



Where ideas connect, there's Qualcomm.

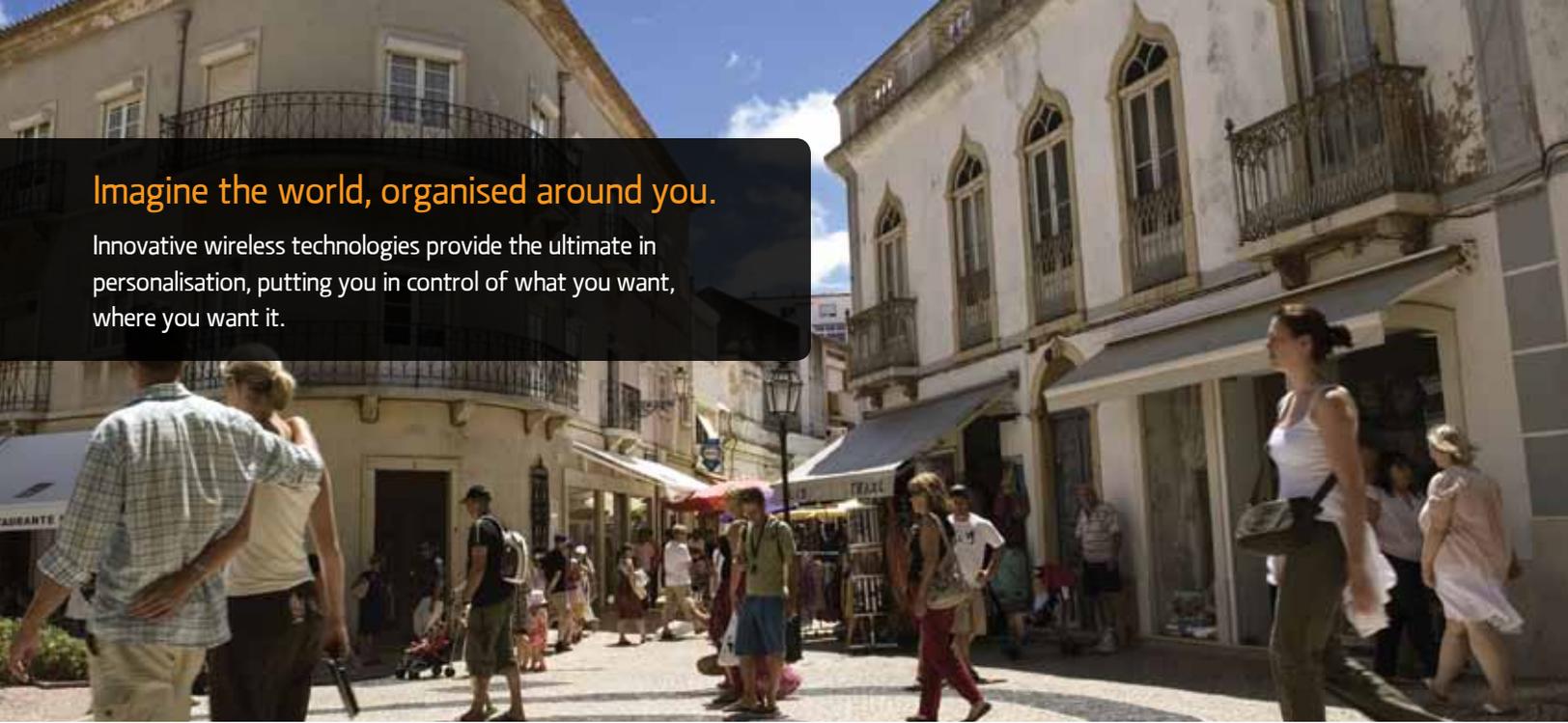
Qualcomm's technology connects you wherever you are in the world. We manufacture wireless chipsets, license technology and provide communication services around the world. In a global economy, we are the link to markets and opportunity.

We help to bring minds and ideas together.



Imagine the world, organised around you.

Innovative wireless technologies provide the ultimate in personalisation, putting you in control of what you want, where you want it.



At Qualcomm, we accelerate mobility.

For 25 years, Qualcomm ideas and inventions have driven the evolution of wireless communications, connecting people more closely to information, entertainment and each other. Today, Qualcomm technologies are powering the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and accessible to people everywhere.

