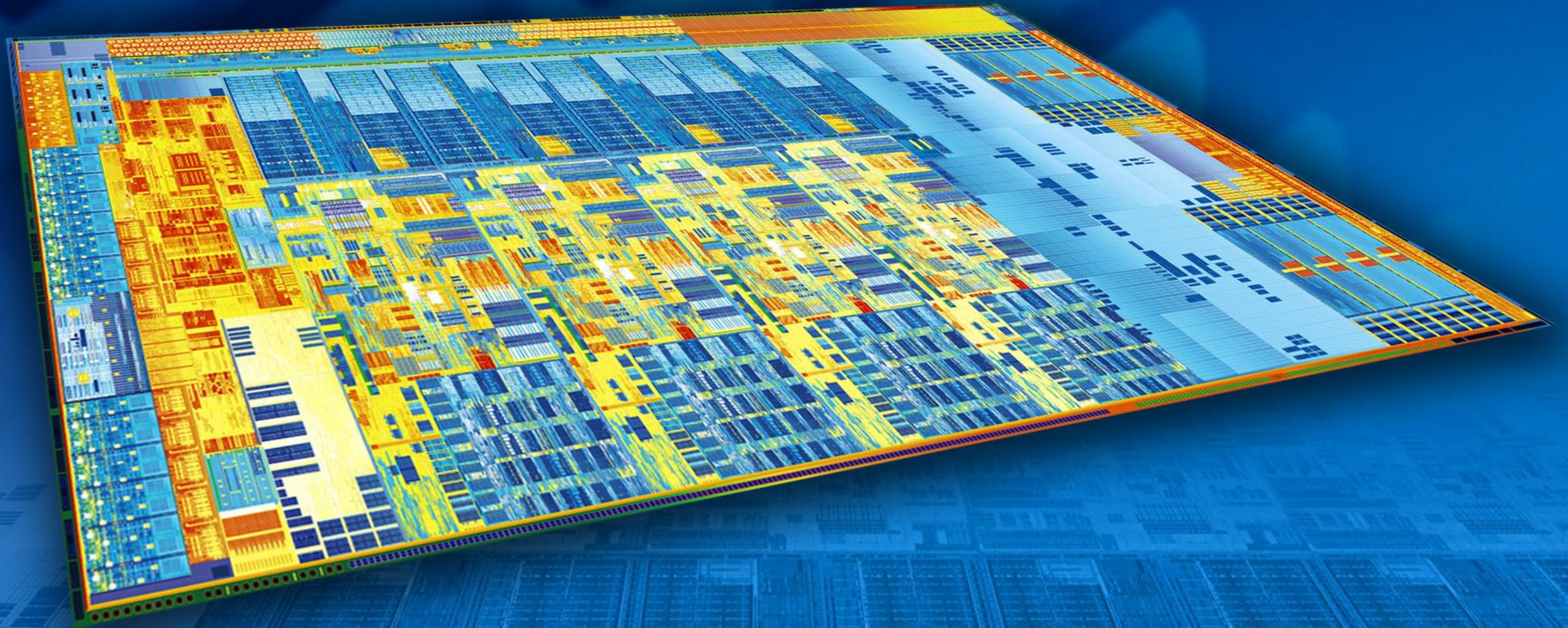




# INVESTOR MEETING 2012



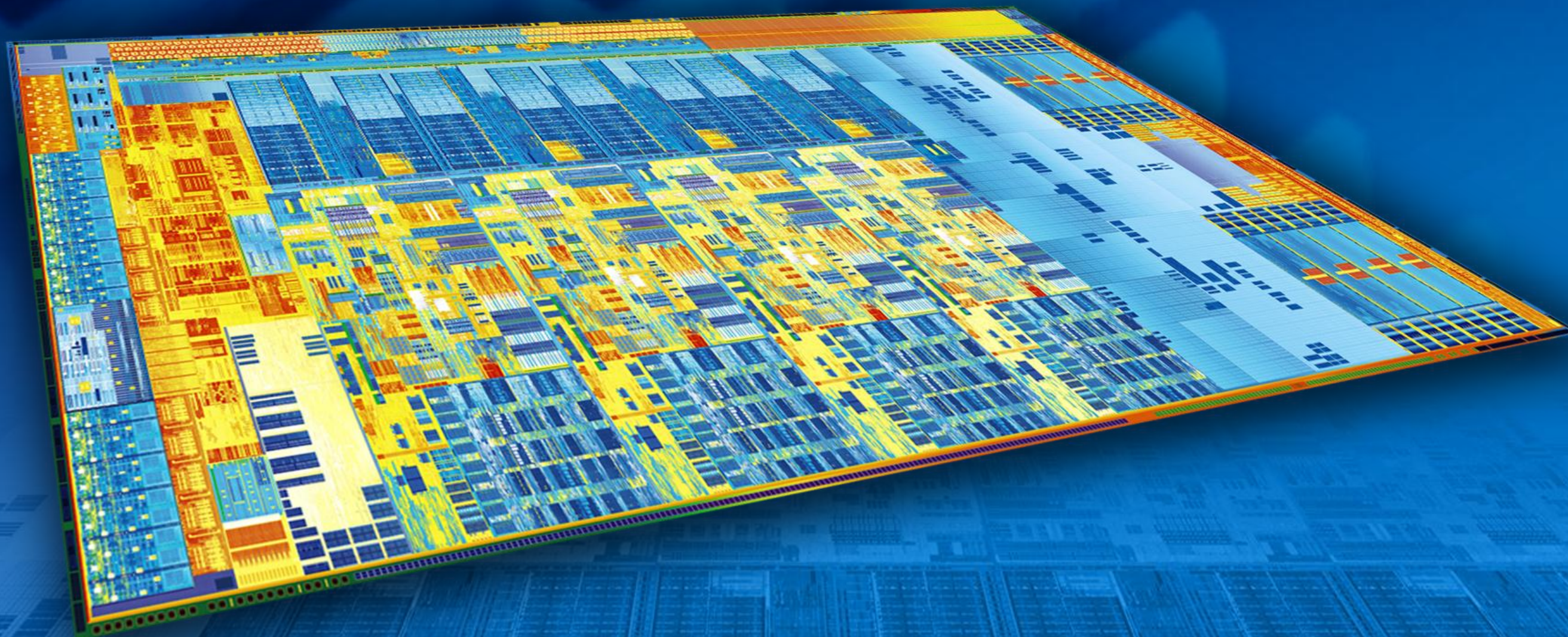


# Redefining the PC Experience

**Kirk Skaugen**

Vice President

General Manager PC Client Group





# Summary

Ultrabook™ momentum increasing: >110 designs

Intel's largest marketing campaign since  
Centrino™

Touch coming to Ultrabooks™ including  
convertible form-factors

Haswell on track for 2013

# 2012 Highest PC Growth Areas



Ultrabooks™



All-in-Ones



Intel® vPro™ Technology & Small Business Advantage

# Industry Opportunity With Notebook Refresh



**\$35 Billion\***

Industry Revenue Opportunity of a  
One Year Pull in of Consumer  
Notebook Refresh

\*Source Intel Market Sizing & Forecasting

# >20 Ultrabooks™ Available Now

**TIME Techland**  
News and reviews about gadgets, gear, apps and the web

BIG PICTURE

## 2012: Year of the Ultrabook

Tim Bajarin is the president of *Creative Strategies Inc.*, a technology industry analysis and market intelligence firm in Silicon Valley.

By **TIM BAJARIN** | @bajarin | December 12, 2011



ASUS UX31



Dell XPS13



HP Envy



ASUS UX21



HP Folio



Lenovo U300e



Lenovo U300s



LG Z330



LG Z430



Acer Aspire S3



Samsung Lotus 13"



Samsung Lotus 14"



