



DATA-CENTRIC TRANSFORMATION

KWON, MYUNGSOOK

President at Intel Korea
Vice president at Intel SMG

OUR AMBITIONS...

**WE ARE IN THE
MIDDLE OF A JOURNEY**

● **2013**
A **PC-Centric**
Company

● **2017-2021**
Data-Centric
Company

● **2021 & BEYOND**
Intel Powers
the **World**



DATA CONFERENCE 2019

OUR STRATEGY

MAKE THE WORLD'S BEST SEMICONDUCTORS

LEAD THE AI, 5G, AND AUTONOMOUS REVOLUTION

BE THE LEADING END TO END PLATFORM PROVIDER FOR THE NEW DATA WORLD

RELENTLESS FOCUS ON OPERATIONAL EXCELLENCE & EFFICIENCY

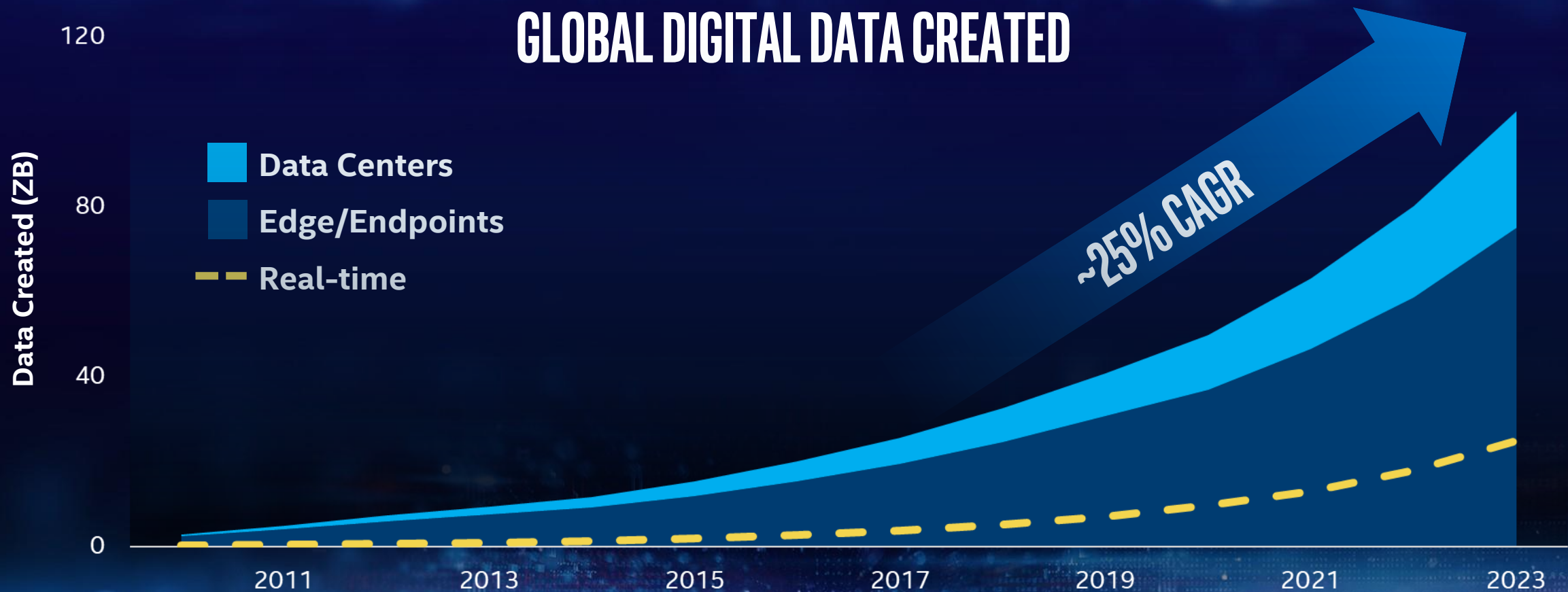
CONTINUE TO HIRE, DEVELOP AND RETAIN THE BEST, MOST DIVERSE & INCLUSIVE TALENT



DATA CONFERENCE 2019

AT THE CORE OF OUR STRATEGY DATA IS GROWING EXPONENTIALLY

GLOBAL DIGITAL DATA CREATED



DATA CONFERENCE 2019

Source: IDC Data Age 2025 (2018)