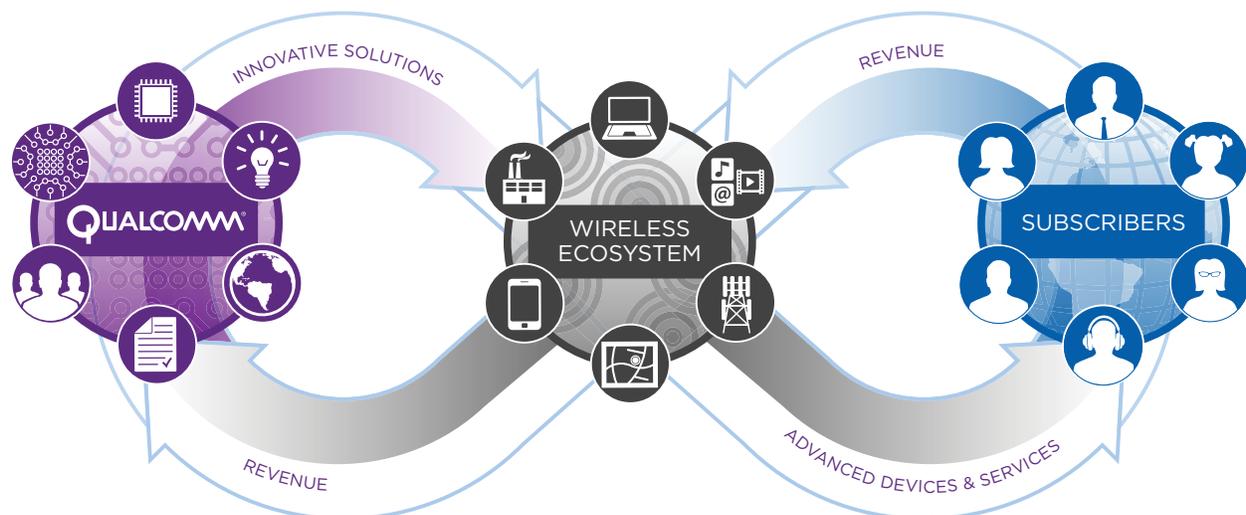
Our innovation

As the line between consumer electronics, computers and mobile communication devices disappears, our business model is redefining the way people incorporate wireless devices and services into everyday life.

It all starts with our commitment to research and development, which enables us to build a complete technology roadmap for innovation. Then our open licensing gives all companies—big or small—an equal opportunity to shape the future of wireless.

Our business model

Our licensing programme is the engine that drives the entire industry forward. We invest, innovate, and inspire growth for our partners—then start all over again. And whilst our heritage makes us the world leader in next-generation mobile technologies, it's our people who set us apart. Innovation is more than what we do—it's who we are.



A person wearing a traditional conical hat and a blue shirt is walking on a terraced rice field. The terraces are filled with green rice plants, and the background shows more terraces extending into the distance under a bright sky.

680+

COMMERCIAL 3G OPERATORS
worldwide rely on
technology developed
by Qualcomm, and that
number continues to grow.

Since 1985, we have invested more than

\$16.1 BILLION* in R&D.

Our business model has proved
to be so successful that today
we have licensed

more than 190
companies around the
world to manufacture wireless
products.

Qualcomm first commercialised the
CDMA wireless airlink CDMA2000/EV-DO
when Hutchison Telecom (Hong Kong)
launched their cdmaOne network in 1995.
Today, there are more than

1.15 BILLION 3G CDMA
subscribers worldwide.

139 worldwide locations.

Our partners

In an increasingly open mobile world, we are developing new capabilities with our partners to give people a uniquely personal mobile experience. Our partnerships accelerate growth for everyone—from operators and device manufacturers to Internet companies, e-tailers, and mobile content providers.

Our best-in-class chipsets power handsets, smartbooks, e-books and beyond, whilst our engineering support services deliver total, integrated solutions. We enable opportunities across the entire wireless value chain, by making devices faster and content richer and customer relationships stronger.

Today, innovation continues to drive our partnerships. For many operators, that means growing a thriving data business whilst taking customers seamlessly from 2G to 3G wireless technology today—and on to 4G in the years to come. As a forward-thinking company, we are always looking ahead—not just to the next quarter, but far down the line.

Our future

Looking ahead, we see an era of total connectivity. High-speed wireless networks will connect everything in your life—not just your phone and your laptop, but your car, your video camera and many items throughout your home. Machine-to-machine communication will enable a smarter world.

At Qualcomm, we think of it as the Internet of Everything. Your mobile devices will act as your sixth sense, suggesting activities and content based on your preferences, schedule and location. Each wireless discovery will be personal to you.

And we believe that's only the beginning. In a connected world, we can take on our most fundamental problems—to save energy, use water wisely and deliver healthcare more efficiently. And we see Qualcomm's innovations embedded in the technology, every step of the way.

“People interact with each other in a different way because of the technologies that we have created.”

Dr Paul E Jacobs
Chief Executive Officer



Key honours:

FORTUNE: World's Most Admired Companies – Since 2002

Financial Times: Most Valuable Global 500 Companies – Since 2000

Forbes: The Global 2000 – Since 2003

Institutional Investor: Most Shareholder Friendly Companies – Since 2004

FORTUNE: 100 Best Companies To Work For – Since 1999 (Ranked 33rd in 2011)



www.qualcomm.com

Qualcomm Incorporated is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Qualcomm serves the global wireless industry with breakthrough technologies that enable the convergence of mobile communications and consumer electronics, making next-generation wireless devices and services more personal, affordable and accessible to people everywhere. Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2009 FORTUNE 500® company.