CAUTIONARY STATEMENT

This presentation may contain forward-looking statements within the meaning of the federal securities laws, including the Private Securities Litigation Reform Act of 1995. These forward-looking statements may include the potential growth of the markets in which we compete and the development status and planned availability of new products. In fact, all statements that we make or incorporate by reference in the presentation, other than statements or characterizations of historical fact, are forward-looking statements. It should be clearly understood that these forward-looking statements, and our assumptions about the factors that influence them, are based on the limited information available to us at this date. Such information is subject to change, and we may not inform you when changes occur. We undertake no obligation to revise or update publicly any forward-looking statement to reflect future events or circumstances.

Forward-looking statements are not guarantees of future results and are subject to risks, uncertainties and assumptions that are difficult to predict. Therefore, our actual results could differ materially and adversely from those described in the statements you hear today as a result of various factors. We refer you to our Form 10-K for the year ended December 31, 2014, subsequent and forthcoming 10-Qs and other filings with the SEC, which discuss some of the important risk factors that could contribute to such differences or otherwise affect our business, results of operations and financial condition.

For additional financial and statistical information, including the information disclosed in accordance with SEC Regulation G, please see the Investors section of our website.
AGENDA

- Industry Growth Drivers
- The Internet of Things
- The Internet of Vehicles
- The Road Ahead
Growth Drivers

- Industrial
- Machines
- Computers
- Internet

= THE INTERNET OF THINGS

50 YEARS OF INNOVATION – WHAT’S NEXT?

Mainframe Computers
Rise of the PC
Cell Phones
Mobile Devices

70’s
80’s
90’s
2000’s

2015
THE POTENTIAL IMPACT OF IOT

By 2020

There will be more than 40 billion wireless connected devices

>20% of those devices will be in Greater China

Greater China IoT market to reach 10 Trillion (CNY)

Source: ABI Research, August 2014, KPMG
THE INTERNET OF THINGS

- Home Automation
- Internet of Vehicles (IoV)
- Wearables
- Smart Devices
- Medical IoT
THE INTERNET OF VEHICLES

- On-board Diagnostics
- Infotainment
- Safety Sensors
- 360° Camera System
- Mobile Device Connectivity

Fastest Growing Segment for ICs

- Computer
- Consumer
- Gov/Mil
- Ind/Med
- Comms
- Automotive

Sources: ¹GSMA 2013, ⁴IC Insights IC Market Growth CAGR 2013 – 2018)
AUTOMOTIVE SEMI DEMAND ON THE RISE

Nearly 1,000 Chips per Vehicle by 2020

Source: Strategy Analytics Auto Semi Demand Jan 2015
GREATER CHINA’S ROLE IN DRIVING IOV GROWTH

Passenger Car Sales in China

New Car Sales Forecast: 2020

Great China Surpassed the U.S. in 2010 to Become the #1 Passenger Car Market

By 2020, Greater China is Expected to Represent ~35% of New Car Sales

Sources: Strategy Analytics Auto Semi Demand Jan 2015
McKinsey & Company Perspective on China Auto Market Nov 2012
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ON THE ROAD WITH WIRELESS CONNECTIVITY
WIRELESS AUTO CONNECTIVITY CHIPS ON THE RISE

Millions of Units – Forecast

Compound Annual Growth Rate

Source: Strategy Analytics & ABI Research 2015
WIRELESS CONNECTIVITY IS A KEY ENABLER FOR IOV

- Wi-Fi
- NFC
- Bluetooth
- GNSS
- LTE
WIRELESS APPLICATIONS EXPANDING
BROADCOM WIRELESS CHIPS ON THE ROAD

Wi-Fi Hot Spot in GM OnStar

Wi-Fi/Bluetooth in Ford Sync

ADVANCED FEATURES NOW IN MID-RANGE AND ECONOMY VEHICLES
ON THE ROAD WITH AUTOMOTIVE ETHERNET
STRONG GROWTH FOR AUTOMOTIVE ETHERNET

Automotive Ethernet Node Forecast (Millions)

Source: Strategy Analytics Oct 2015
ETHERNET SERVES AS THE NETWORK BACKBONE

Substantial Reduction in Weight and Cost

Ultimate Security for the Network on Wheels

- Airbags
- Controls/Steering
- Breaks
- Entertainment System

= HACKED
Rapid Market Acceptance & Deployment

- BroadR-Reach® Automotive Ethernet Introduction
- Formation of OPEN Alliance SIG
- BroadR-Reach® Automotive Ethernet Hits the Road
- Open Alliance SIG Exceeds 250 Members
- Automotive Ethernet Gains Momentum
- IEEE Working Group
- The Rise of Gigabit Ethernet
- BMW
- IEEE
- Volkswagen
OPTIMIZED FOR USE IN AUTOMOTIVE

Automotive Grade
- Extreme temperature range
- AECQ100 certified
- TS16949/ISO9001 compliant

High Performance
- 100 Mbps secure connectivity
- Over single, unshielded twisted pair
- Centralized network backbone

Highly Integrated
- Eliminates external components
- Switch portfolio w/integrated PHYs
- Support for single power supply

Optimized Cable/Connector
- Reduces cost up to 80%
- Reduces weight up to 30%
- Support for power over Ethernet
NETWORK SECURITY IS A CONCERN

Network Control
Install or corrupt a device on the network to control the operation of other devices

Denial of Service
Deny access to network resources to other devices on the network

Snooping or Information Theft
Snoop the content of traffic on the network to extract information
ETHERNET ADDRESSES SECURITY CONCERNS

- **Ethernet OBD Port Access**
  Includes attacks on service equipment

- **Ethernet Port Access**
  Access to an open port, replace existing device

- **Gateway Devices**
  May have wireless interfaces

- **Firmware Corruption**
  Subvert operation of an existing network device

MANY ENTRY POINTS INTO THE NETWORK THAT REQUIRE PROTECTION
# Securing the Connected Car Network

<table>
<thead>
<tr>
<th>Standard Packet Format</th>
<th>VLAN Isolation</th>
<th>Bandwidth Awareness</th>
<th>Device Authentication</th>
<th>Data Encryption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides basic level of protection</td>
<td>Segregates infotainment from mission critical</td>
<td>Delivers flow-based policing</td>
<td>802.1x for added protection</td>
<td>MAC-level encryption and message authentication</td>
</tr>
</tbody>
</table>
AUTOMOTIVE ETHERNET GAINING MOMENTUM
THE ROAD AHEAD

1. The Internet of Things market represents a significant new opportunity.

2. The Internet of Vehicles market represents the fastest growing segment of IOT.

3. Semiconductor technology is poised to continue to transform the connected car.
THANK YOU