



Qualcomm EMEA Summit 2012 Europe Overview

Enrico Salvatori
SVP & President Qualcomm Europe



- Russia

Qualcomm EU Presence and Partnerships

Create More, Reach More, Connect More



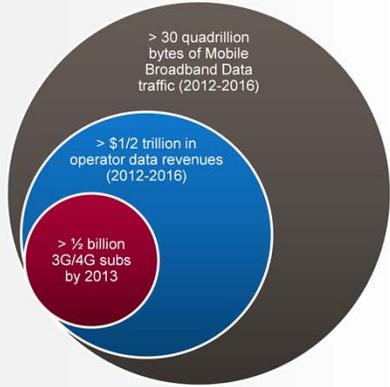
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Europe Is A Critical Market

QC EU agenda aligned to core market trends

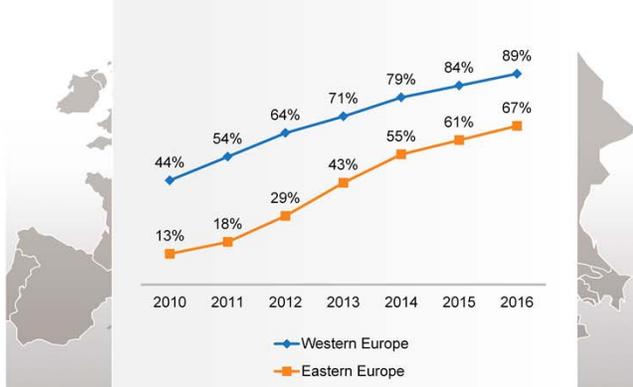
European Metrics Demonstrate Regional Significance

Sources: Wireless Intelligence, Yankee, Strategy Analytics



Smartphone Penetration of Annual Handset Sales

Source: Gartner



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Create More

Snapdragon powers +420 devices in the market, now



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4

Create More

Making smartphones affordable to EU consumers



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Create More

The Rise of the processor: Snapdragon awareness

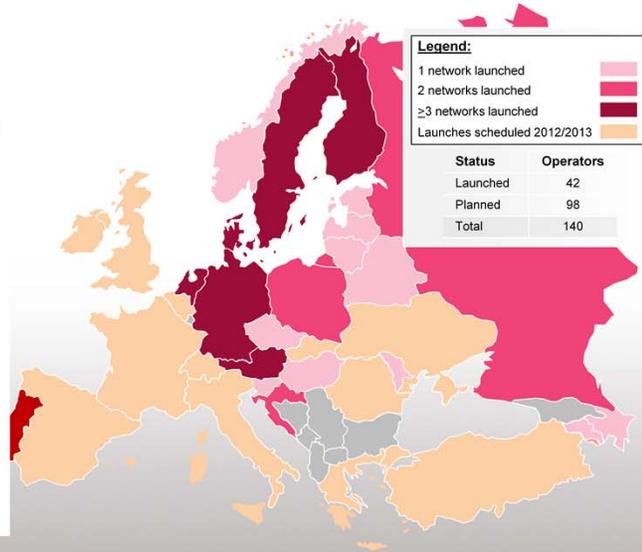
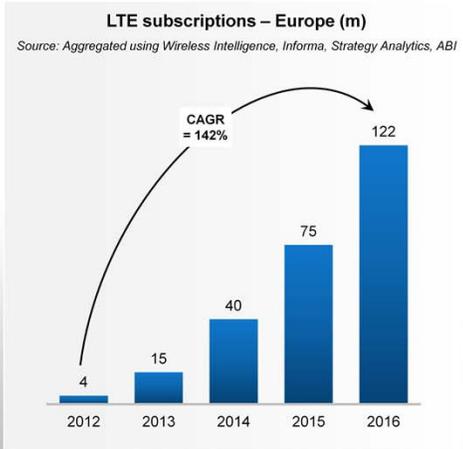


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6

Reach More

European LTE set for strong growth



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Reach More

Broad European LTE device support



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Reach More

Creating an Internet of Everything



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CINTERION
WIRELESS MODULES

Telit peiker



Connect More

Qualcomm continues to invest heavily in innovation



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10

Thank you

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