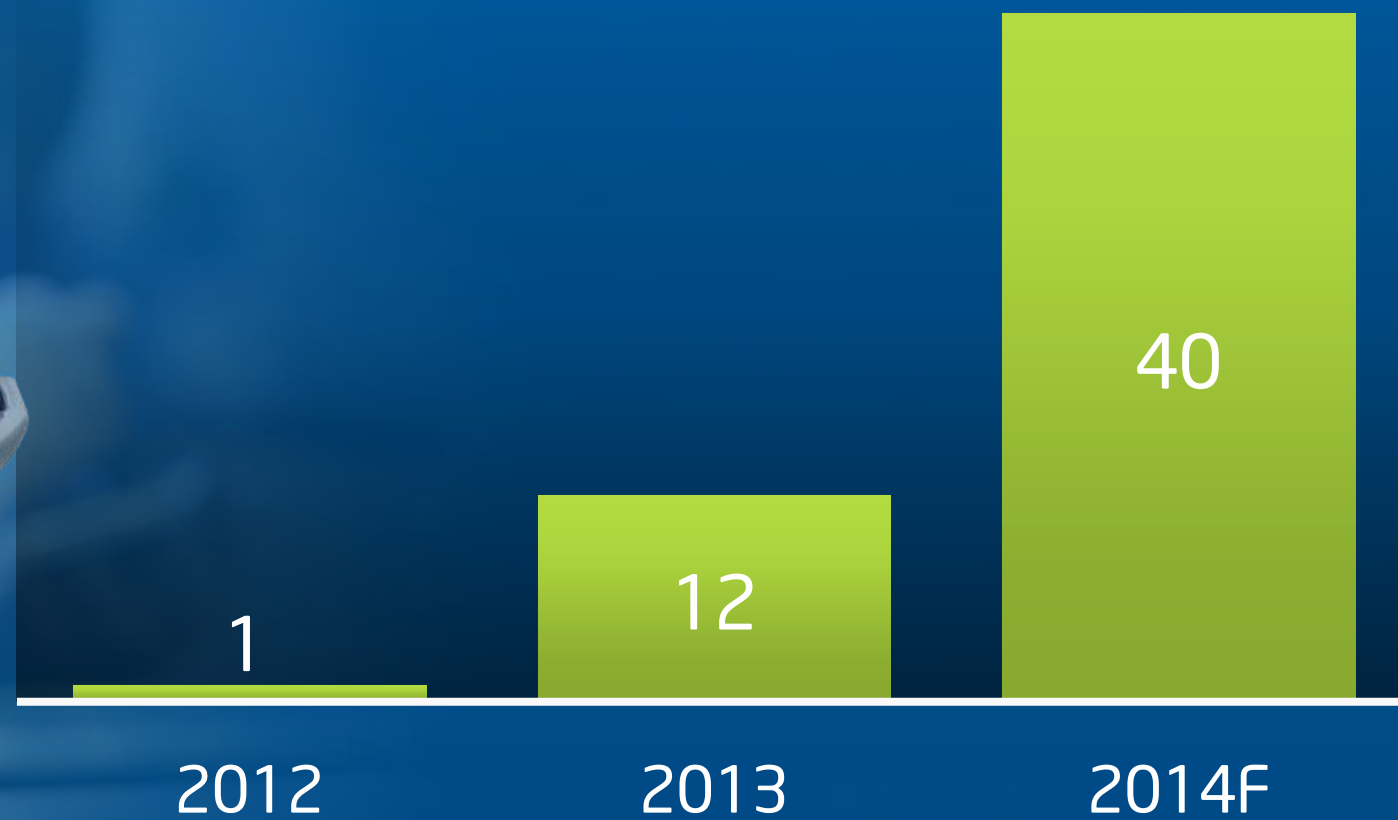
MOBILE



# 40M IA Tablets

*in 2014\**

Tablet Volume (Mu)



