

LEADING THROUGH INNOVATION & REINVENTION

Tom Kilroy
Executive Vice President

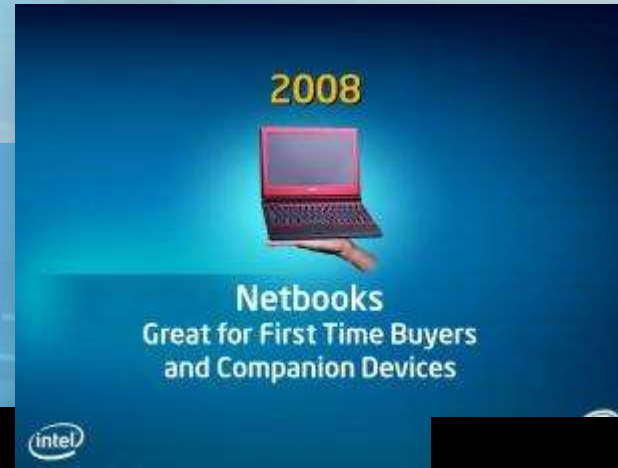


Key Milestones Together

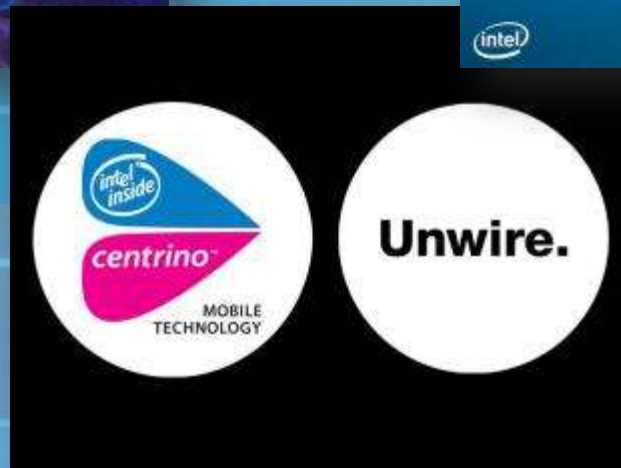
2001: Pentium® 4



2008: Netbooks



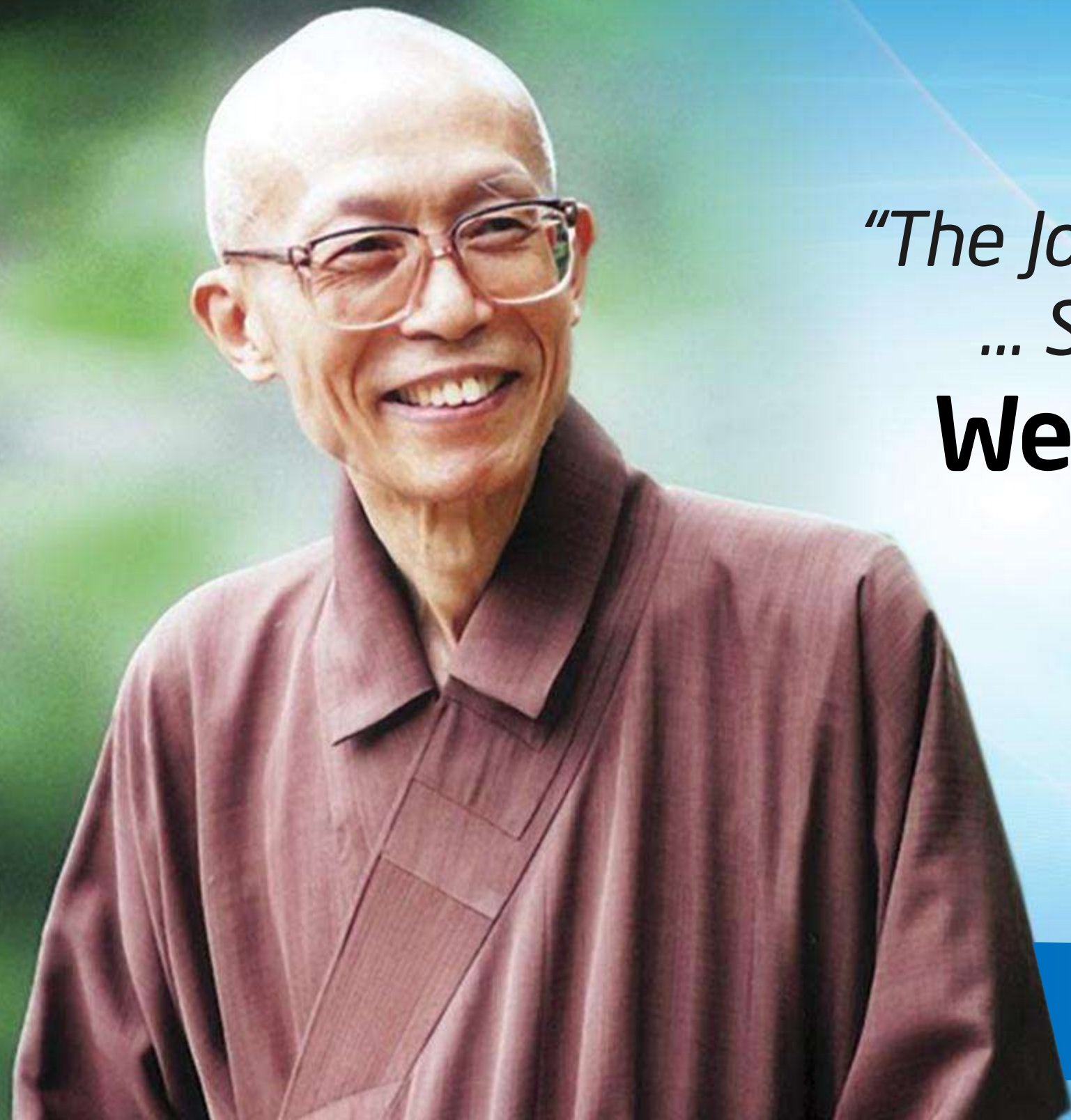
TODAY: 2-in-1



2004: Centrino™



2011: Ultrabook™



*"The Journey of a Thousand Miles ...
... Starts Beneath Your Feet"*
We Make Our Destiny.

Sheng Yen
聖嚴

Industry Pace

Intercept Opportunities

Thriving Together

The Steady March of COMPUTING EVOLUTION

1980's

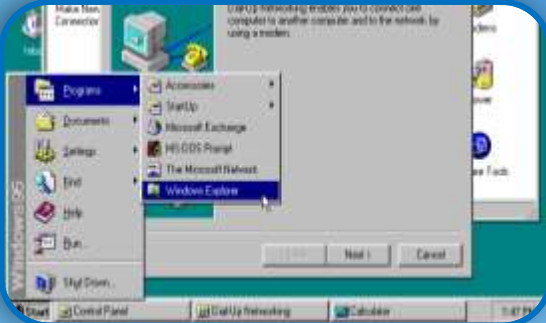


```
root date is Tue 1-01-1980
Enter new date:
Current time is 7:48:27.13
Enter new time:

The IBM Personal Computer DOS
Version 1.10 (C)Copyright IBM Corp 1981, 1982

A:\dir
DIRNAME DIR  FORDNT  DIR  CHGSH  DIR  SVS  DIR  DISKCOPY  DIR
DISKCOPY  DIR  COPY  DIR  EXCHDIR  EXE  MOVE  DIR  ESHLN  DIR
DIRS  DIR  LINK  EXE  BLOC  DIR  INTCR  DIR  RT  DIR
SAMPLES  DIR  PORTAGE  DIR  COLONBAR  DIR  CALENDAR  DIR  TESTIC  DIR
SANDY  DIR  CIRCLE  DIR  FICHAIR  DIR  SPICE  DIR  INLL  DIR
DIR  DIR
25 File(s)
A:\dir command.cme
DIRNAME DIR  4959  5-07-82  12:00p
1 File(s)
```

1990's



2000's



The background is a vibrant blue gradient with a sense of motion. On the left side, a bright white light source creates a lens flare effect, with numerous thin, white and light blue lines radiating outwards across the frame. The overall composition is energetic and futuristic.

