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PC TAM and Platform Roadmap Investor Webinar

John Pitzer
Corporate Vice President, Investor Relations
Presenters

Christoph Schell
Executive Vice President
Chief Commercial Officer
Sales, Marketing and Communications Group

Michelle Johnston Holthaus
Executive Vice President
General Manager, Client Computing Group
PC TAM and Platform Roadmap Webinar

Introduction: John Pitzer

PC TAM: Christoph Schell

PC Platform Roadmap: Michelle Johnston Holthaus

Live Q and A
Christoph Schell
Executive Vice President
Chief Commercial Officer
Sales, Marketing and Communications Group
Refresh Rates Stabilized in the 2nd half of 2010s
Usage rates stabilized then grew significantly due to Covid
Driver-Based PC TAM Model Architecture

Data Input Framework
- Consumer
- Education
- Commercial excl. Edu

DT

Statistical Models
- Time Series Analysis
- Regression Models
- AI/Machine Learning
- Trend & Seasonality
- Outlier Detection

Macroeconomics
- Technology
- Demographics
- Ownership/Usage of PCs and other Devices
- Device Lifetime & PC Refresh Cycle

TAM Baseline
- 8-Subgeo, 3-Segment, 2-Form Factor, Price band

Qualitative Inputs
- Customer & Ecosystem Feedback
- Primary Research Survey Data Telemetry Data
- Industry reports
- Consortia Reports

Integrate 3rd party’s perspectives into forecast

Output
- TAM Forecast by Country, Segment, Form Factor

External drivers modify the variables in the base formula

© Intel
Long-term PC TAM Expectations:

300m units +/-

2023 TAM 270-295m
TAM is sustainably 300m units +/-

PC TAM = I/R + N
I = installed base; R = refresh rate; N = new placement

Despite the drop in PC shipments during the quarter, Windows continues to see usage growth...on average, Windows 10 and Windows 11 users are spending 8.5% more time on their PCs than they were 2.5 years ago.

Satya Nadella,
Microsoft CEO, 10/25/22
TAM is sustainably 300m units +/-

**Commercial**

- Commercial Installed Base + TAM

**Education**

- Education Installed Base + TAM

**Key variables: Installed base, refresh, GDP, Price**
- >200m of commercial installed base > 4 yrs
- ~5 yr refresh rate
- GDP + relative price

**Market Dynamics**
- OS End of Support
- Hybrid work

**Education TAM by Region**

- North America
- World ex North America

**Key variables: Installed base, refresh, penetration**
- Education installed base 50% larger in 2022 vs 2019
- Commercial-like refresh historically
- More than half education TAM is in North America

**Market Dynamics**
- Learn from home
- Classroom PC usage
TAM is sustainably 300m units +/-

Macro Tailwinds

- IHS Real GDP Forecast Y/Y % Growth:
  - Global growth projected to pick up in 2024 as inflation moderates and monetary policies ease.

- IHS CPI Forecast (LCU-Based), Y/Y% Growth:
  - Inflationary pressures persist; expect some easing in 2023 and again in 2024.

Market Tailwinds

- PC Installed Base vs PC Refresh Rate:
  - Chromebook usage remains historically high even as the pandemic’s most acute impacts diminished. – Google, Q3’22

Asia Pacific Region

- 2.3 Billion Population
- 528M Households
- 236M Condensed AP
- 126M HhN without AP
- 28M PC TAM
Intel MSS Evolution

Quarterly IDC estimates of PC CPU MSS

Annualized IDC estimates of PC CPU MSS
Michelle Johnston Holthaus

Executive Vice President
General Manager, Client Computing Group
Our Leadership Roadmap

Accelerated with 5 nodes in 4 years
All product plans and roadmaps are subject to change without notice.

HYBRID
2021 - 2022
Alder Lake & Raptor Lake
Intel 7
Delivering double digit performance increases

DISAGGREGATED
2023 - 2024
Meteor Lake & Arrow Lake
Intel 4
Intel 20A
External N3
Scaling performance to AI and graphics

ULTRA LOW POWER PERFORMANCE
2024 +
Lunar Lake & Beyond
External
Intel 18A
Driving Performance per Watt leadership

Delivering increased performance and capabilities on an annual cadence
13th Gen Intel® Core™ Desktop Processors
Codenamed Raptor Lake

- **Up to 24 Cores**: 8 performance-cores and double the amount of efficient-cores
- **Up to 5.8 GHz**: It’s the World’s Fastest Desktop Processor
- **Up to 15%**: Better Single-Threaded Performance
- **Up to 41%**: Better Multi-Threaded Performance

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1. At 5.8 GHz, Intel Core i9-13900K is the world’s fastest desktop processor (as of December 2022).
2. As compared to prior generation. See intel.com/performanceindex for details.
13th Gen Intel® Core™ Mobile Processors
Codenamed Raptor Lake

300+ Designs
Expected from OEMs this year

Up to 5.6 GHz
The highest clock speed available for the laptop market

Up to 11%
Faster Single-Threaded Performance

Up to 49%
Faster Multi-Threaded Performance

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1 At 5.6 GHz, 13th Gen Intel Core i9-13980HX is the fastest mobile processor as of December 2022. As compared to prior generation.
2 As measured by SPECrate®2017_int_base (1 copy) on 13th Gen Intel® Core™ i9-13950HX processor vs. 12th Gen Intel® Core™ i7-12900HK.
3 As measured by SPECrate®2017_int_base (n copy) on 13th Gen Intel® Core™ P-13950HX processor vs. 12th Gen Intel® Core™ i9-12900HK.

