



AHEAD OF WHAT'S POSSIBLE™

Powerful Potential The Combination of ADI and LTC

STEVE PIETKIEWICZ

SENIOR VP, POWER PRODUCTS

Power Business Key Takeaways

Drivers

Impact

#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



High
Performance
Power Brand



Broad Product
Portfolio

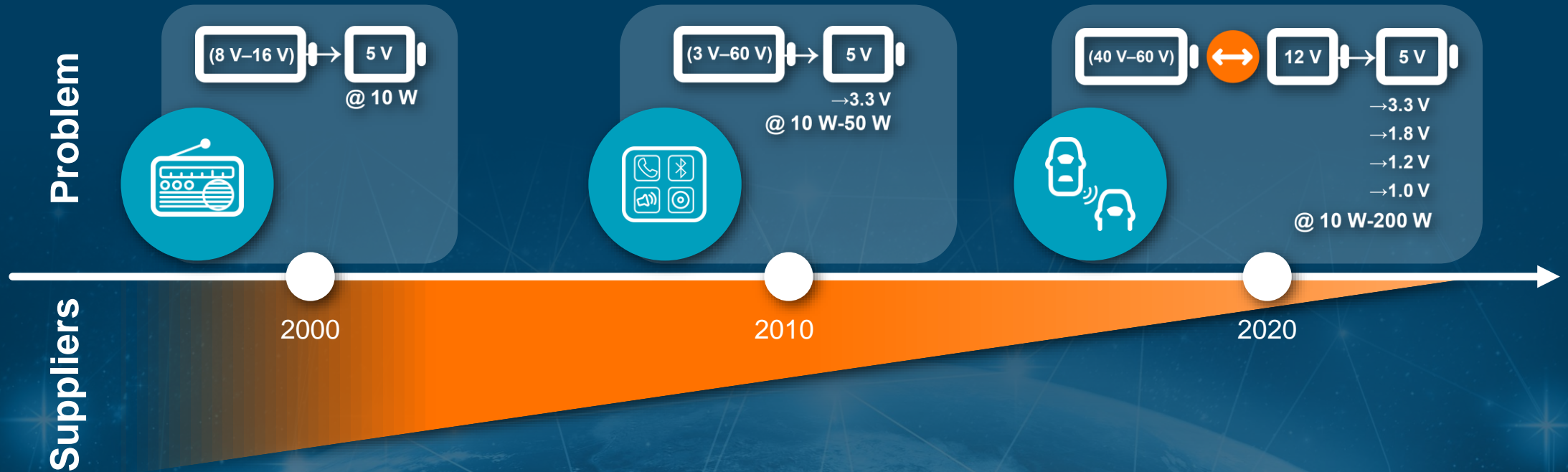


Focused on
Growth Markets



