



Innovation
Qualcomm
ISTANBUL
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QUALCOMM

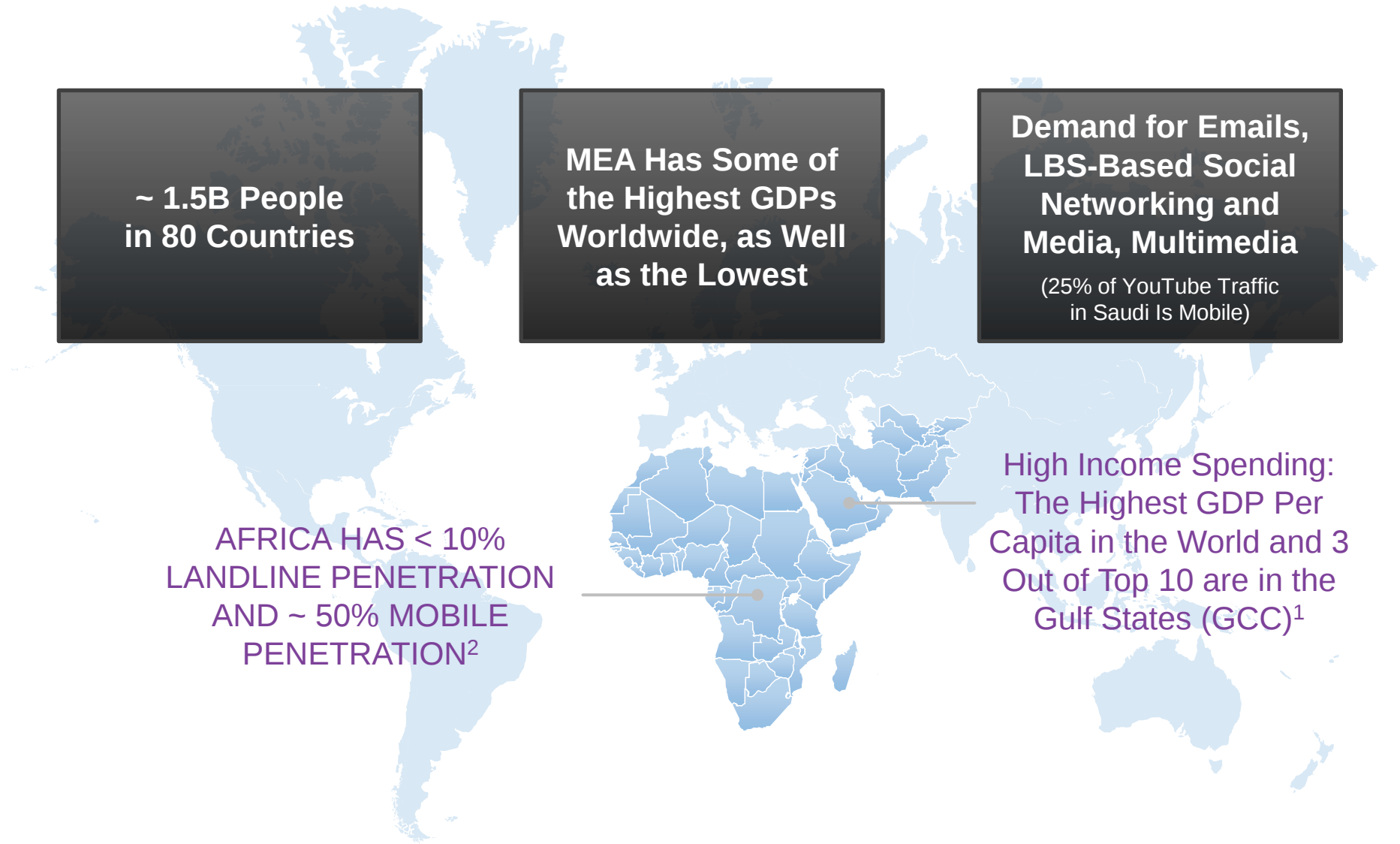
MEA: The Mobile Revolution

IAR EMEA Summit

Jay Srage, Vice President and MEA President, Qualcomm

INDUSTRY
ANALYST
SUMMIT
EMEA

MEA: A New Region Full of Opportunities



~ 1.5B People
in 80 Countries

MEA Has Some of
the Highest GDPs
Worldwide, as Well
as the Lowest

Demand for Emails,
LBS-Based Social
Networking and
Media, Multimedia

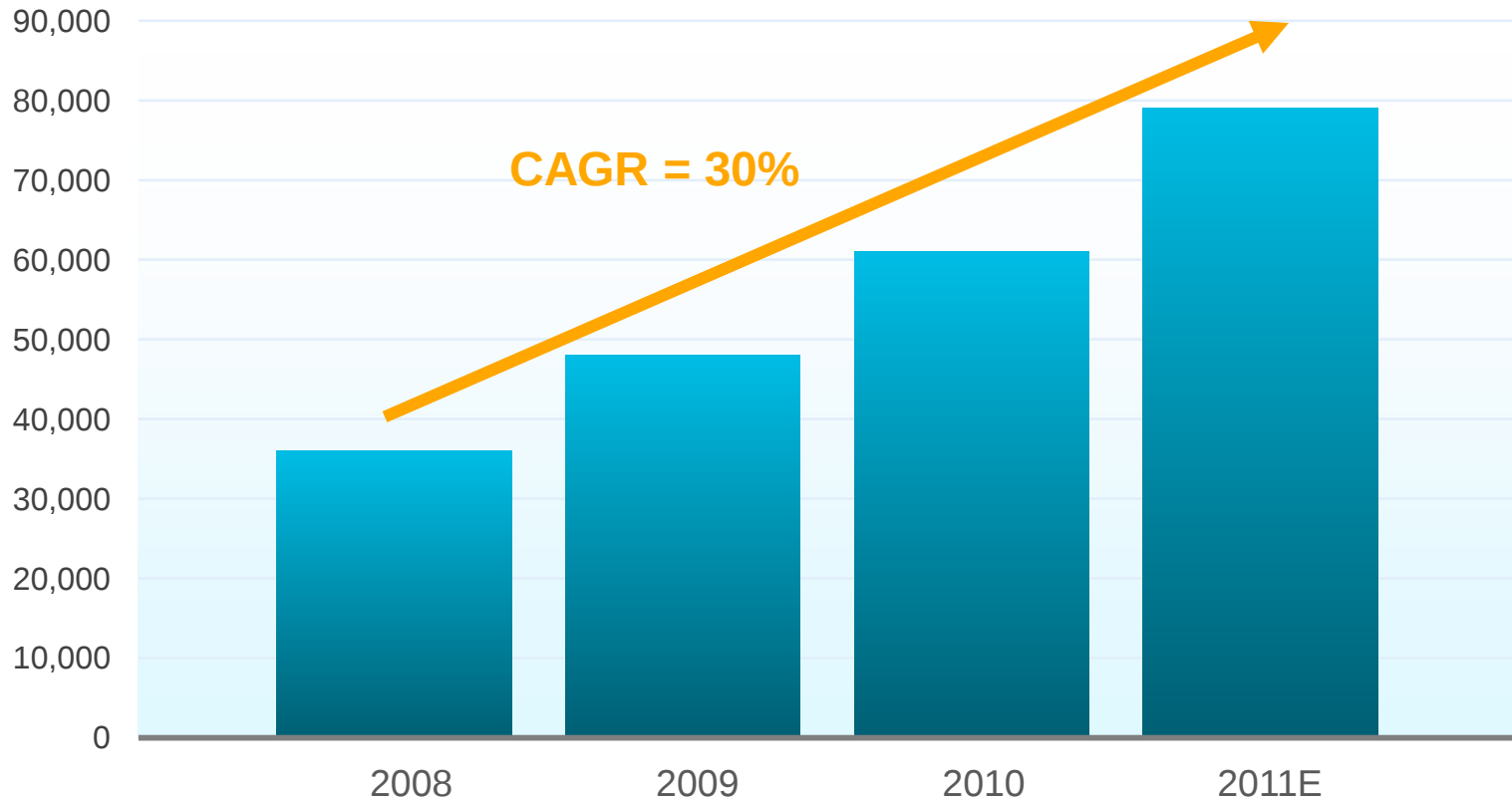
(25% of YouTube Traffic
in Saudi Is Mobile)

AFRICA HAS < 10%
LANDLINE PENETRATION
AND ~ 50% MOBILE
PENETRATION²

High Income Spending:
The Highest GDP Per
Capita in the World and 3
Out of Top 10 are in the
Gulf States (GCC)¹

Sources: ¹IMF, CIA World Factbook; ²ICTN.

3G Market



100M 3G subscribers
reached in July 2011

3G device penetration is ~ 35%
of which 32% are smartphones

Sources: WCIS+

Qualcomm Bridges the MEA Ecosystem

TO DELIVER A COMPLETE VALUE PROPOSITION TO THE CONSUMER:

www.qualcommpowered.com



3G/LTE
Data Bundles/Services
Developer Communities

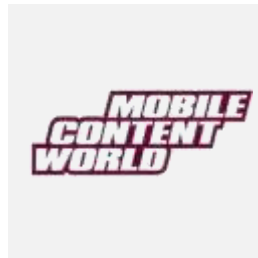


Marketing
Home Convergence
Apps and Content Resellers



Smartphones
OS-Based Ecosystems
Rich User Experience

SERVICE AND CONTENT DEVELOPERS





Thank You

