



AHEAD OF WHAT'S POSSIBLE™

Powerful Potential The Combination of ADI and LTC

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SENIOR VP, POWER PRODUCTS

Power Business Key Takeaways

Drivers

#1

High Performance Power Leader Targeting High Growth B2B Markets



Demands for High Performance Power Accelerating



Uniquely Positioned to Drive Customer Value Creation and Revenue Synergies

Impact



High Performance Power Brand



Broad Product Portfolio

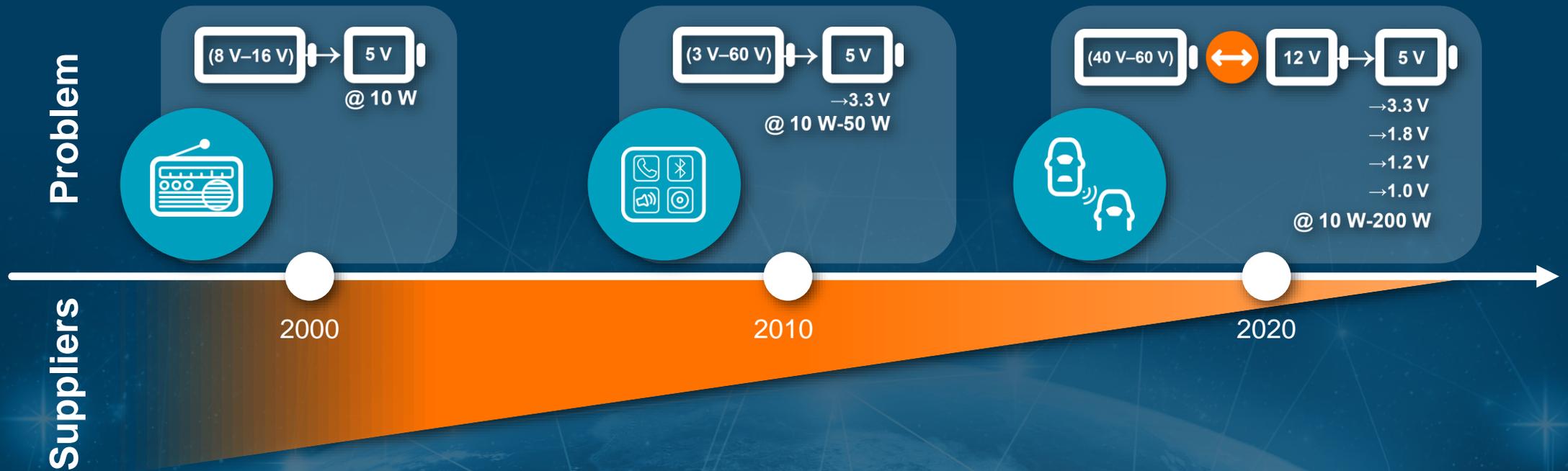


Focused on Growth Markets

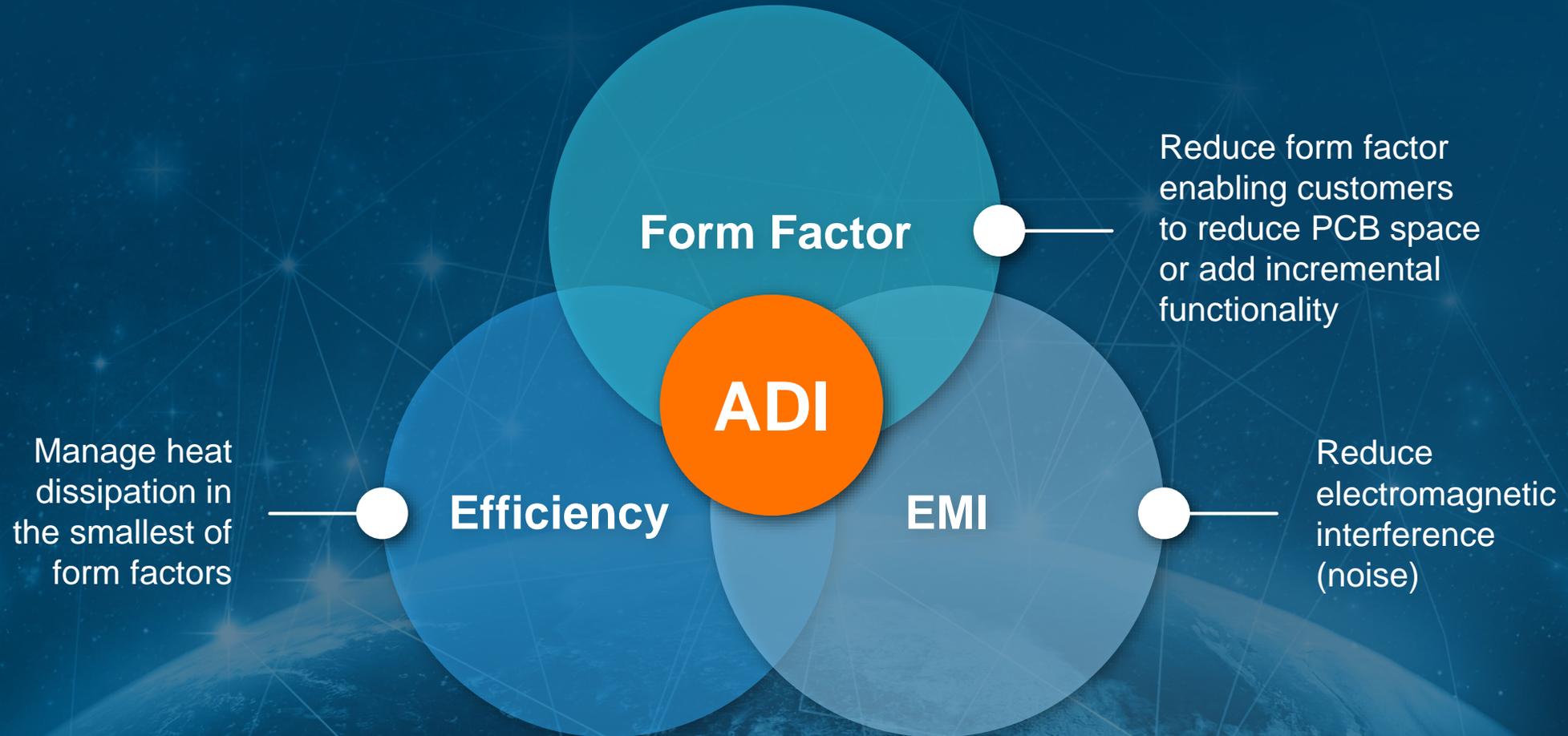


Diverse Customer Base

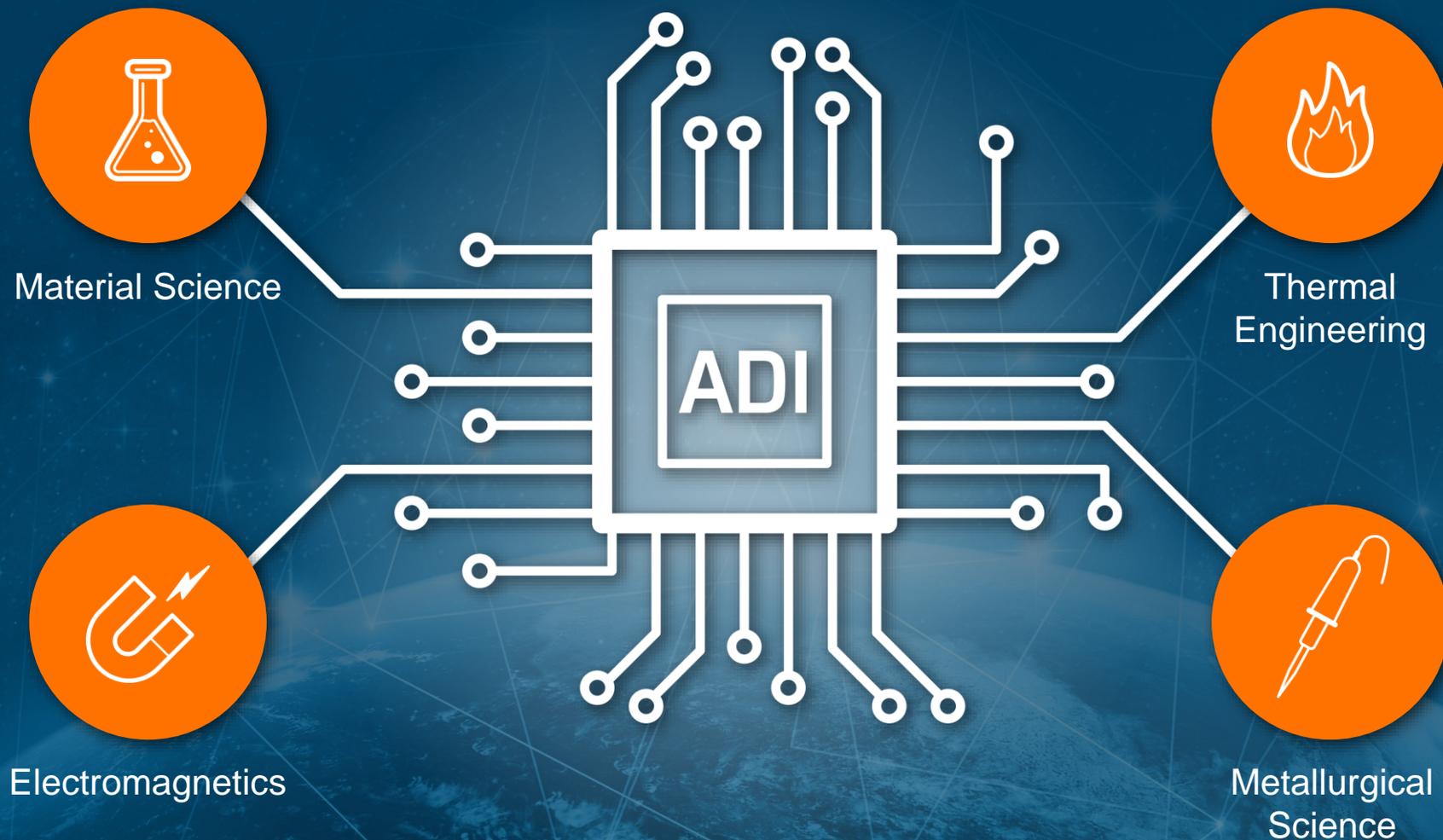
Power Complexity in High Value B2B Applications is Increasing and Few High Performance Suppliers Able to Keep Up