Samsung Series 9



Toshiba Z830



Toshiba Gala

# Ultrabook™ Pillars

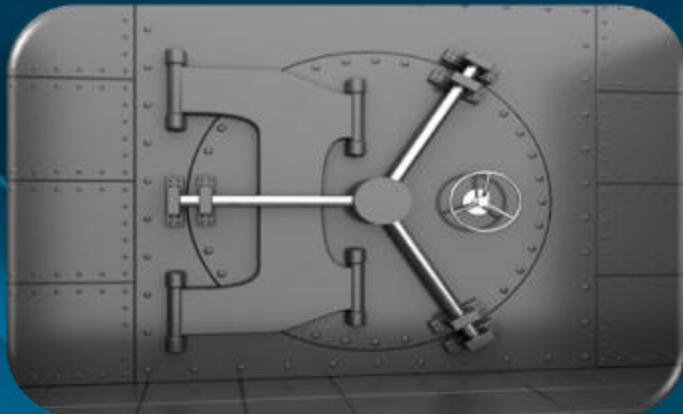
**PERFORMANCE**



**RESPONSIVE**



**FORM FACTOR**



**PEACE OF MIND**

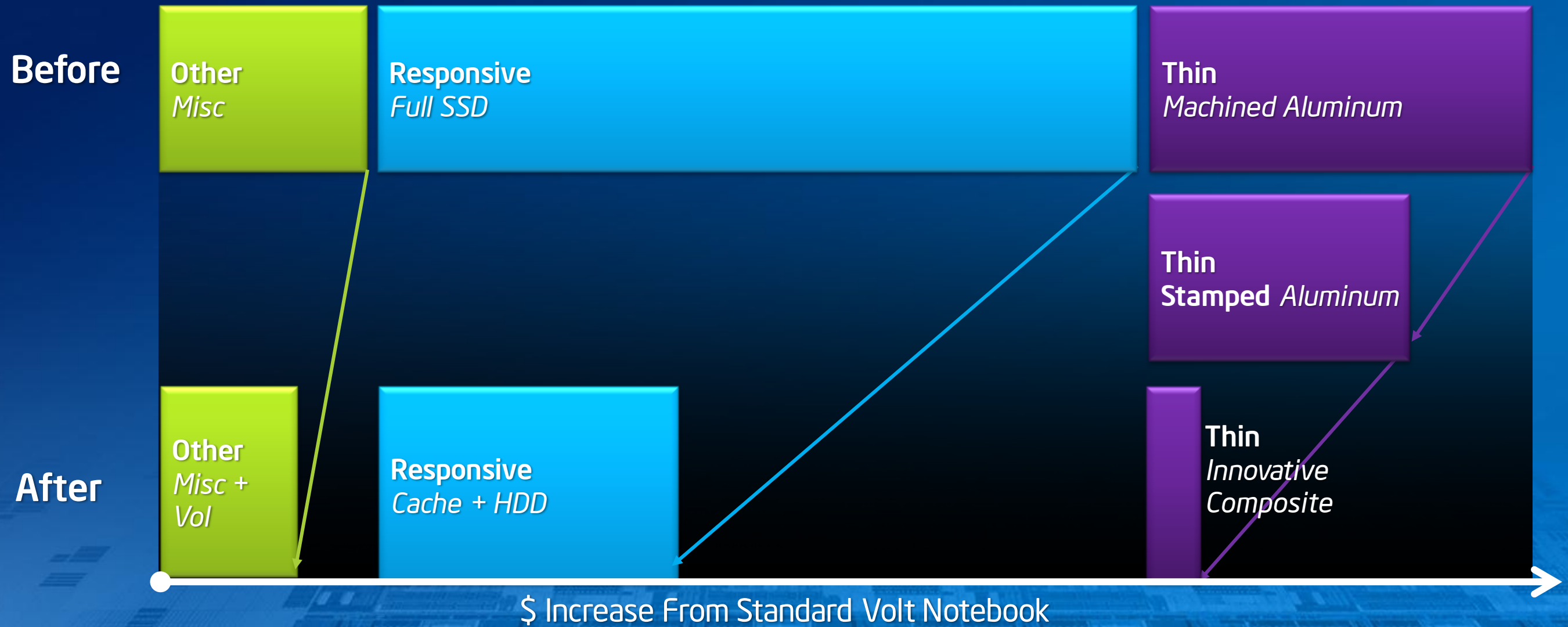


**POWER / BATTERY LIFE**



**ECOSYSTEM & COST**

# Accelerating Industry Innovation for Ultrabook™









9.5MM  
HDD

SOCKET

9MM  
Heatsink

5MM  
Screen

18MM  
Battery

Optical Drive

6.5MM  
Battery

NO SOCKET

6MM  
Heatsink

3MM  
Screen

No Optical Drive

7MM  
SSD



*From Inches to Millimeters*

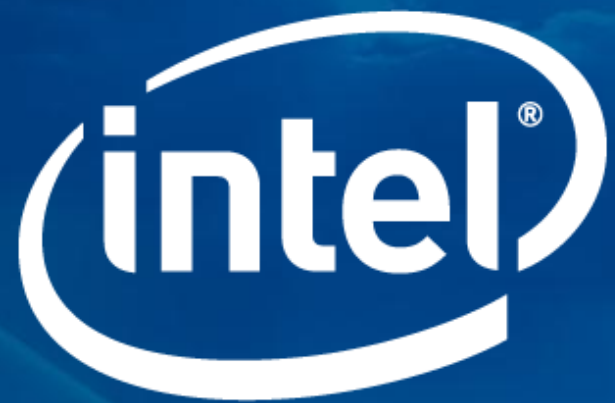
# Expected Ultrabook™ Price Points by End of 2012