# Cost Optimization and Feature Differentiation

## Good, Better, Best



## Feature Differentiation





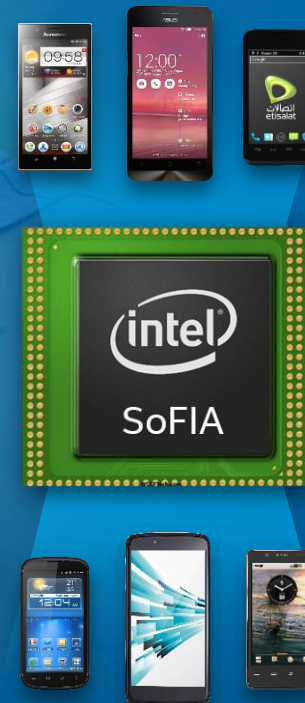
# Smart Growth in Phones

## New Partners

**Rockchip** **SPREADTRUM**

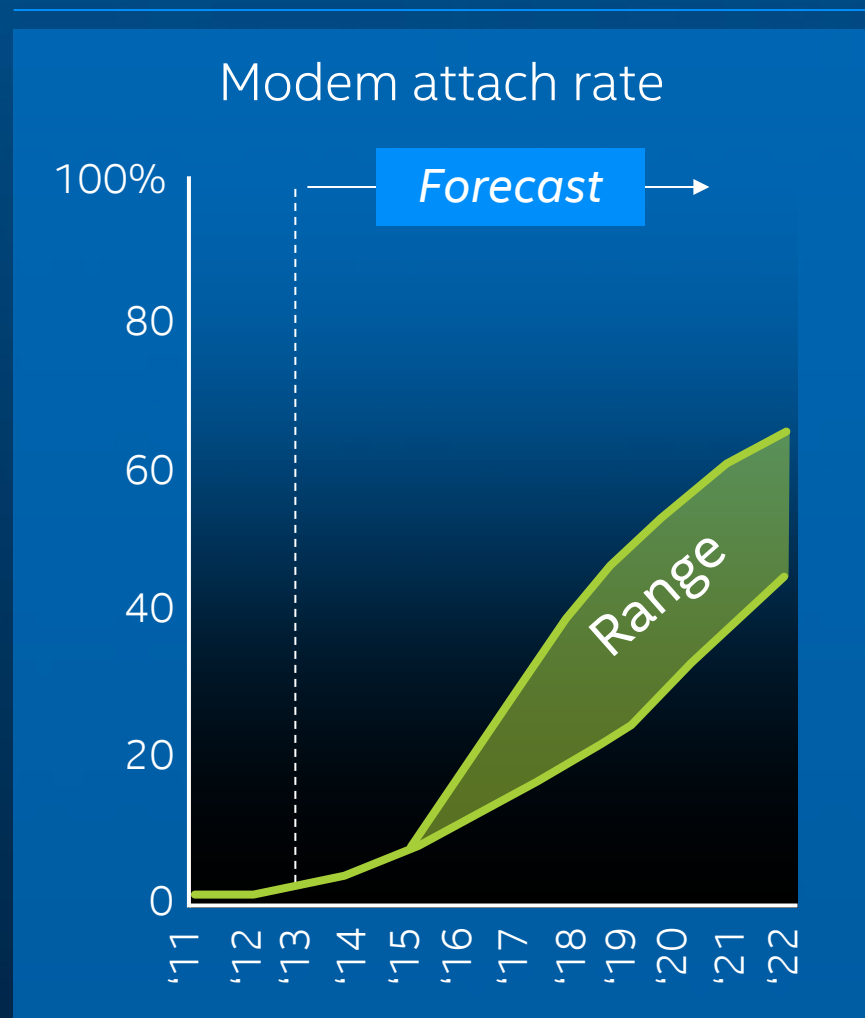
## Long Term Agreements

**ASUS®** **lenovo**

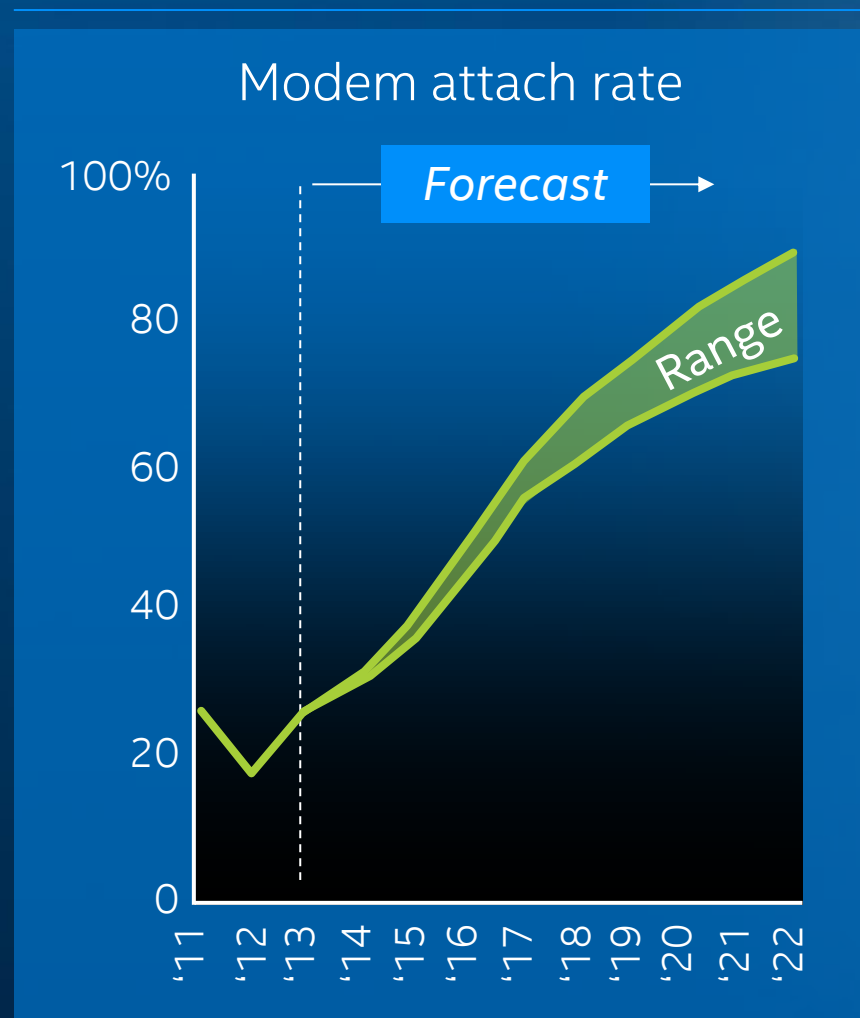


# Communications Critical Across Platforms

## LAPTOPS



## TABLETS



**lte** 4ADVANCED™



Intel® XMM™7260