Has Become
A SPRINT

One Year Ago

Market Share of Tablets, Q2 '12

ANDROID



iOS

Today

Market Share of Tablets, Q1 '13

ANDROID

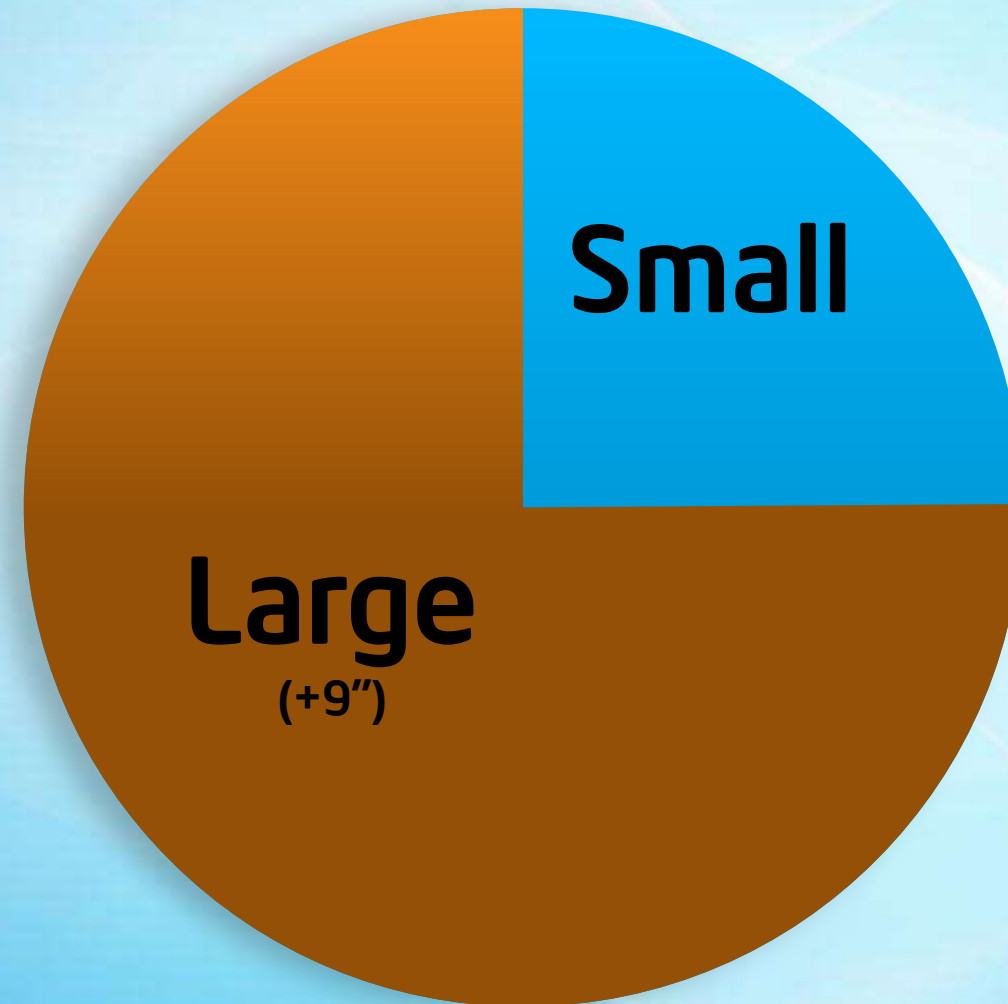


iOS



One Year Ago

Screen Size Market Share of Tablets, Q2 '12

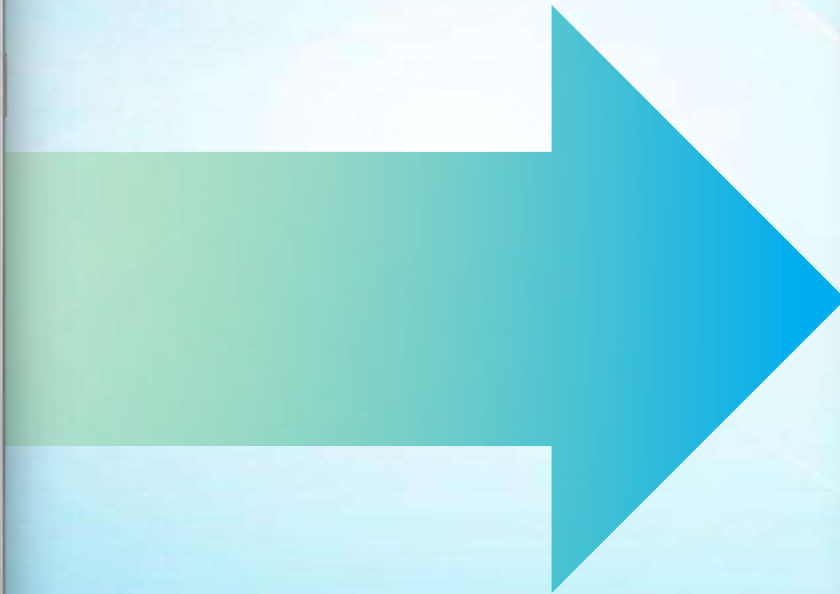


Today

Screen Size Market Share of Tablets, Q1 '13



Phones are Going the Other Way



All-In-Ones Are Evolving



The **GAME CHANGER**



Our Increasingly Digital Lives



Connecting



Gaming



Shopping



Watching



A Case in Point

2008

Beijing Olympics



Total Viewership

Online Viewership

LIVE Online Viewership

2012

London Olympics

~Flat

Double

Quadruple

133K Years

Collectively Spent by Everyone on the Internet

500M

Statuses are Updated

56K Movies

Hollywood-length Movies
Uploaded to Youtube

**EVERY DAY ON
THE INTERNET**

3 Times More

Video watched on Hulu than Movies in Theaters

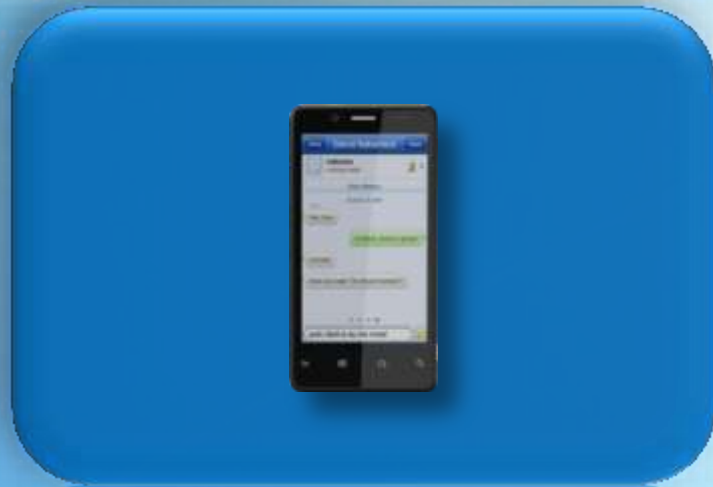
Taller than (if printed out)

100 Taipei 101s

500M Photos Uploaded

The On-Ramps ...

