

Qualcomm and Fossil Announce Availability of Next Generation Smartwatches Based on Snapdragon Wear
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BERLIN, Sept. 1, 2016 /PRNewswire/ -- At IFA 2016 today, Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated (NASDAQ: QCOM), and Fossil Group (NASDAQ: FOSL) announced that the Qualcomm® Snapdragon™ Wear 2100 processor is powering the Fossil Q Marshal and Fossil Q Wander smartwatches. With today's announcement, Fossil becomes the first Fossil Group brand to ship smartwatches based on Qualcomm Technologies' next generation Snapdragon Wear 2100 processor.

Fossil Q Marshal and Fossil Q Wander smartwatches deliver a truly unique and differentiated experience for the customer, taking full advantage of the Snapdragon Wear 2100 with a crisp "always awake" touch screen, extended battery life, always-on sensing, and seamless connectivity, all wrapped in a streamlined, fashion-forward design that customers desire.

"We're investing in long-term wearables innovation due to increasing demand for smartwatches that fuse the latest in technology and connectivity into an attractive, expertly-designed wristwatch. Today's announcement is part of a broader plan to introduce more than 100 wearables this year," said Greg McKelvey, chief strategy and chief digital officer, Fossil Group. "We envision a day when every watch we make will have some type of connectivity in it. By combining Fossil Group's expertise in making beautiful, quality watches and Qualcomm Technologies' highly integrated Snapdragon Wear processors, we are bringing the best of fashion and technology to our customers."

The Snapdragon Wear 2100 is Qualcomm Technologies' second generation processor for Android Wear™ smartwatches. It is a full featured processor purposely designed for wearables running Google's Android™ operating systems. With its low power and small footprint design, the Snapdragon Wear 2100 offers a range of connectivity options, low power GNSS and a highly integrated, ultra-low power sensor hub for a truly smart experience.

"We are pleased to be working with Fossil Group and its flagship Fossil brand to deliver exciting new smartwatches and helping them win in today's dynamic wearables industry," said Anthony Murray, senior vice president and general manager, IoT, Qualcomm Technologies International, Ltd. "Combining the industry-leading Snapdragon Wear 2100 with Fossil Group's design expertise will continue to fuel innovation, set a new bar in the wearables industry and bring the best of fashion and technology to consumers."

About Qualcomm Incorporated

Qualcomm Incorporated (NASDAQ: QCOM) is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 30 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

About Fossil Group, Inc.

Fossil Group, Inc. is a global design, marketing and distribution company that specializes in consumer lifestyle and fashion accessories. The Company's principal offerings include an extensive line of men's and women's fashion watches and jewelry sold under a diverse portfolio of proprietary and licensed brands, handbags, small leather goods and accessories. The Company's products are sold to department stores, specialty retail stores and specialty watch and jewelry stores in the U.S. and in approximately 150 countries worldwide through 23 Company-owned foreign sales subsidiaries and a network of approximately 80 independent distributors. The Company also distributes its products in over 600 Company-owned and operated retail stores, through its international e-commerce websites and through the Company's U.S. e-commerce website at www.fossil.com. Certain press release and SEC filing information concerning the Company is also available at www.fossilgroup.com.

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