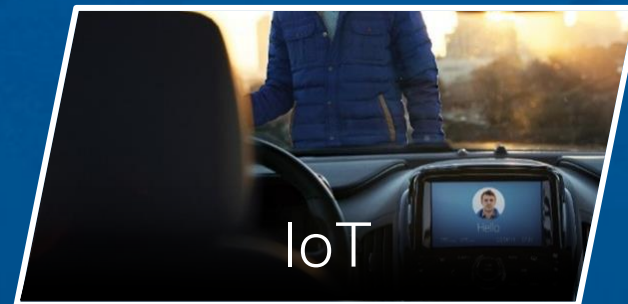
# Organizational Changes to Drive our Mobile Strategy in 2015

Moved Mobile Hardware teams into newly formed Client Computing Group

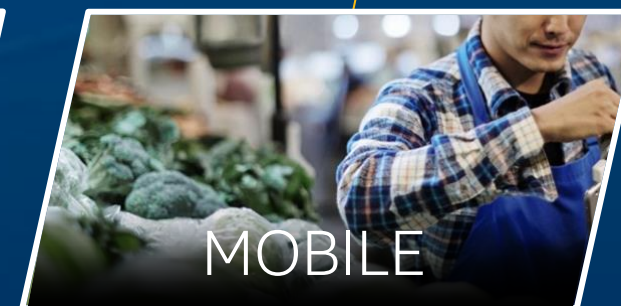
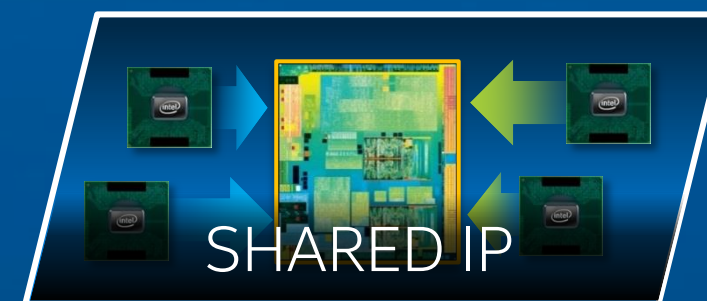
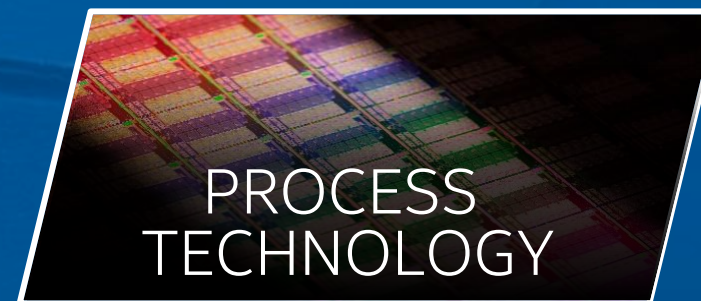
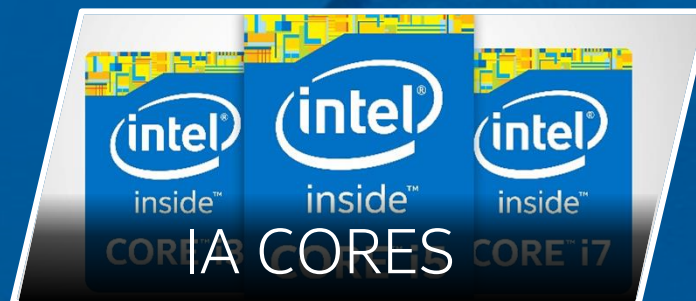
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Moved Modem and SoFIA (engineering and customer support) teams into Platform Engineering Group