Phone



Tablet

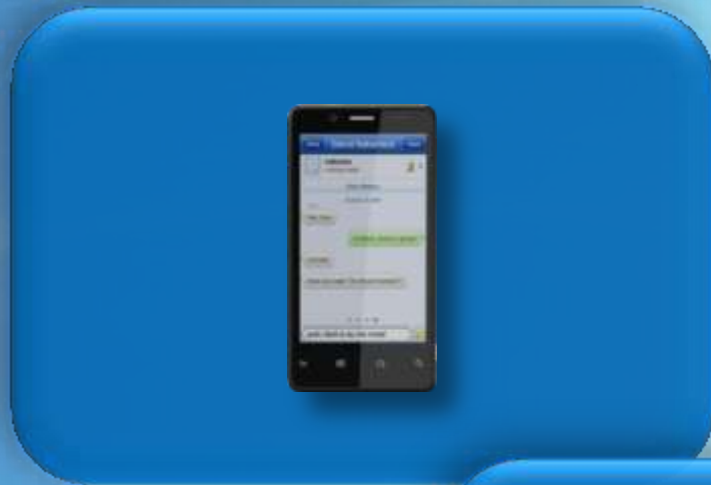


PC



... Are Evolving Fast

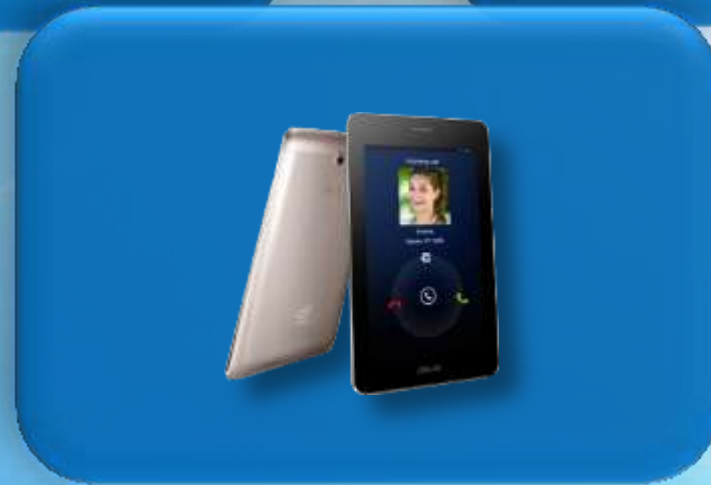
Phone



Tablet



PC



Phablet



2-in-1



All-In-One

1.5B UNIT OPPORTUNITY

This Year

How Are We Intercepting?

We're Getting Traction in Phones ...

Ramping Phone Designs



Across 32 Countries

We're Gaining Ground in Tablets

Multi-OS



AND



Multi-Partner



Multi-Segment

Consumer



Business

Aiming to be THE Horizontal, Platform of Choice Partner

We Are Innovating Fast

Merrifield

Next Generation Smartphones, Q1 2014



4G LTE, Sensor Hub
Data, device & privacy protection



Bay Trail-T

Tablets Starting Holiday 2013



Quad-Core with better graphics
2x performance AND all day battery



AND



SILVERMONT

New 22nm Tri-Gate Microarchitecture
~3x More Peak Performance OR ~5x Lower Power

Extending Beyond Tablets

One Amazing Architecture,
Many Product Lines

Silvermont
Architecture

Entry
Notebooks

AIO

Entry
"2 in 1"

Tablets



AND



AND



The Popular Debate ...

Two Perspectives

Salon.com
April 12, 2013

**Yes, the PC is dead.
What's next?**

**Put Away The Eulogy,
The PC Is Alive And Well**

TechCrunch
April 20, 2013

Which One is Right?

兩個

(both)

Our Declaration 2 Years Ago

REINVENT THE NOTEBOOK

Ultrabook™

Ultra Secure

Ultra Thin

Ultra Responsive

Smart Visual Experience

Long Battery Life

The Attributes of a Tablet, the Performance of a Laptop
NO COMPROMISE



And You Stepped Up!