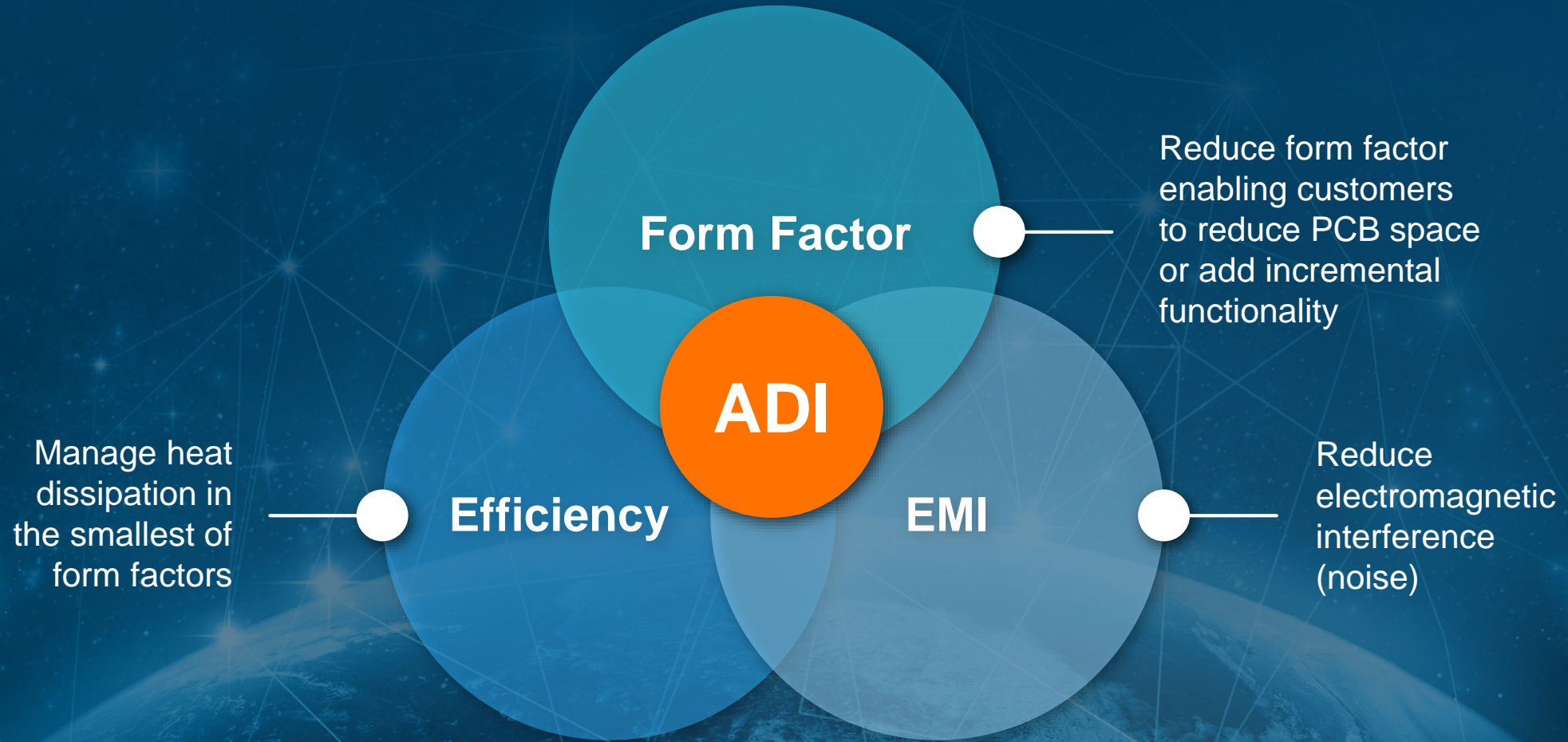
Diverse
Customer Base

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

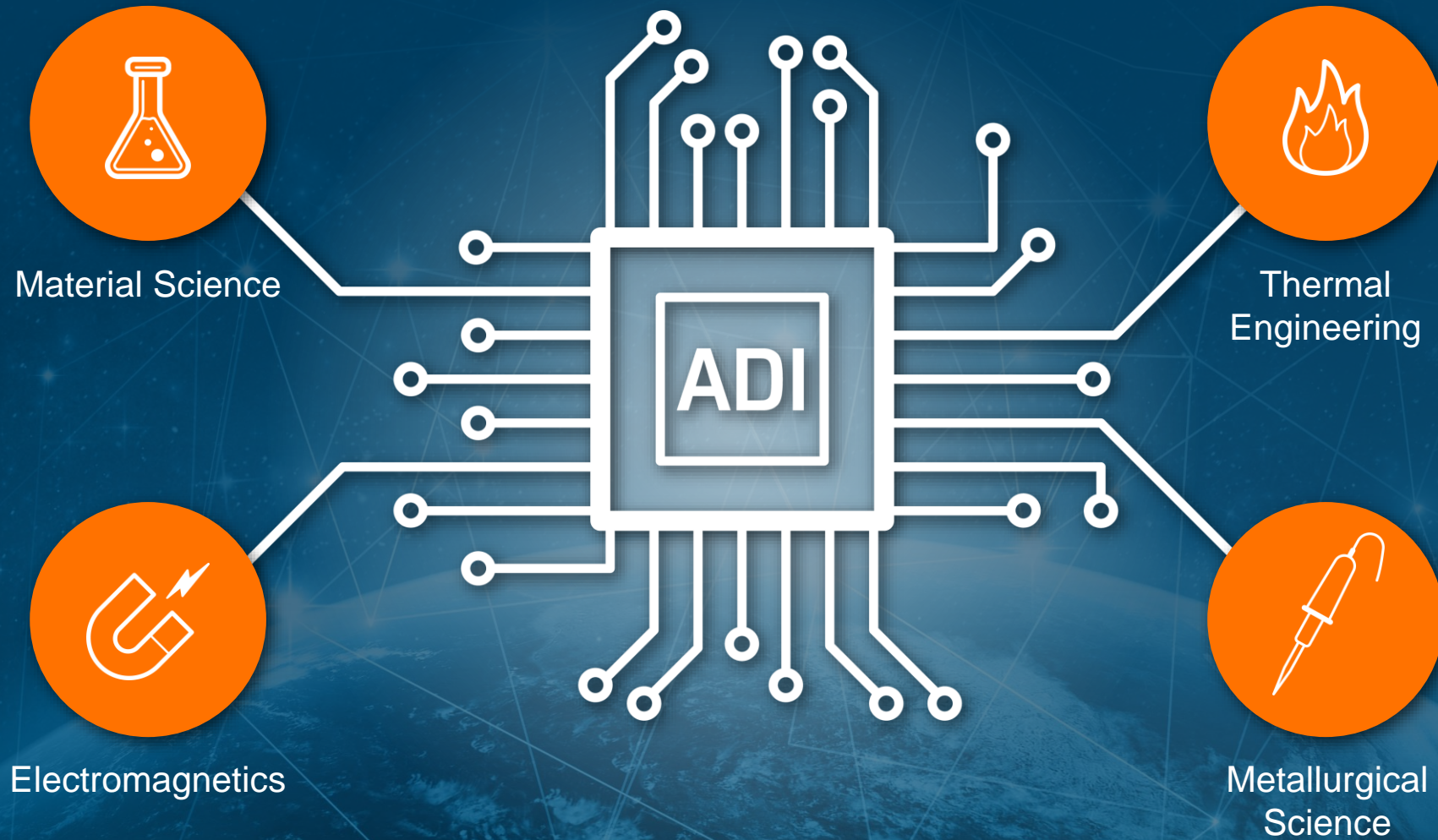


ADI Uniquely Capable of Solving *the* Three Key Performance Metrics

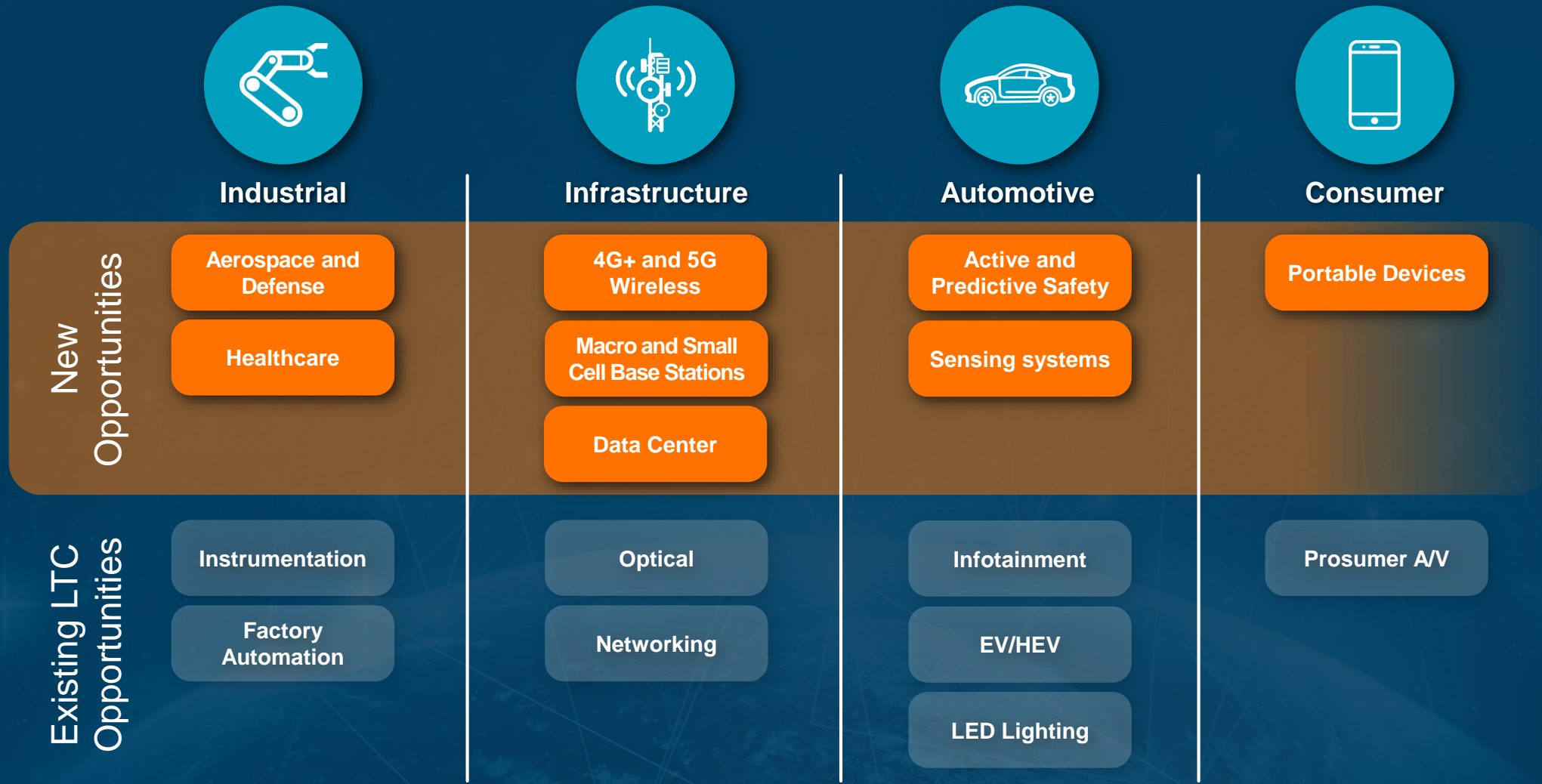
Form Factor, Efficiency, EMI



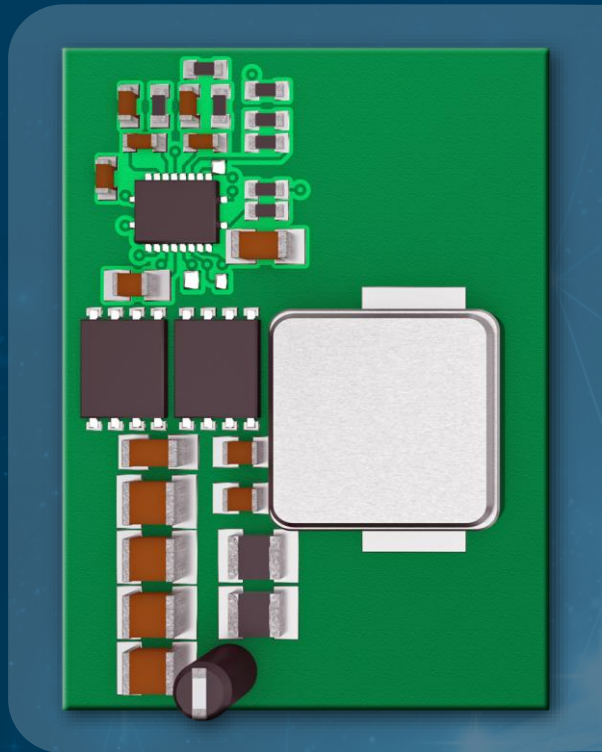
Power Is a Physical Business ...