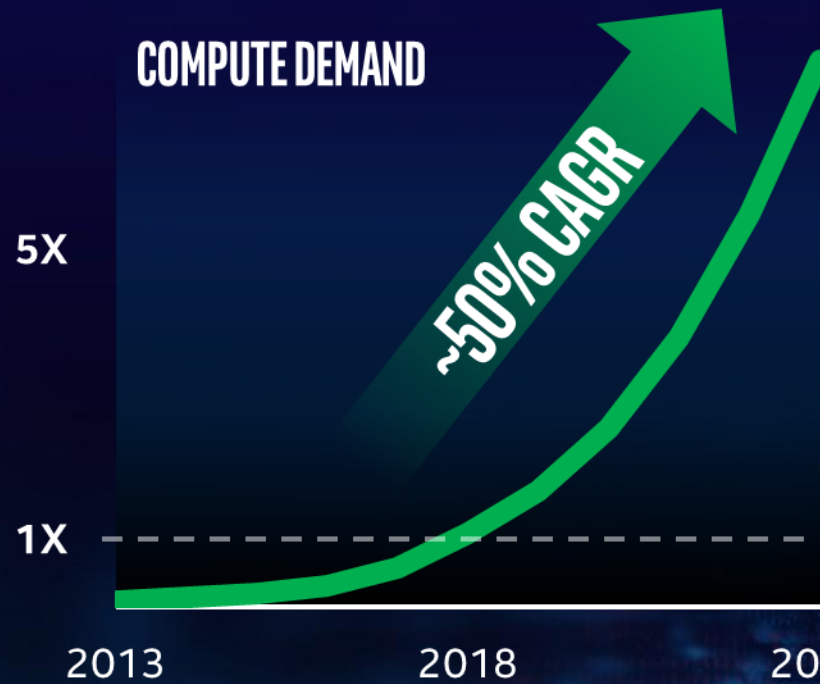
DATA GROWTH DRIVES COMPUTE, STORAGE, NETWORK DEMAND