Innovating in Preparation for
4th Generation Core™



Touch

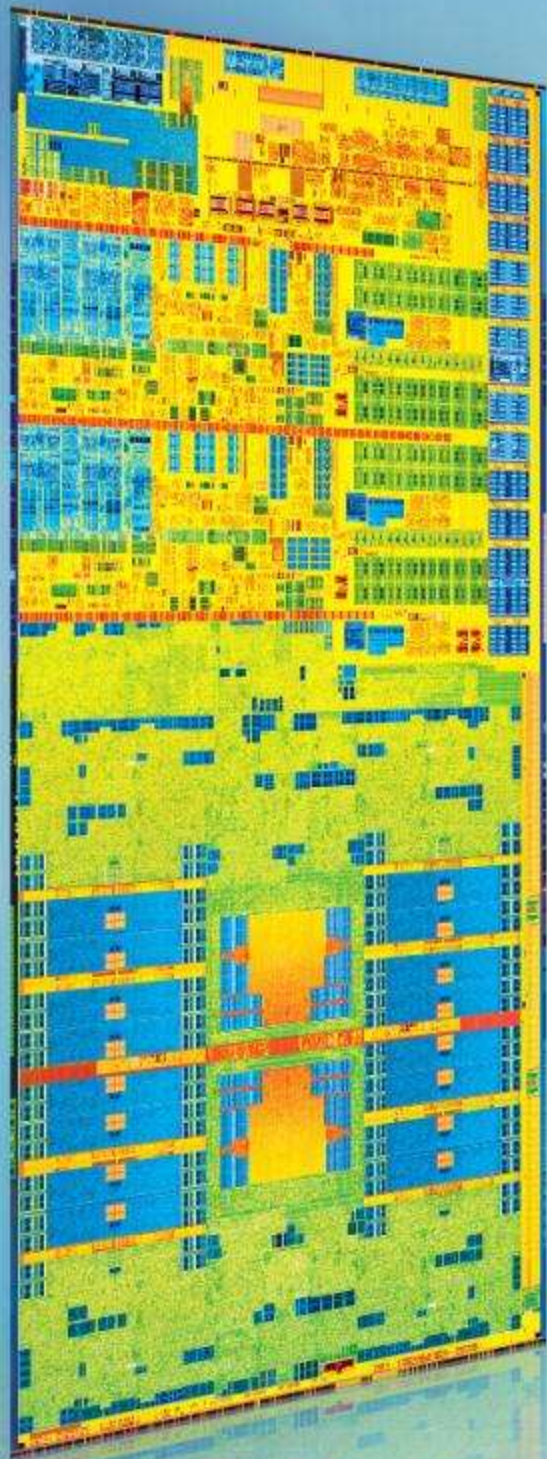


Mechanical



Ultrathin
Design





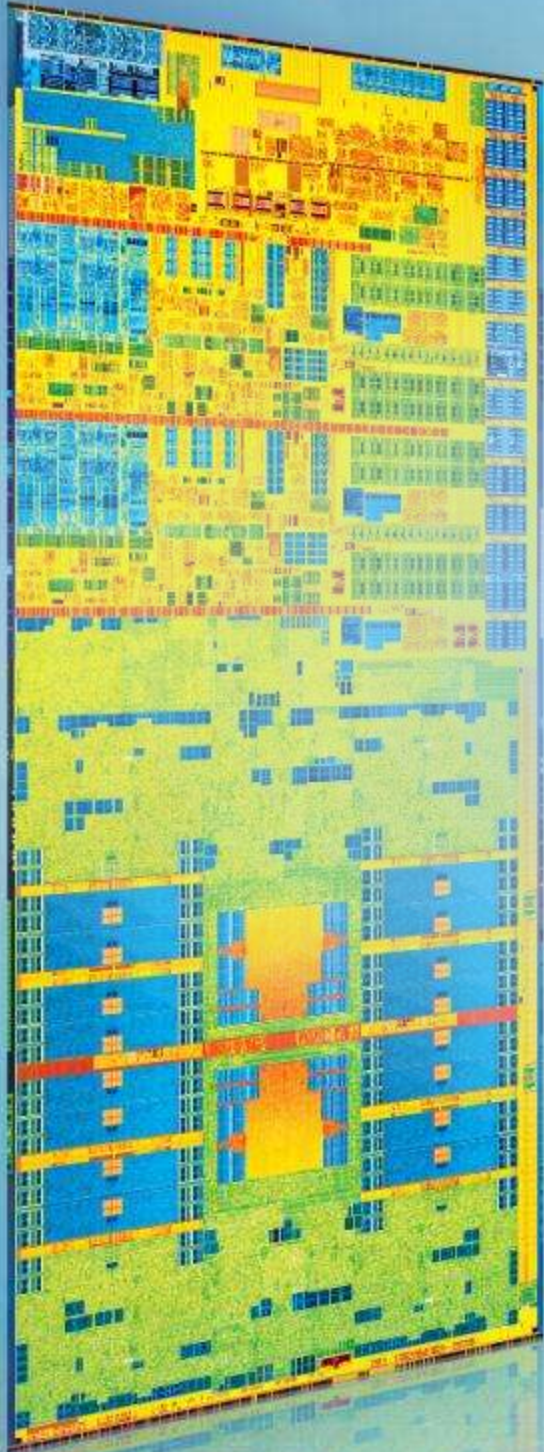
Introducing ... 4th Generation Intel® Core™ Processor Family

Designed FOR the Ultrabook™
Enabling The New Breed of 2-in-1s
Intel® Iris™ Graphics for Amazing Experiences