Please note: This slide has been updated following the presentation to reflect updated legal disclaimers.
Our Leadership Roadmap

Accelerated with 5 nodes in 4 years
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HYBRID
2021 - 2022
Alder Lake & Raptor Lake

DELIVERING DOUBLE DIGIT PERFORMANCE INCREASES

DISAGGREGATED
2023 - 2024
Meteor Lake & Arrow Lake

SCALING PERFORMANCE TO AI AND GRAPHICS

ULTRA LOW POWER PERFORMANCE
2024 +
Lunar Lake & Beyond

DRIVING PERFORMANCE PER WATT LEADERSHIP

Delivering increased performance and capabilities on an annual cadence
The Power of Our Open Ecosystem

Together, with our partners, we are harnessing the power of an open ecosystem, delivering full and enriching capabilities that provide the best PC experiences for the next decade of computing.

2022 Client Ecosystem Symposium
200+ Companies, 900+ Attendees

13 Tracks & 55 Sessions Spanning:
- Project Athena - Evo
- Commercial & vPro
- Form Factor, Interactive & Display
- Performance & Responsiveness
- Battery Life
- Connectivity
- Engineered for Evo
- Mainstream Next
- Enthusiast (Gaming & Content Creation)
- Cloud Client/Linux
- Modern Desktop & Innovation
- Chrome
- User Experience & AI

Partners:
- Top OEMs and LOEMs
- ODMs
- IHVs
- ISVs

Roles:
- Engineers
- Architects
- Business Leaders
- Sales & Marketing
- Execs

Unrivaled Choice  

Price Points  

Peripherals
Our Experience Innovation
Intel® Evo™ Thin and Light Designs

Key Experiences

Intelligent Collaboration
4 technologies enabling superior video conferencing

AND

Consistent Responsiveness
across 25 most common tasks - More intensive Workload

AND

9.5+ Hours Real World Battery Life¹

AND

<1 sec. Instant Wake

AND

Fast Charge
4 hours of battery life in 30 min. charge

AND

New Multi-Device Experience

¹As measured by unique features of Intel Evo designs such as high performing Intel® Core™ CPUs, premium components, unmatched compatibility, and the latest connectivity solutions in sleek innovative designs. All Intel Evo branded designs must meet demanding thresholds for key mobile user experiences like responsiveness and battery life; individual device performance may vary. Details at www.Intel.com/Performance-Evo.
Our Experience Innovation
Intel® Evo™ Designs

Hundreds of Intel Evo-verified thin & light designs
delivered to market from more than 15 OEM partners including Acer, ASUS, Dell, HP, Microsoft and Samsung

Intel Evo designs have nearly double Net Promoter Scores
Compared to similarly price non-Intel Evo laptops
Intel® Unison™ Promotes an Open Ecosystem

Intel® Unison™ solution is currently only available on eligible Intel® Evo™ designs on Windows-based PCs powered by 12th Gen or newer Intel Core and only pairs with Android- or iOS-based phones; all devices must run a supported OS version. See intel.com/performance-evo for details. Other names and brands may be claimed as the property of others.
Intel® Unison™ Features & Capabilities

Phone Calls

Messages

File & Photo Sharing

Notifications

Intel® Unison™ solution is currently only available on eligible Intel® Evo™ designs on Windows-based PCs powered by 12th Gen or newer Intel Core and only pairs with Android- or iOS-based phones; all devices must run a supported OS version. See intel.com/performance-evo for details. Other names and brands may be claimed as the property of others.
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Intel vPro® Platform

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Businesses can experience up to a 198% ROI when using Intel vPro¹

Businesses who use Intel vPro experience 28% fewer material breaches, saving millions of dollars annually¹


All versions of the Intel vPro® platform require an eligible Intel® Core™ processor, a supported operating system, Intel LAN and/or WLAN silicon, firmware enhancements, and other hardware and software necessary to deliver the manageability use cases, security features, system performance and stability that define the platform. See intel.com/performance-vpro for details.
Next Intel vPro® Platform
launching in the coming months
Intel vPro® + CrowdStrike

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Driving Innovative Experiences Through Platforms
Why Intel Wins

Large and growing TAM

Leadership products & platform experiences

Vibrant OPEN ecosystem driving innovation and best PC experiences
QnA