PROCESS EVERYTHING

STORE MORE

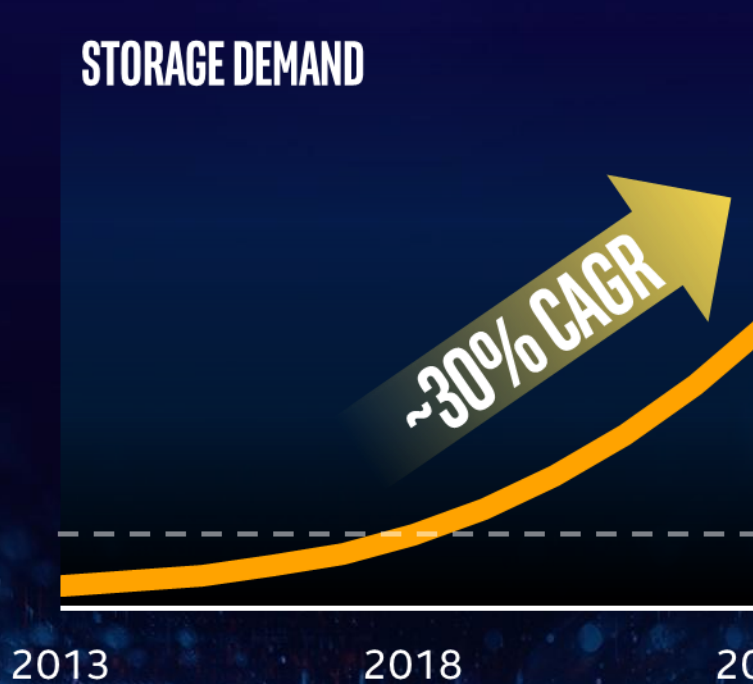
MOVE FASTER

COMPUTE DEMAND



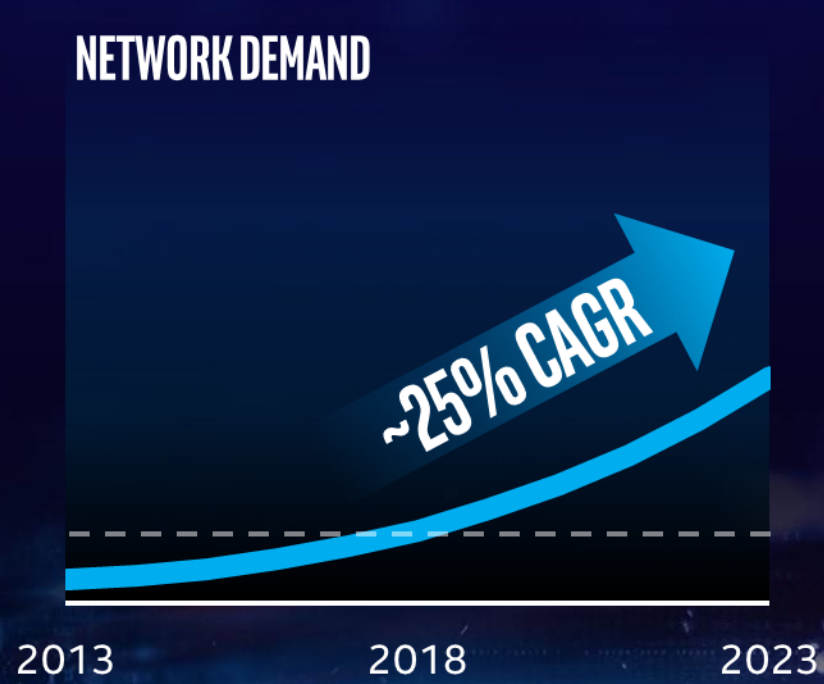
Compute Demand, Data Centers (MIPS)

STORAGE DEMAND



Stored Data, Data Centers (ZB)

NETWORK DEMAND



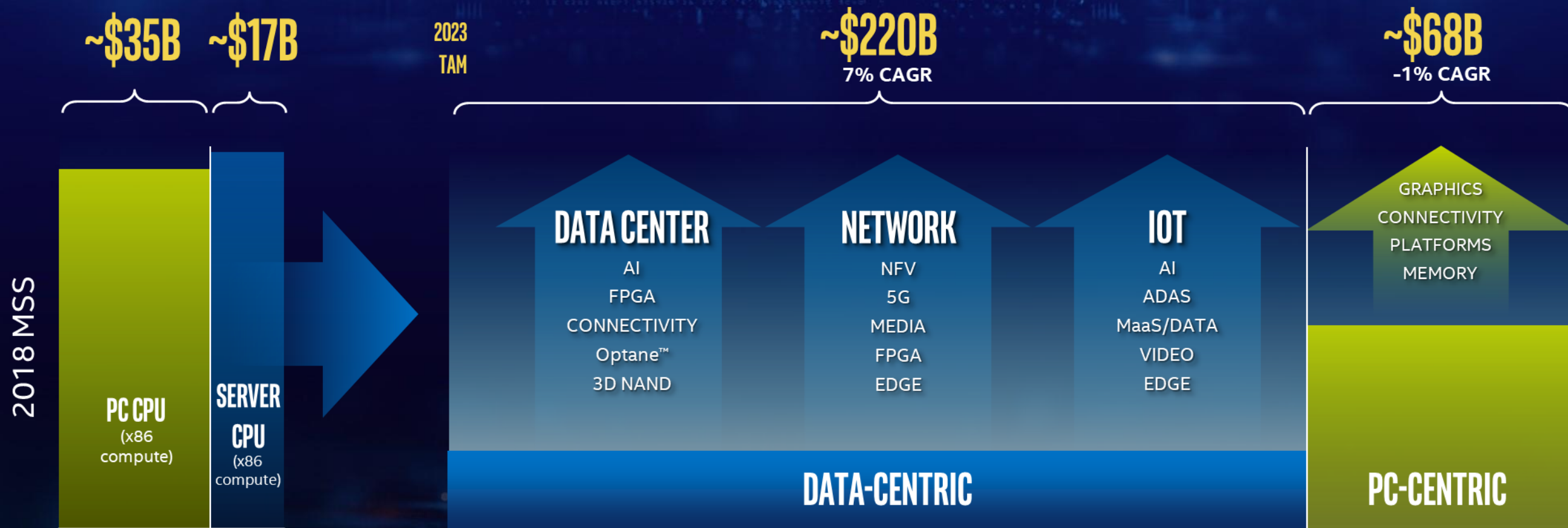
Global Internet Traffic (ZB)



DATA CONFERENCE 2019

Sources: Global Internet Traffic, Cisco VNI Forecasts (2016, 2017, 2018); Stored Data, IDC Data Age 2025 (2018); Compute demand, Intel analysis

OUR OPPORTUNITY... EXPANDED TAM



FROM DEFENDING MSS...