ADI Uniquely Capable of Solving *the* Three Key Performance Metrics Form Factor, Efficiency, EMI



Power Is a Physical Business ...



ADI and LTC Complementarity Opens Up New Opportunities for Power Product Portfolio



Industrial

New Opportunities

Aerospace and Defense

Healthcare

Existing LTC Opportunities

Instrumentation

Factory Automation



Infrastructure

4G+ and 5G Wireless

Macro and Small Cell Base Stations

Data Center

Optical

Networking



Automotive

Active and Predictive Safety

Sensing systems

Infotainment

EV/HEV

LED Lighting

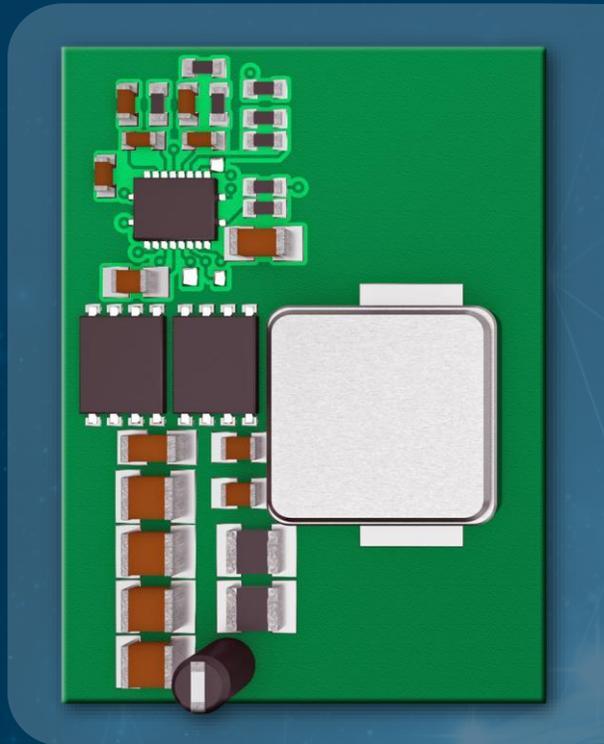


Consumer

Portable Devices

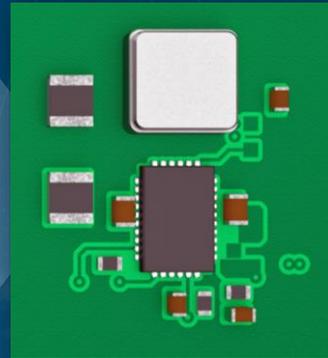
Prosumer A/V

Silent Switcher® Products Solve All Three Key Performance Metrics

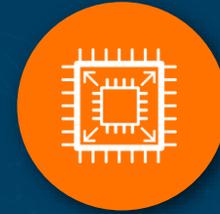


Competitor Board

