Forward Looking Statements

This document contains “forward-looking statements” that reflect management’s current views with respect to future events. The words “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “plan,” “project” and “should” and similar expressions identify forward-looking statements. Examples include statements regarding financial metrics, operational matters, and closing conditions and regulatory approvals required under the new contract with Apple. Forward-looking statements are subject to risks and uncertainties, including, but not limited to: an economic downturn in the semiconductor and telecommunications markets; changes in currency exchange rates and interest rates, the timing of customer orders and manufacturing lead times, insufficient, excess or obsolete inventory, the impact of competing products and their pricing, political risks in the countries in which we operate or sale and supply constraints. If any of these or other risks and uncertainties occur (some of which are described under the heading “Risks and their management” in Dialog Semiconductor’s most recent Annual Report) or if the assumptions underlying any of these statements prove incorrect, then actual results may be materially different from those expressed or implied by such statements. We do not intend or assume any obligation to update any forward-looking statement which speaks only as of the date on which it is made, however, any subsequent statement will supersede any previous statement.
Diversifying Our Revenue Base

Selling a Growing and Complementary Product Portfolio to a Global Customer Base

Driven by a scalable, holistic sales approach incorporating a global sales force with a digital support platform
Leveraging Direct, Rep and Distribution Sales Force

Over 90 direct and rep sales
Over 30 direct and rep sales
Over 100 direct and local distribution sales

Analytics and Metrics Drive Performance and Priorities

World Class Systems Application Support

Global Distribution Partner
Leveraging Direct, Rep and Distribution Sales Force

Doubled Active Customer List in Last Two Years to Over 700 Worldwide
Dialog’s Digital Support Platform

Enables a scalable support model for broad market customers

- **Dialog Support Portal**

  - Support site with access to data sheets, app notes and system diagrams on how to use Dialog solutions in real systems
  - 19,000 engineers registered
  - Nearly 4,000 items downloaded in September 2018 alone
  - Dialog forums
  - Chat groups provide technical solutions to the engineering community
  - Over 5,500 questions received and answered across 1,600 unique users and nearly 25,000 posts
Go-to-Market Strategy

Customer-Driven Product Roadmaps

- Expand customer reach with design friendly products through distribution sales channel
  - Capture the 'radio everywhere' growth wave in IoT with our low-cost, low-power Bluetooth® low energy portfolio
  - Push CMIC offering through design workshops and seminars to the broad market
    - CMICs offer a value proposition that every customer can exploit
    - Perfect low-complexity product for broad market distribution sales

- Cross-sell our complementary product portfolio
  - Broad offering for key application areas in growing markets where we deliver unique value
Key Door Opener Product: Delivers Value to All Customers

CMIC Offering

<table>
<thead>
<tr>
<th>Faster Time to Market</th>
<th>Integrate and Differentiate</th>
<th>Shrink PCB Footprint</th>
<th>Reduce Power Consumption</th>
<th>Adapt Design as Needed</th>
<th>Secure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to use development tools exploit the power of configurability. Short lead times.</td>
<td>Implement new features in devices as small as 1.0 x 1.2 mm. No NRE(^1).</td>
<td>Fewer components and less PCB complexity. Lower Cost.</td>
<td>Extend battery life with fewer devices. Easily manage power in a GreenPAK.</td>
<td>Adapt to changing requirements quickly. Spin new prototypes in minutes.</td>
<td>Circuit implementation is not visible to competition.</td>
</tr>
</tbody>
</table>

\(^1\) Non-recurring engineering costs.
Go to Market: Target Markets

- IoT
- Mobile
- Automotive
- Computing & Storage
Go to Market: Key Applications

IoT

Mobile

Automotive

Computing & Storage

Connected Health

Smart Home

Smart Appliances

Connected Consumer
**IoT: Connected Health**

### Glucose Monitors

*Dialog value proposition*

- Low current hibernation mode with fast wake up and an active life time up to 7-14 days
- Lowest power to meet a 2-4 Years storage
- Smallest size and battery capacity

- Smallest package and lowest external component count
- Lowest power, programmable output power
- Boost mode, 1 XTAL, low cost manufacturing support

![Diagram of glucose monitor systems](image)
IoT: Connected Health

Glucose Monitors
Dialog value proposition
- Low glucose hibernation
- Wake up and an action timer
- 7-14 days
- Lowest power to maintain
- Smallest size and backward compatibility

Injectors
A practical view on how
- Insulin pens/injectors
- User-defined plungers
- End-cap restricts travel
- Subsequent dosage
- BLE Integration
- BLE system is integrated
- Measures turning a wheel
- Measures whether:
- Logs time
- Potential for plunger measurement

Inhalers
Dialog value proposition
- Low current hibernation
- 2-4 years storage
- Lowest power to act
- Up to 30 days
- Lowest power, prog power

Blood Pressure Meter
Dialog value proposition
- Typically works with
- DA148xx is ideal for
- DA146xx for higher integrated graphs
- GreenFETs and HF current switching

Thermometers
- Lowest power to meet any possible connectivity scenario with 2-4 years storage
- Smallest package and lowest external component count and an active life time of 24h – few days or years

