

**NXP Executive Briefing**

**Strictly confidential – Maximum Restrictions**

**Customer: Qualcomm, Inc.**

**Date/Time: Jan 5, 3:00-4:00PM**

**Meeting Location: NXP Booth**

**NXP Meeting Owner:**

[**meetingowner@nxp.com**](mailto:meetingowner@nxp.com)**, Cell: +1 (XXX) XXX XXXX**

**Customer Attendees:**

John Smith – Director of Engineering

Jack Teller – Hardware engineering

**NXP Attendees:**

XX - Title

XX - Title

**Company Summary and Strategy**

Qualcomm is the leading provider of LTE, 3G baseband modems and WiFi/BT solutions for mobile phones, tablets, IOT, and automotive markets. QCOM plans to leverage these core competencies to broaden their penetration into automotive and smart home as their next wave of growth.

**Company Financials (if public)**

|  |  |  |  |
| --- | --- | --- | --- |
| Key Metrics | 2012 | 2013 | 2014 |
| Revenue | X |  |  |
| Operating Profit | X |  |  |
| Operating % | X |  |  |

**DWIN Performance (SFDC)**

|  |  |  |
| --- | --- | --- |
| BL Revenue | 2013 | 2014 |
| Automotive |  |  |
| S&C |  |  |
| SP |  |  |
| Total |  |  |

**Meeting Agenda (confirmed with customer ahead of meeting):**

* XX
* YY
* ZZ
* WW

**NXP Meeting Objectives:**

* XX
* YY
* ZZ
* WW

**NXP Value Proposition**

* XX
* YY

**Key Messages to be delivered:**

* XX
* YY
* ZZ
* WW

**NXP Competition (strengths and weaknesses):**

* XX
* YY

**Potential Barriers/pitfalls:**

* XX
* YY

**Top Active Projects**

**Recent Meeting Information:**

* Date – Attendees; Agenda, Outcome

|  |  |  |
| --- | --- | --- |
| MSM8916 | Rev/Yr | Next Step |
| Part/Technology 1 |  |  |
| Part/Technology 2 |  |  |
| Part/Technology 3 |  |  |
|  |  |  |
| MSM8960 | Rev/Yr | Next Step |
| Part/Technology 1 |  |  |
| Part/Technology 2 |  |  |
| Part/Technology 3 |  |  |

**Organization Information (if available)**