...TO GROWING MSS



DATA CONFERENCE 2019

2023F TAM is based on an amalgamation of analyst data and Intel analysis, based upon current expectations and available information and is subject to change without notice. PC-Centric includes CPU & Chipsets, Connectivity (including modems other than 5G smartphone), Gateways, Gaming Consoles, Memory and Discrete Graphics. Data-Centric includes Data Center and Networking Compute, Memory, Storage and Connectivity, and IOT addressable Logic ASIC/ASSP, MPU, MCU, DSP for Industrial, Transportation, Automated Driving, Retail, Video Surveillance, Healthcare, Public Sector, Office Automation, Gaming and Smart Home. IOT also includes MaaS and intelligent transportation enabled data opportunities.

OUR GAME PLAN... LEADING TECHNOLOGY INFLECTIONS

ARTIFICIAL INTELLIGENCE

AI unlocks value from data, enables new business models and experiences

5G

5G transforms the network, increases consumption of data-rich experiences

AUTONOMOUS SYSTEMS

Autonomous systems require real-time analysis of data flows, drive new compute, network architectures

...AND PLAYING A LARGER ROLE IN OUR CUSTOMERS' SUCCESS



DATA CONFERENCE 2019

OUR GAME PLAN... EXTENDING PRODUCT LEADERSHIP

WORKLOAD-OPTIMIZED PLATFORMS,
EFFORTLESS CUSTOMER &
DEVELOPER INNOVATION

SOFTWARE

SECURITY

INTERCONNECT

MEMORY

XPU ARCHITECTURES

PROCESS AND PACKAGING

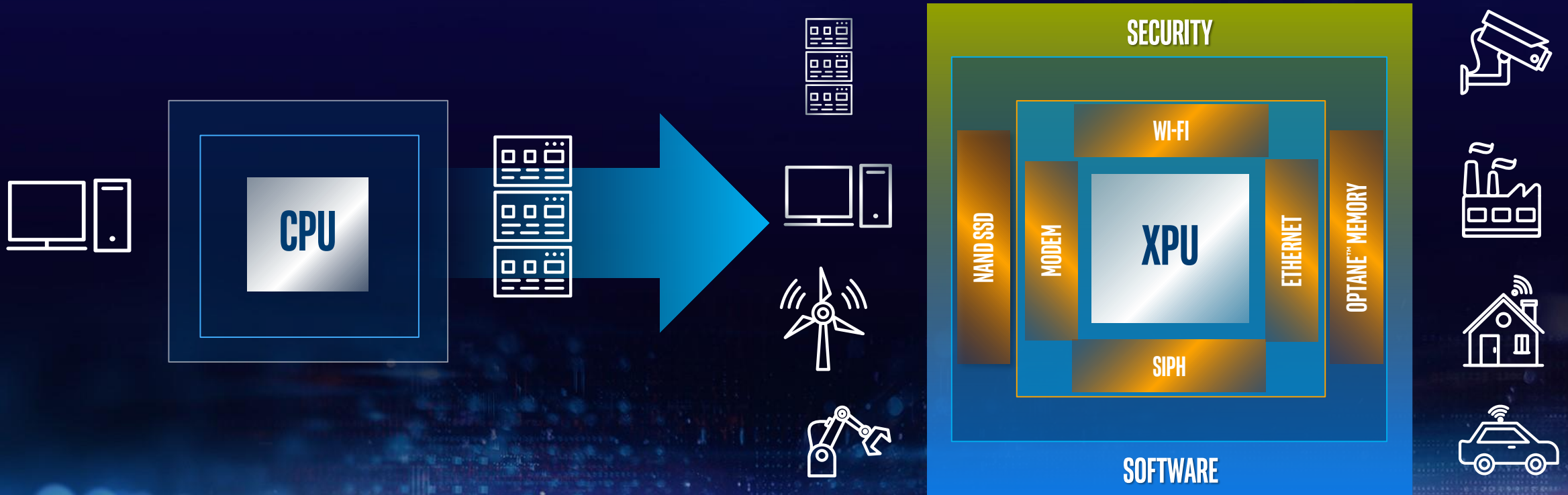


DATA CONFERENCE 2019

OUR GAME PLAN... REDEFINING INTEL INSIDE

**INTEL INSIDE =
CPU INSIDE A PC AND SERVER**

**INTEL INSIDE =
XPU PLATFORMS INSIDE EVERYTHING**



OUR GAME PLAN... MAKING BIG BETS OUR INVESTMENTS MUST...