# Ultrabooks™ with Intel® vPro™ Processors

## The Best of Consumer + vPRO Security & Manageability





# Microsoft® Windows 8





Ultrabook™  
with Touch

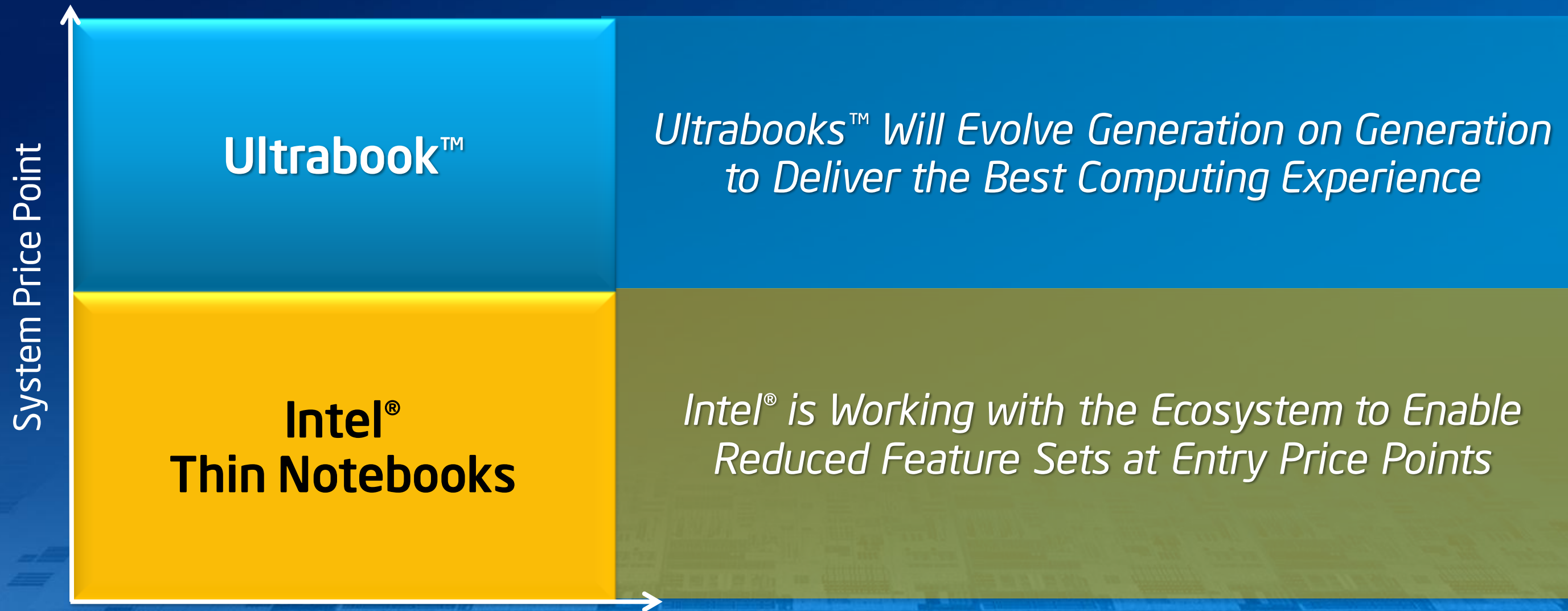
# An Unprecedented Wave of Innovation



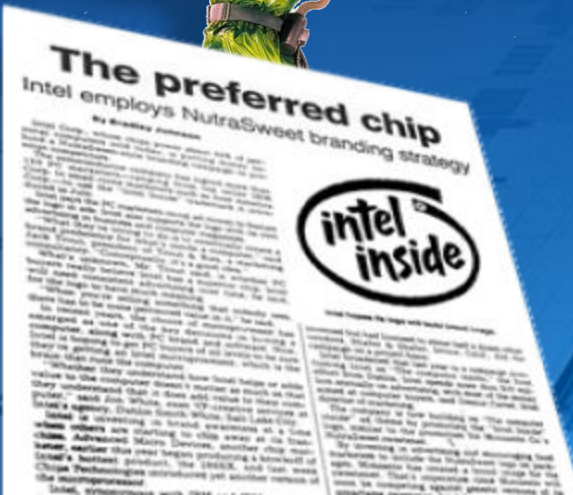
*A tablet when you want it and  
a notebook when you need it.*



# Our Market View



# Our Most Significant Product Campaign Since 2003



# Ultrabook™ Zones



*A Unique Retail Experience*

# Innovation ACCELERATED

Retargeted Silicon Design

New Power  
Management Framework

Efficient System Design

Mainstream Notebook  
Connected Standby Power



2011



>20X!

2013  
TARGETS

Uncompromised  
Performance

All Day Use

>10 Days of  
Connected Standby

# Reinventing the PC



Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

A woman with dark hair, wearing a red sweater over a striped shirt, is shown in profile from the chest up, working on a silver laptop. The background is a blurred blue-toned office or public space.

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# 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, including supply constraints and other disruptions affecting customers; customer acceptance of Intel's and competitors' products; 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. Intel is in the process of transitioning to its next generation of products on 22nm process technology, and there could be execution and timing issues associated with these changes, including products defects and errata and lower than anticipated manufacturing yields. 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 Intel's non-marketable equity investment portfolio balance is concentrated in companies in the flash memory market segment, and declines in this market segment or changes in management's plans with respect to Intel's investments in this market segment could result in significant impairment charges, impacting restructuring charges as well as gains/losses on equity investments and interest and other. 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 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, Form 10-K and earnings release.

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# INVESTOR MEETING 2012