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

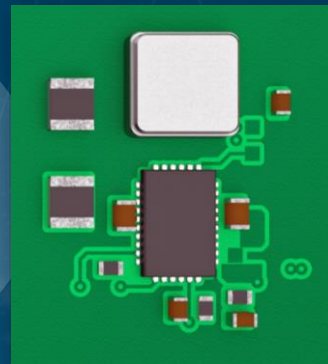


Silent Switcher® Products Solve All Three Key Performance Metrics

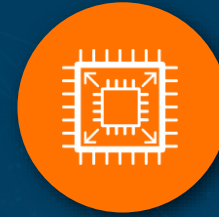


Competitor Board

1/3 PCB Area
vs. competitor



ADI/LTC
Board



Form Factor, Efficiency,
and EMI



Design Wins Across
Industrial and Auto Markets

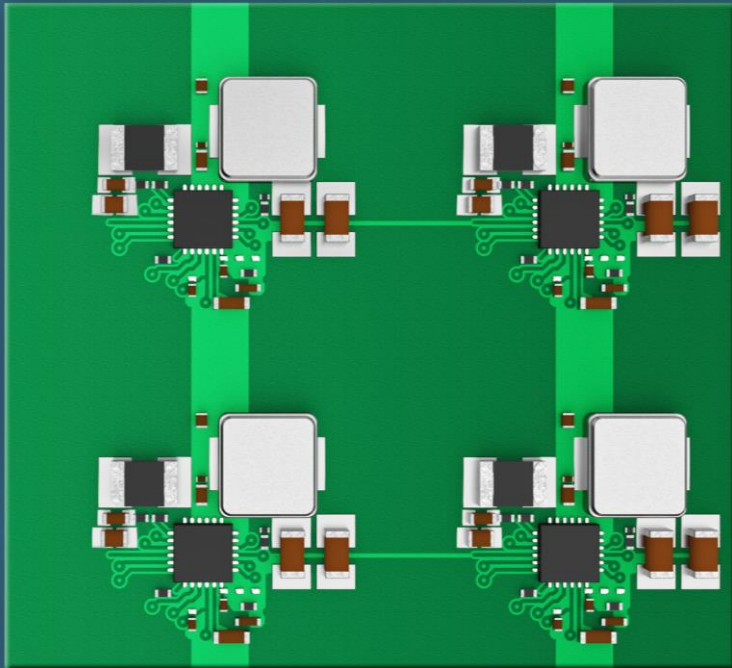


Growth Across All Markets
and Product Lines

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



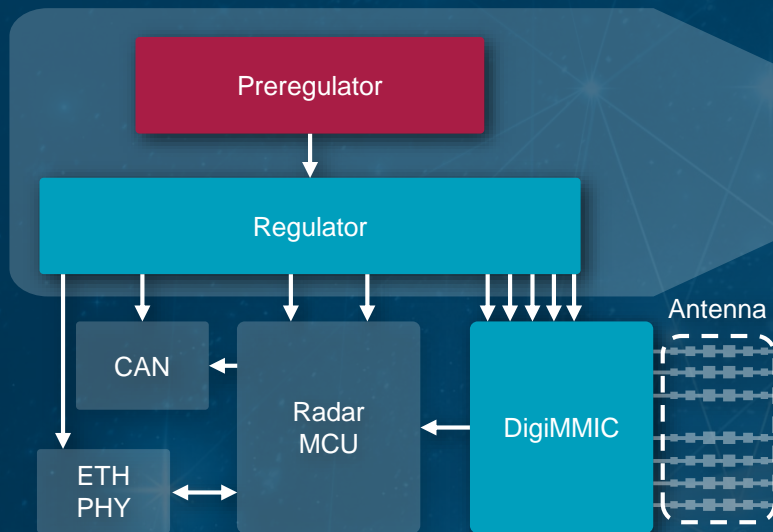
1000s of Customers

Driving Revenue Synergies in Automotive

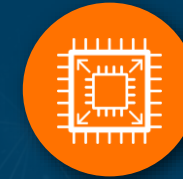
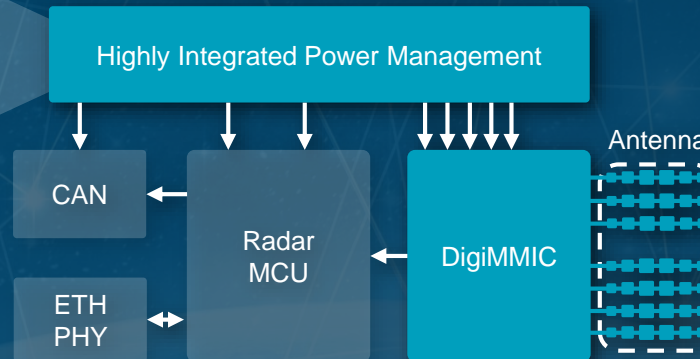
Automotive 77 GHz Radar Solution

■ ADI Component ■ LTC Component

Today



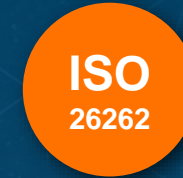
Tomorrow



Form Factor
Reduction



Power Optimization



Functional Safety
(FuSa)