1/3 PCB Area
vs. competitor



ADI/LTC
Board



Form Factor, Efficiency,
and EMI



Design Wins Across
Industrial and Auto Markets

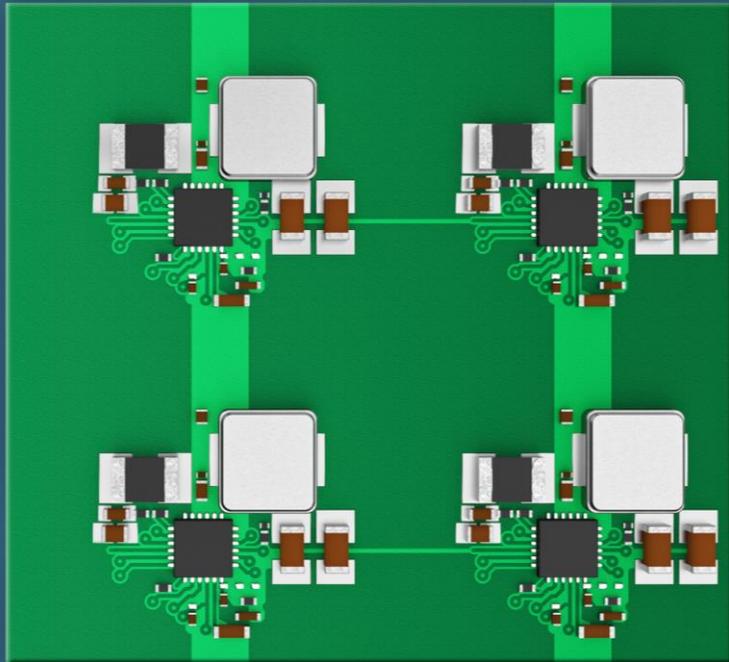


Growth Across All Markets
and Product Lines

μModule® Plug-and-Play Capability Scales High Performance Innovations Across Thousands of Customers

30x to 100x

reduced component count



3x to 6x Higher Power Density



2x to 6x Higher ASP



Savings per Square Inch of PCB

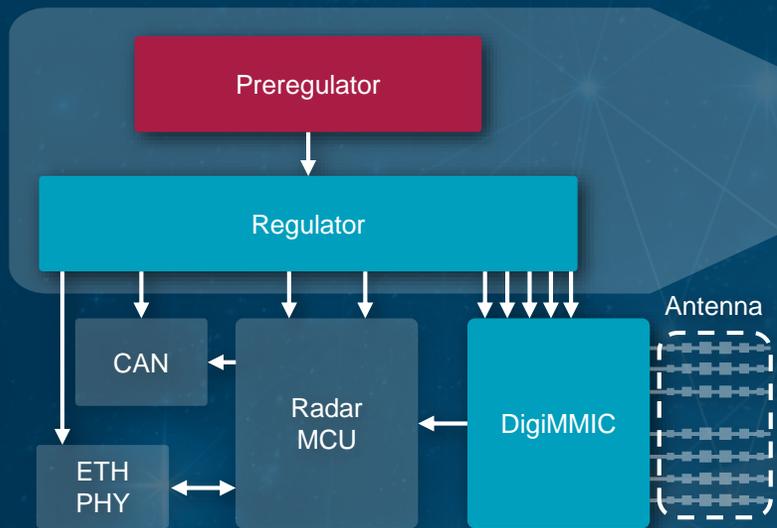


1000s of Customers

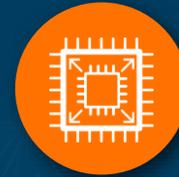
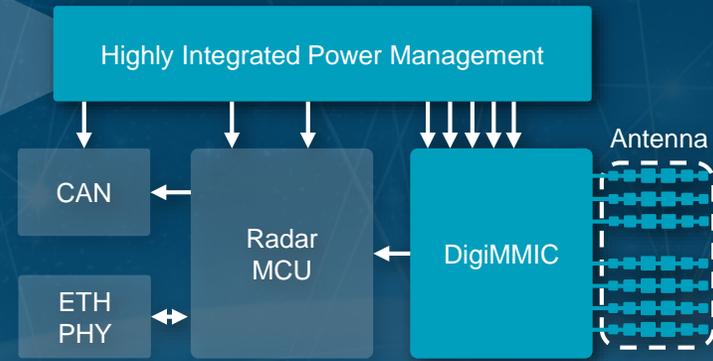
Driving Revenue Synergies in Automotive Automotive 77 GHz Radar Solution

■ ADI Component ■ LTC Component

Today



Tomorrow



Form Factor Reduction



Power Optimization



Functional Safety (FuSa)



