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.
Significant Market Opportunity

- High-growth market expected to achieve a SAM of over $750M in 2023
- SAM expansion opportunities:
  - USB-Power Delivery (PD) increasing RapidCharge™ dollar content per device
  - Market inflection in backlighting
  - New markets
    - Non-isolated AC/DC
    - Appliances

Power Conversion Market Opportunity

Source: Statista (2018), WitsView (Dec 2017), Gartner 2018, Dialog Internal Estimates
## Product Offerings

### AC/DC Power Conversion
- Total AC/DC solutions
- RapidCharge
- USB-PD

### LED Backlighting
- Direct backlighting
  - Multi-channel
  - High LED count
  - MicroLED/MiniLED (2019)

### Solid State Lighting
- Residential
  - Triac dimming
  - Commercial

### End Markets
- Smartphone and tablet
  - Fast chargers
  - Travel adapters
- Appliances
- Smart meters
- Home gateways

- Direct backlit TVs and monitors
- Computing and gaming monitors
- Automotive displays

- Dimmable and non-dimmable
  - Residential lightbulbs
  - Commercial lighting
Powering Our Customers
Leading in RapidCharge

RapidCharge

Market Opportunity
- Leading position in 5 of the top 7 mobile OEMs
- Heavily engaged at all OEMs/ODMs

Status
- Market leader in all forms of fast charging in phones and tablets >65% share

Dialog Advantage
- Incumbent supplier
- Broadest range of fast charge protocols
- Lowest BoM cost
- Trusted technology

Rapid Charge Unit SAM 2017-2023 (Millions)

Source: Gartner 2018, Dialog Internal Estimates
## USB-PD and High Power Delivery (HPD)

### USB-PD

#### Market Opportunity
- Most OEMs plan USB-PD transition by end of 2019

#### Status
- First to market with USB-PD in mobile
- Optimized total solution in production
- New configurable solutions in development

#### Dialog Advantage
- Lower BoM cost
  - First USB-PD interface designed for power supplies
  - State machine lowers cost vs competing MCUs
  - USB-IF certified (USB PD3.0, PD4.0, PPS, QC4+)

### HPD

#### Market Opportunity
- Increasing power in small form-factor TAs\(^1\)

#### Status
- New HPD topology and solution in development

#### Dialog Advantage
- New architecture provides highest efficiency
  - Lower heat dissipation
  - Small size
  - Lowest system BoM cost and “ease of use”

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1: TA is travel adapter
Positioned To Capitalize On Industry Trends

- Direct backlighting enables HDR
- Trend from edge-lit to direct
- 95% share (Samsung, LG, Vizio, Sony, Sharp)
- Mini-LED backlight about to become commercially viable
- Large increase in LEDs: >500 channels
- High channel count: Dialog core IP
Appliances: SAM Expansion

Non-Isolated AC/DC (Small Electrics)

- Lower BoM cost by eliminating high value component and improving performance
- Dialog’s first non-isolated AC/DC product

Induction Cooking

- New ASSP takes Dialog’s technology model into a greenfield market
- State machine + power stage
- Lower cost, better performance and reliability
Key Takeaways

☑ Market leader in RapidCharge; the largest power market opportunity
  ▪ Largest number of protocols
  ▪ Investment in USB-PD/HPD for future growth

☑ Well-positioned in LED backlighting
  ▪ Core Dialog IP aligned to market trends driving demand for higher channel count
  ▪ MiniLED backlight will continue to drive growth beyond 2019

☑ Leverage existing technologies into appliances and small electrics
Powering the Smart Connected Future

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