...ADDRESS THE LEADING EDGE OF A **TECHNOLOGY INFLECTION**...

...ALLOW US TO PLAY A LARGER ROLE IN THE **SUCCESS OF OUR CUSTOMERS**...

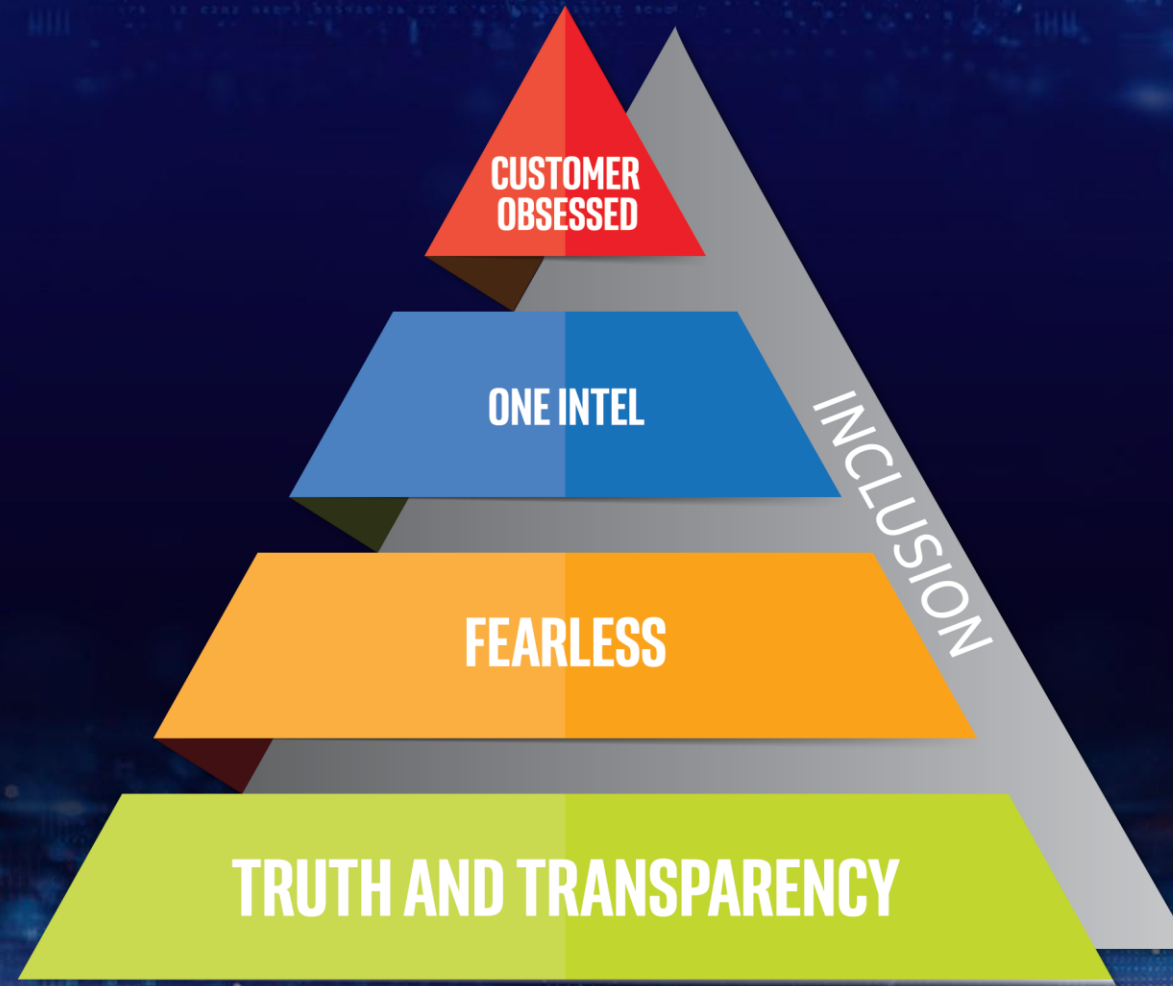
...OFFER A CLEAR PATH TO **PROFITABILITY/ATTRACTIVE RETURNS**...