Higher Receive
Channels

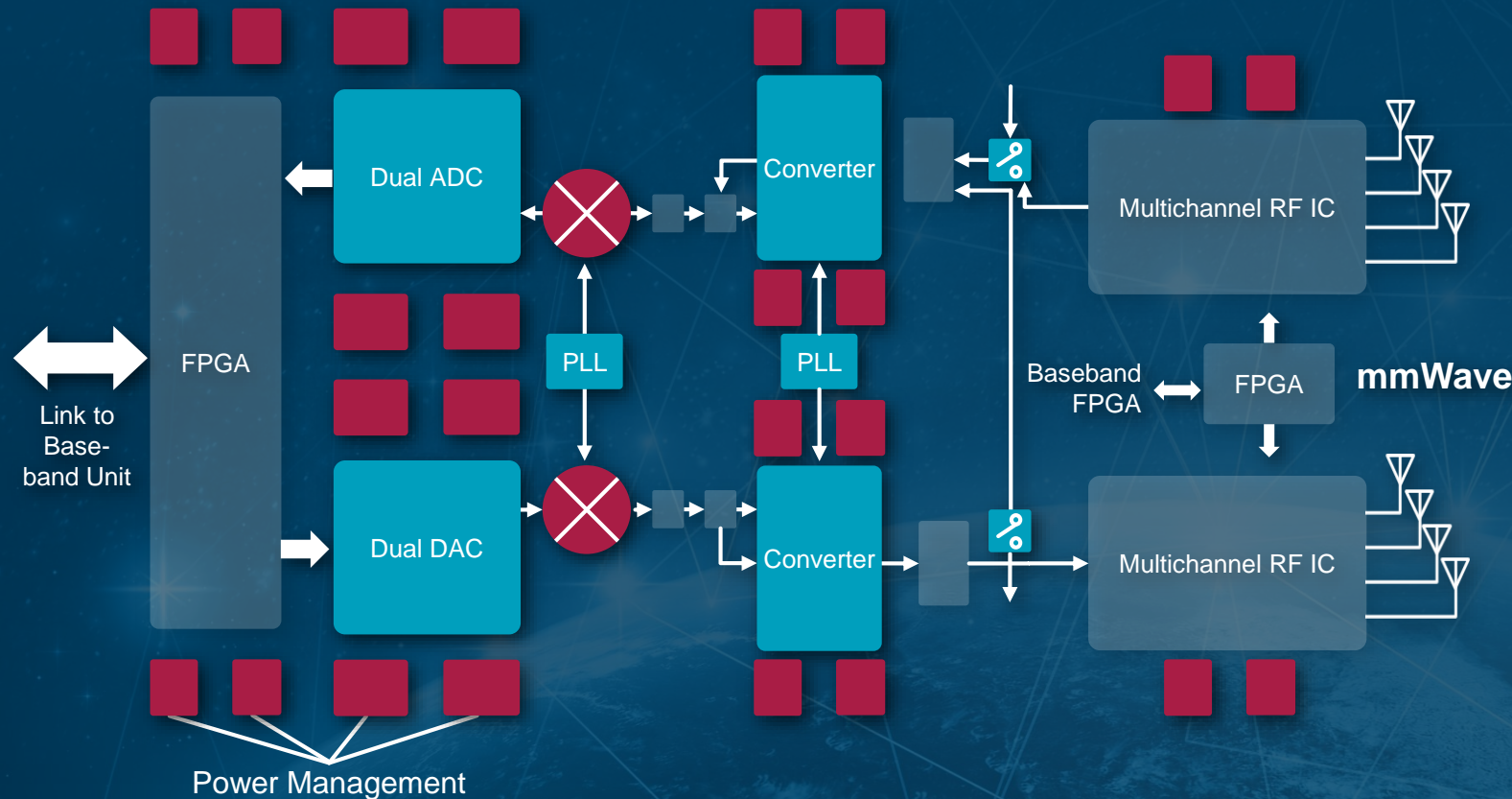


Quality/Reliability

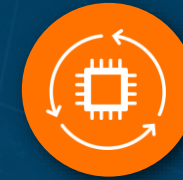
Driving Revenue Synergies in Wireless Infrastructure

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

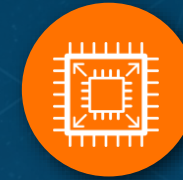
■ ADI Component ■ LTC Component



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