Seeking Alpha α

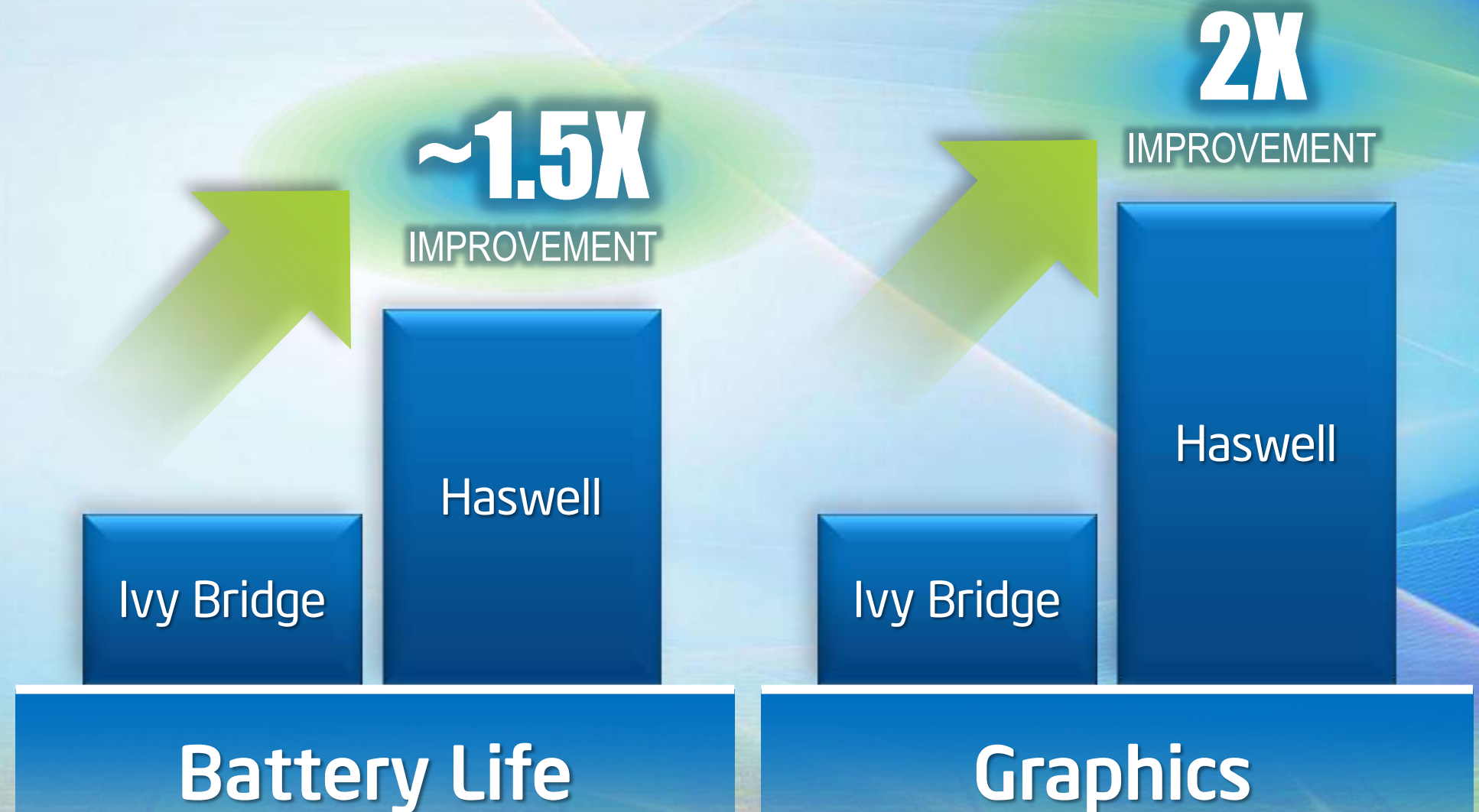
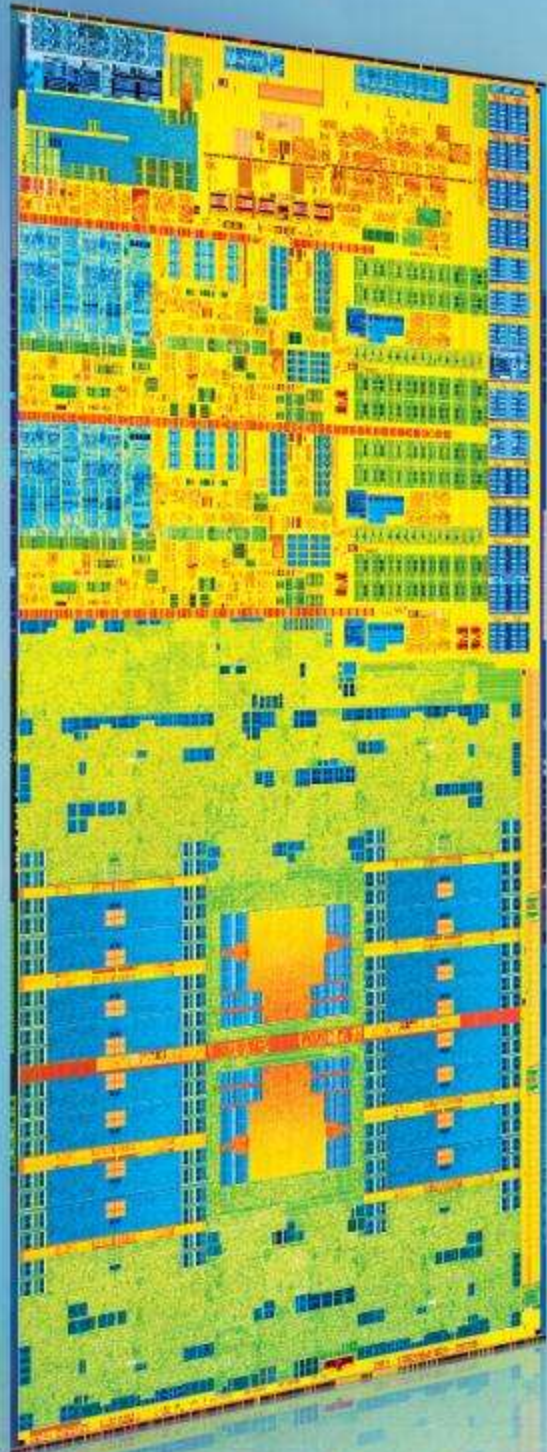
*"... the real magic is the heavy focus on reducing
idle power characteristics to levels unheard of
from high performance processors."*

April 2013



The Foundation for Reinvention

Our Largest Generational Leap EVER



*Battery life measured on OEM laptops running active loads.

* Graphics performance measured on OEM laptops running 3DMark* 11.

For more complete information about performance and benchmark results, visit www.intel.com/benchmarks.