Higher Receive Channels

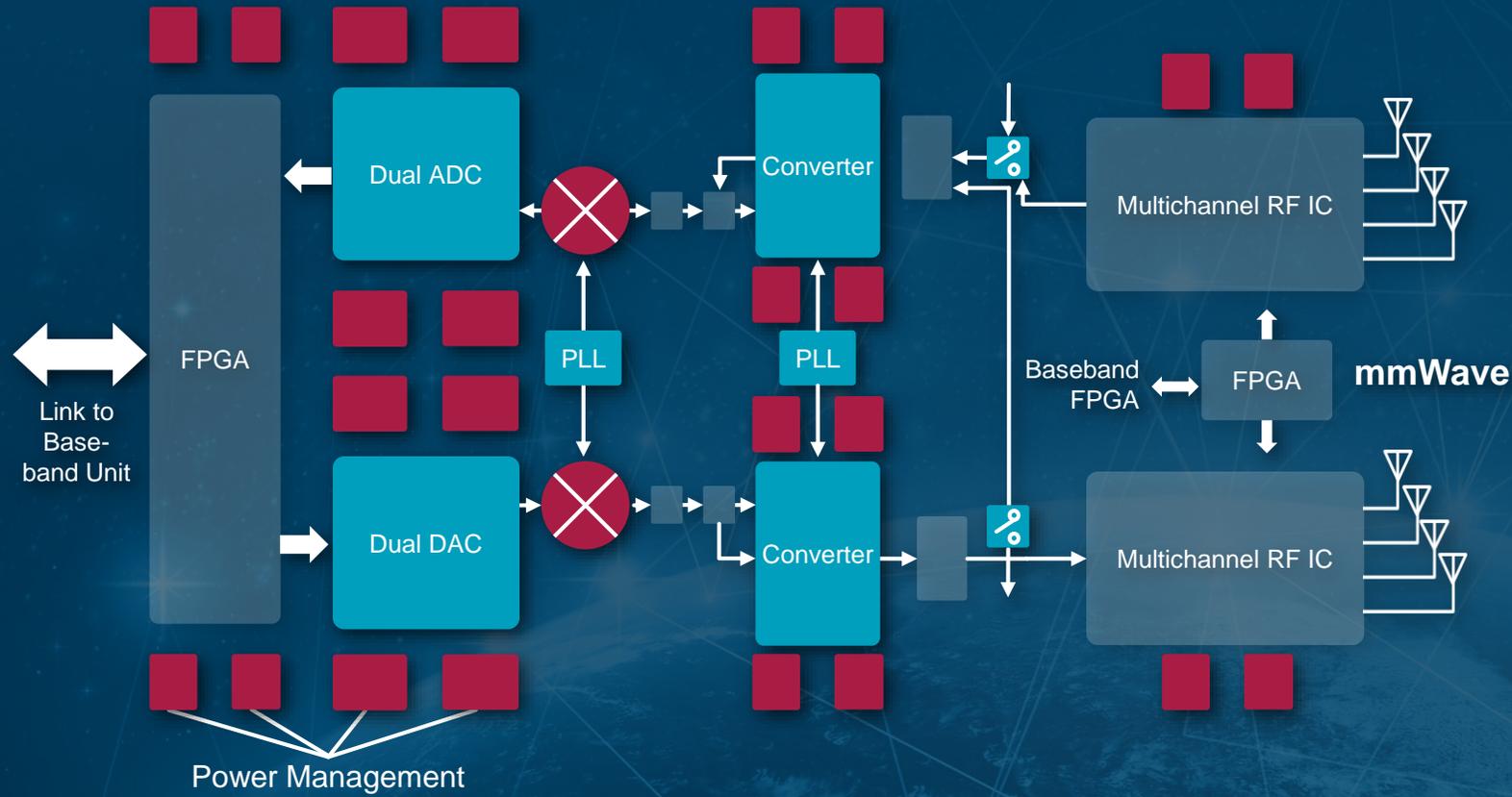


Quality/Reliability

Driving Revenue Synergies in Wireless Infrastructure

5G Base Stations: Two-Thirds of the Radio Card Is Power

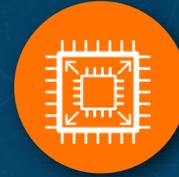
■ ADI Component ■ LTC Component



Increased BOM



Higher Levels of Integration



Reduction in Size



Improved Signal Chain Performance



Drive Share Gains at New Customers

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Analog Devices 2017 Investor Day

POWERFULLY CONNECTING THE PHYSICAL
AND DIGITAL WORLDS