DA145xx offers
- Simple single small battery design, 1 XTAL, low cost manufacturing support
- Low current hibernation mode (with fast wake up)
- Lowest power & programmable output power
- Low cost GreenPAK to drive LCD displays
IoT: Smart Home

Bluetooth low energy
- Door locks
- Smart appliance
- Thermostat
- Sensors

AC/DC
- Power supplies

DECT Ultra Low Energy
- Door locks
- Smart appliance
- Video door bell

Audio
- Voice over BLE
- Voice trigger

SSL
- LED lighting
- LED backlighting

Ecosystem Support
- HomeKit
- Alexa
- Mesh

CMICs
- GreenPAK

Haptics
- User interface
# IOT: Connected Consumer

## Connectivity
- **Bluetooth low energy**
  - Family of SoCs, highly integrated, multi-core, ultra low-power, low cost

## Haptics
- **ERM and LRA drivers**
  - Sharper and stronger clicks, ultra low-power

## Audio
- **Audio Processor**
  - High performance Audio SoC, integrated HiFi DSP core for beamforming and outstanding ANC performance

## Displays
- **Backlight Drivers**
  - High performance displays, greater contrast ratio, local dimming, lower power, higher dynamic range

## Power Management
- **PMICs**
  - Portfolio of power management ICs featuring high current, high efficiency solutions for consoles and ultra-low quiescent current buck converters. Custom PMICs also available.

## Wireless Charging
- **WattUp™**
  - Untethered, at distance, small footprint RF wireless charging solution

## Power Adapter
- **AC/DC Power**
  - High efficiency, highly integrated AC/DC power solutions

## Configurable Mixed-Signal ICs
- **GreenPAK**
  - Secure NVM programmable device. Reduce component count, smaller PCB, lower power, lower BoM cost

## CODECs and Class D Amps
- High performance, low noise CODECs and Class D Amplifiers
# IoT: Smart Appliances

<table>
<thead>
<tr>
<th>Products</th>
<th>Applications</th>
<th>Dialog Value</th>
<th>Wireless Connectivity</th>
<th>Configurable Mixed-Signal ICs</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC/DC Converter ICs</td>
<td>Main Control Board</td>
<td>More Efficient</td>
<td>Ultra-Low Power Consumption</td>
<td>GreenPAK</td>
</tr>
<tr>
<td>LED Backlight Drivers SSL LED Driver ICs</td>
<td>Interior Lighting Panel Backlighting</td>
<td>Higher Integration</td>
<td>Support for Apple HomeKit and Alexa</td>
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<tr>
<td></td>
<td></td>
<td>Smaller Size</td>
<td>Bluetooth 4.2 / 5</td>
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<tr>
<td></td>
<td></td>
<td>Lower BoM Cost</td>
<td>Bluetooth mesh</td>
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<tr>
<td></td>
<td></td>
<td>High Quality of Light</td>
<td>Lower BoM Cost</td>
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<td>More Efficient</td>
<td>Smaller Size</td>
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<tr>
<td></td>
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<td>Higher Reliability</td>
<td>Robust</td>
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<td>Lower BoM Cost</td>
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<td></td>
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<td>Lower Cost</td>
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* Insulated Gate Bipolar Transistor

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Computing & Storage

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**CODECs and Class D Amps**
High performance, low noise CODECs and Class D Amplifiers

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**Power Adapter**
**AC/DC Power**
High efficiency, highly integrated AC/DC power solutions, lower BoM cost
Computing & Storage: Solid State Drive

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Computing & Storage: Gaming

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AC/DC Power
High efficiency, highly integrated AC/DC power solutions

**Configurable Mixed-Signal ICs**

GreenPAK
Secure NVM programmable device. Reduce component, count, smaller PCB, lower power, lower BoM cost
Automotive Trends Align with Dialog Strengths

Leveraging Dialog’s systems knowledge, IP and application know-how

**In Cabin Electronics**
Consumers demand mobile phone-like user experience for Infotainment and navigation systems with always-on connectivity, high-quality touch screens, multi-functionality, and fast response.

**Body and Security**
Keyless Entry, Tire Pressure Monitoring Systems (TPMS) and gateways are becoming standard features in all levels of vehicles for security, safety, and convenience.

**Chassis and Safety**
Automakers deploying Advanced Driver Assistance Systems across all car models. High performance applications processors mean power delivery and thermal footprint management are key factors.
Convergence of connectivity, convenience and safety

**In Cabin Electronics**
- Clusters
  - PMICs/CMIC/LED Backlights
- Head Units/IVI/Center Console
  - PMIC/CMIC/Haptics/LED Backlights
- Interior/Cabin
  - LED Lighting

**Chassis & Safety**
- Telematics
  - PMIC/CMIC
- Connectivity
  - PMIC/BLE
- Motor Control
  - Custom

**Body & Security**
- In Car Sensors
  - BLE/PMIC
- Keyless Entry
  - BLE/PMIC
- TPMS
  - BLE
Key Takeaways

- Our revenue diversification and growth strategy is enabled through our broad sales channel approach.
- Our digital support platform is delivering scalable technical support for our broad market customers.
- Our go-to-market strategy is resulting in share growth with market leaders.
- Our complementary product portfolio is delivering unique value for key applications in growing markets.