SMG Pricing Authority Policy (SPP)

1. **Background**

   a. **Exception Pricing**. Exception Pricing (i.e., discounted pricing) is any price that differs from the Customer Authorized Price (CAP) or the Standard Disti Cost (SDC). Exception Pricing is used when a price below the customer's current CAP or SDC is required to meet competitive pricing in order to win a sales opportunity. For purposes of this policy, Exception Pricing includes price discounts, Market Development Funds (MDF), Non-recurring Engineering Funds (NRE) and any other contra-revenue payment offered to a customer.

   b. **SPP**. The SPP is SMG's policy that describes the approvals required to offer Exception Pricing.

   c. **All SMG employees must comply with the SPP**. Non-compliance may lead to corrective action, up to and including termination of employment.

   d. **Scope**. The SPP applies to all price discounts, MDF, NRE and any other contra-revenue agreements for all products sold by Intel or its subsidiaries.

   e. **Exceptions**. Any exception to the SPP must be approved in advance by the GM of the Business Management Group.

2. **General Requirements**

   a. **Pricing Operations Decision-Makers**. The Pricing Operations Decision-Makers are as follows:

BU	Product	Pricing Operations Decision-Maker	
		Title	Name of Person
AXG	Discrete Graphics Products and autonomous driving pricing	Director, AXG Operations	Shahzad Baqai
CCG	CPUs, chipsets, wireless products (e.g., WiFi, modems), Thunderbolt	Director, CCG Operations	David McCloskey
DCAI	CPUs, chipsets, Optane PMEM, Optane SSD, PCSD Boards & Components, PSS Systems	Director, DCG Operations	Ryan Mcmanama
NEX – CG	EPG, SPPD, XfG (Barefoot), IPU	For direction, please reach out to Brian Page	
NEX – IOTG	CPU, Chipsets, Movidius, Wifi	IOTG Pricing Manager	Mark Gessner
NEX – NPG	CPU, eASICs, Axxia, chipsets	Director, NPG operations	L John Johnson
PSG	All products, including FPGA, CPLD, PAC, Enpirion Power, eASICs	Director, PSG Operations	Noel Nevin

b. **Pricing Operations Decision-Maker must Approve all Exception Pricing**. All Exception Pricing must be approved by the appropriate Pricing Operations Decision-Maker or his or her delegate <u>before</u> it is communicated to the customer.

c. **Exception Pricing Process**. If you do not know how to obtain Exception Pricing through existing products-specific processes, submit your Exception Pricing request to your regional pricing operations representative. The regional pricing operations representatives will route your request through the approval process or provide you with information on how to get your Exception Pricing request approved by the appropriate Pricing Operations Decision-Maker. The regional pricing operations representatives are:

    i.   **Americas** – Bob Piper;

    ii.   **APJ** – Sandra Ng;

    iii.   **EMEA** – Colin Dutnall;

    iv.   **PRC** – Ma, Li (DCAI requests), Stephanie Wong (CCG requests).