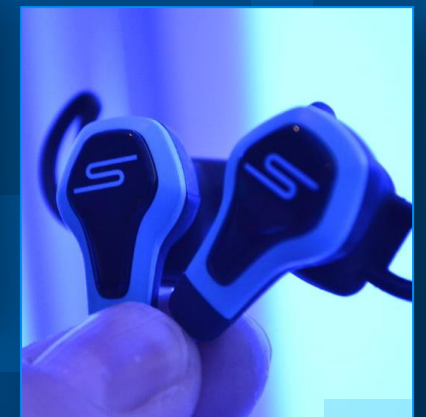
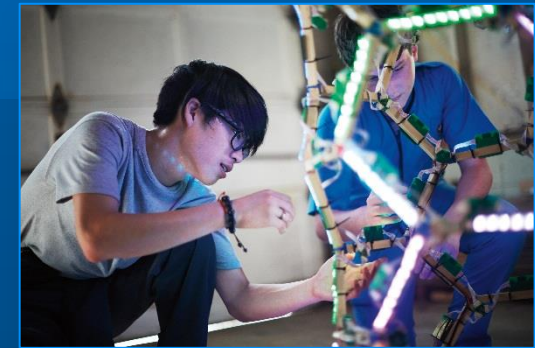


## CORE ASSETS THAT DRIVE THE PC AND DATA CENTER





# Internet of Things & Wearables





# Foundry

**ALTERA**

**Panasonic**

 **Microsemi**

**achronix**  
SEMICONDUCTOR CORPORATION

 **tabula**

**NETRONOME**



# Leadership Moving Forward

Relentless pursuit of Moore's Law

Develop products that enable the best computing experience

Market driven view of our industry

Open foundry to any company able to utilize our leading edge Silicon

Create Platforms for Enterprise, not just Silicon

Drive focus on bringing innovation to market quickly

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Develop products that enable the best computing experience

Market driven view of our industry

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Create Platforms for Enterprise, not just Silicon

Drive focus on bringing innovation to market quickly

Continue growth in the Data Center

If it is smart and connected, it is best with Intel





**Mike Bell**  
New Devices  
Group



**Wendell Brooks**  
Mergers  
& Acquisitions



**Diane Bryant**  
Data Center  
Group



**Rob Crooke**  
Non-Volatile Memory  
Solutions Group



**Doug Davis**  
Internet of Things  
Group



**Hermann Eul**  
Mobile and  
Communications  
Group



**Amir Faintuch**  
Platform Engineering  
Group



**Doug Fisher**  
Software and  
Services Group



**Joshua Walden**  
Platform Engineering  
Group



**Wen-Hann Wang**  
Intel Labs



**Chris Young**  
Intel Security Group



**Brian Krzanich**  
Chief Executive Officer



**Renée James**  
President



**Bill Holt**  
Technology and  
Manufacturing Group



**Steven Fund**  
Global Marketing  
& Communications



**Richard Taylor**  
Human Resources



**Kim Stevenson**  
Information Technology



**Arvind Sodhani**  
Intel Capital



**Stacy Smith**  
Chief Financial Officer



**Kirk Skaugen**  
Client Computing Group



**Steve Rodgers**  
Law & Policy Group



**Greg Pearson**  
Sales and  
Marketing Group



**Tom Kilroy**  
Corporate Strategy

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SANTA CLARA    NOVEMBER 20

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