It Took Bold Action

Haswell
Original TDP Target

35 Watts

Haswell
New TDP Target

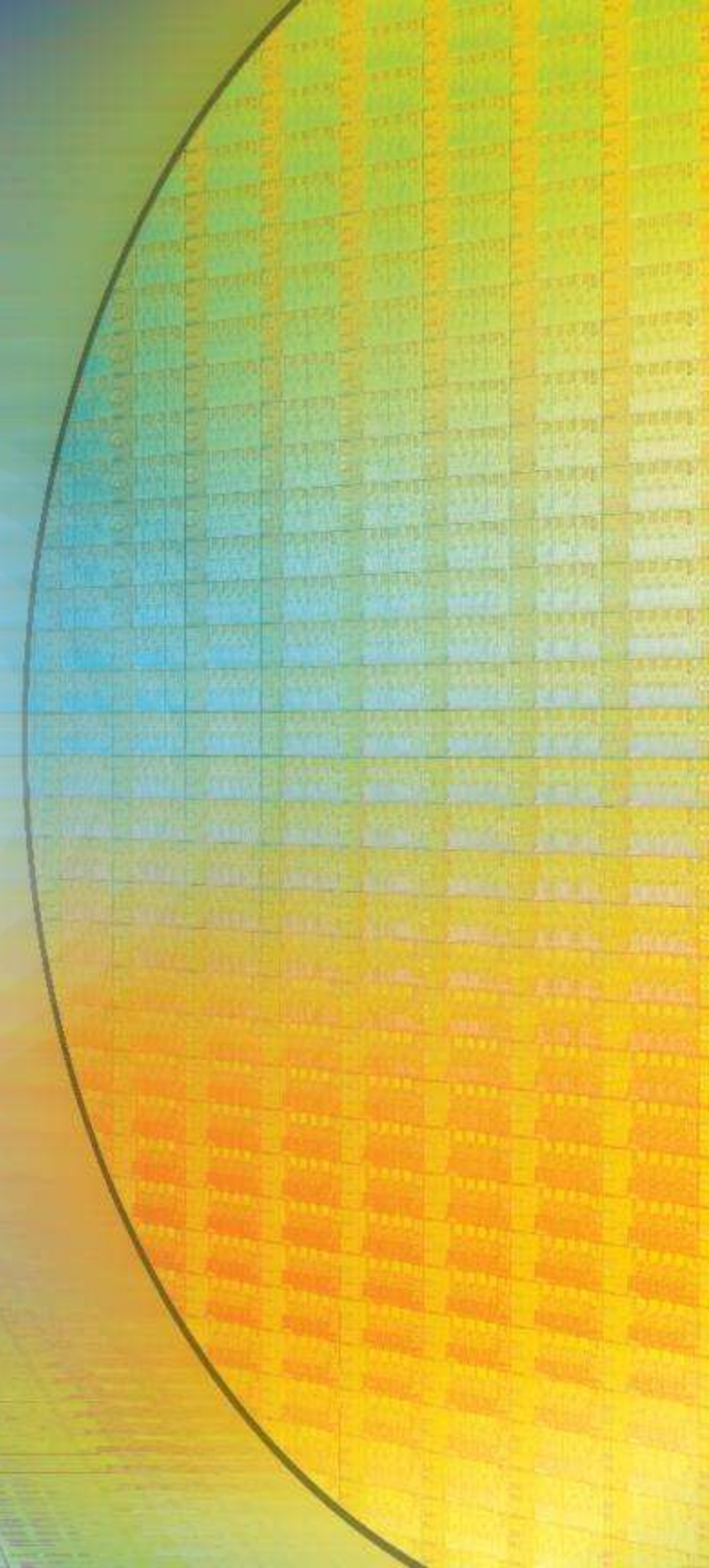
~Half

Haswell
SDP Targets

~Half

**Our Most Seismic
Change EVER**

A New Era



The 2-in-1

Laptop

Full PC performance

Multitasking

Designed for productivity

Security

PC applications



Tablet

Designed for Touch

Light weight, Thin design

Long battery life

Simple, Responsive UI

Apps ecosystem

*A True
2-in-1*



Matchmaking Human Senses and Computing

A New Era ...

... made better by
linking Human Senses ...