...**WITH REGULAR EVALUATION**



DATA CONFERENCE 2019

OUR GAME PLAN... EVOLVING OUR CULTURE



DATA CONFERENCE 2019

SUMMARY

WE'VE EXPANDED OUR TAM...

ACCELERATING TRANSFORMATION TO A DATA-CENTRIC COMPANY

EXTEND PRODUCT LEADERSHIP ADVANTAGE...

FROM CPU TO XPU

IMPROVE EXECUTION... ACCELERATE INNOVATION... EVOLVE CULTURE

DISCIPLINED INVESTMENT... PROFITABLE GROWTH... ATTRACTIVE CAPITAL RETURNS



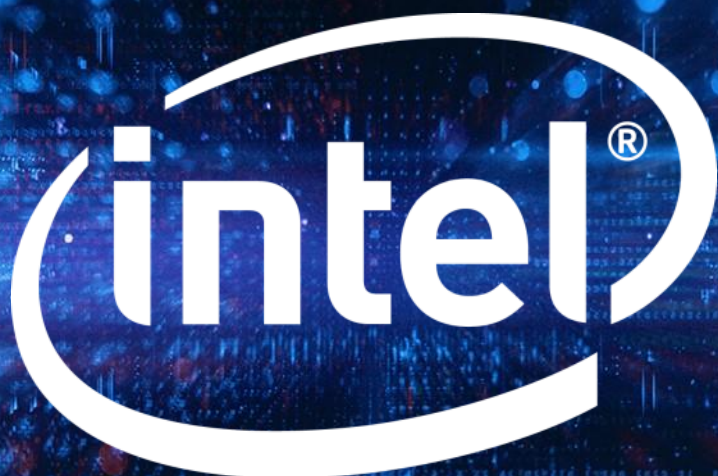
DATA CONFERENCE 2019



Korea Datahub Alliance



DATA CONFERENCE 2019



DISCLOSURES

This presentation may contain non-GAAP financial measures. You can find the reconciliation of these measures to the most directly comparable GAAP financial measure in the Appendix at the end of this presentation, if applicable. The non-GAAP financial measures disclosed by Intel should not be considered a substitute for, or superior to, the financial measures prepared in accordance with GAAP. Please refer to "Explanation of Non-GAAP Measures" in Intel's quarterly earnings release for a detailed explanation of the adjustments made to the comparable GAAP measures, the ways management uses the non-GAAP measures and the reasons why management believes the non-GAAP measures provide investors with useful supplemental information.

Statements in this presentation that refer to business outlook, future plans and expectations are forward-looking statements that involve a number of risks and uncertainties. Words such as "anticipates," "expects," "intends," "goals," "plans," "believes," "seeks," "estimates," "continues," "may," "will," "would," "should," "could," and variations of such words and similar expressions are intended to identify such forward-looking statements. Statements that refer to or are based on estimates, forecasts, projections, uncertain events or assumptions, including statements relating to total addressable market (TAM) or market opportunity, future products and the expected availability and benefits of such products, and anticipated trends in our businesses or the markets relevant to them, also identify forward-looking statements. Such statements are based on management's expectations as of May 8, 2019, unless an earlier date is indicated, and involve many risks and uncertainties that could cause actual results to differ materially from those expressed or implied in these forward-looking statements. Important factors that could cause actual results to differ materially from the company's expectations are set forth in Intel's earnings release dated April 25, 2019, which is included as an exhibit to Intel's Form 8-K furnished to the SEC on such date. Additional information regarding these and other factors that could affect Intel's results is included in Intel's SEC filings, including the company's most recent reports on Forms 10-K and 10-Q. Copies of Intel's Form 10-K, 10-Q and 8-K reports may be obtained by visiting our Investor Relations website at www.intc.com or the SEC's website at www.sec.gov.

All information in this presentation reflects management's views as of May 8, 2019, unless an earlier date is indicated. Intel does not undertake, and expressly disclaims any duty, to update any statement made in this presentation, whether as a result of new information, new developments or otherwise, except to the extent that disclosure may be required by law.