... to the
Computing World



Voice

NUANCE

Touch


Face Recognition
 **SensibleVision**

ANNOUNCING TODAY

Depth Vision



**So, What Makes All of This
Innovation & Reinvention Possible?**

Our Magic

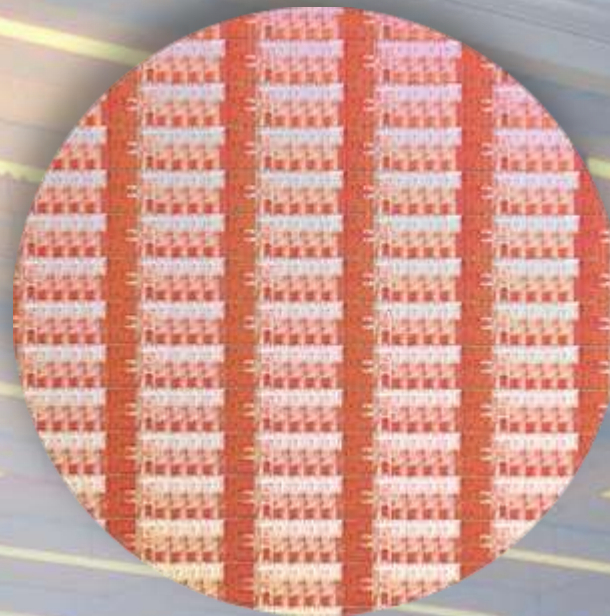
SAND



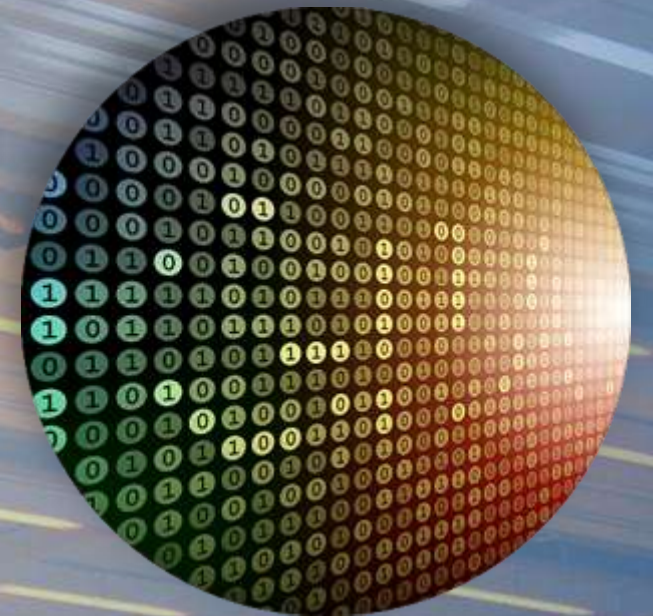
TRANSISTORS



ARCHITECTURE



SOFTWARE



Your Magic

Innovative Design



Manufacturing Excellence



Scale



Winning TOGETHER

The Industry Pace is Faster than Ever

4th Gen Core & Bay Trail Enable a New Era of 2-in-1s

We're Strongest When We Join Together

謝謝

Thank you!

Risk Factors

The above statements and any others in this document that refer to plans and expectations for the second quarter, the year and the future are forward-looking statements that involve a number of risks and uncertainties. Words such as “anticipates,” “expects,” “intends,” “plans,” “believes,” “seeks,” “estimates,” “may,” “will,” “should” and their variations identify forward-looking statements. Statements that refer to or are based on projections, uncertain events or assumptions also identify forward-looking statements. Many factors could affect Intel’s actual results, and variances from Intel’s current expectations regarding such factors could cause actual results to differ materially from those expressed in these forward-looking statements. Intel presently considers the following to be the important factors that could cause actual results to differ materially from the company’s expectations. Demand could be different from Intel’s expectations due to factors including changes in business and economic conditions; customer acceptance of Intel’s and competitors’ products; supply constraints and other disruptions affecting customers; changes in customer order patterns including order cancellations; and changes in the level of inventory at customers. Uncertainty in global economic and financial conditions poses a risk that consumers and businesses may defer purchases in response to negative financial events, which could negatively affect product demand and other related matters. Intel operates in intensely competitive industries that are characterized by a high percentage of costs that are fixed or difficult to reduce in the short term and product demand that is highly variable and difficult to forecast. Revenue and the gross margin percentage are affected by the timing of Intel product introductions and the demand for and market acceptance of Intel’s products; actions taken by Intel’s competitors, including product offerings and introductions, marketing programs and pricing pressures and Intel’s response to such actions; and Intel’s ability to respond quickly to technological developments and to incorporate new features into its products. The gross margin percentage could vary significantly from expectations based on capacity utilization; variations in inventory valuation, including variations related to the timing of qualifying products for sale; changes in revenue levels; segment product mix; the timing and execution of the manufacturing ramp and associated costs; start-up costs; excess or obsolete inventory; changes in unit costs; defects or disruptions in the supply of materials or resources; product manufacturing quality/yields; and impairments of long-lived assets, including manufacturing, assembly/test and intangible assets. The tax rate expectation is based on current tax law and current expected income. The tax rate may be affected by the jurisdictions in which profits are determined to be earned and taxed; changes in the estimates of credits, benefits and deductions; the resolution of issues arising from tax audits with various tax authorities, including payment of interest and penalties; and the ability to realize deferred tax assets. Gains or losses from equity securities and interest and other could vary from expectations depending on gains or losses on the sale, exchange, change in the fair value or impairments of debt and equity investments; interest rates; cash balances; and changes in fair value of derivative instruments. The majority of our marketable equity security portfolio balance is concentrated in ASML Holding, N.V, and declines in value could result in impairment charges, impacting gains or losses on equity securities. Intel’s results could be affected by adverse economic, social, political and physical/infrastructure conditions in countries where Intel, its customers or its suppliers operate, including military conflict and other security risks, natural disasters, infrastructure disruptions, health concerns and fluctuations in currency exchange rates. Expenses, particularly certain marketing and compensation expenses, as well as restructuring and asset impairment charges, vary depending on the level of demand for Intel’s products and the level of revenue and profits. Intel’s results could be affected by the timing of closing of acquisitions and divestitures. Intel’s current chief executive officer plans to retire in May 2013 and the Board of Directors is working to choose a successor. The succession and transition process may have a direct and/or indirect effect on the business and operations of the company. In connection with the appointment of the new CEO, the company will seek to retain our executive management team (some of whom are being considered for the CEO position), and keep employees focused on achieving the company’s strategic goals and objectives. Intel’s results could be affected by adverse effects associated with product defects and errata (deviations from published specifications), and by litigation or regulatory matters involving intellectual property, stockholder, consumer, antitrust, disclosure and other issues, such as the litigation and regulatory matters described in Intel’s SEC reports. An unfavorable ruling could include monetary damages or an injunction prohibiting Intel from manufacturing or selling one or more products, precluding particular business practices, impacting Intel’s ability to design its products, or requiring other remedies such as compulsory licensing of intellectual property. A detailed discussion of these and other factors that could affect Intel’s results is included in Intel’s SEC filings, including the company’s most recent Form 10-Q, report on Form 10-K and earnings release.