



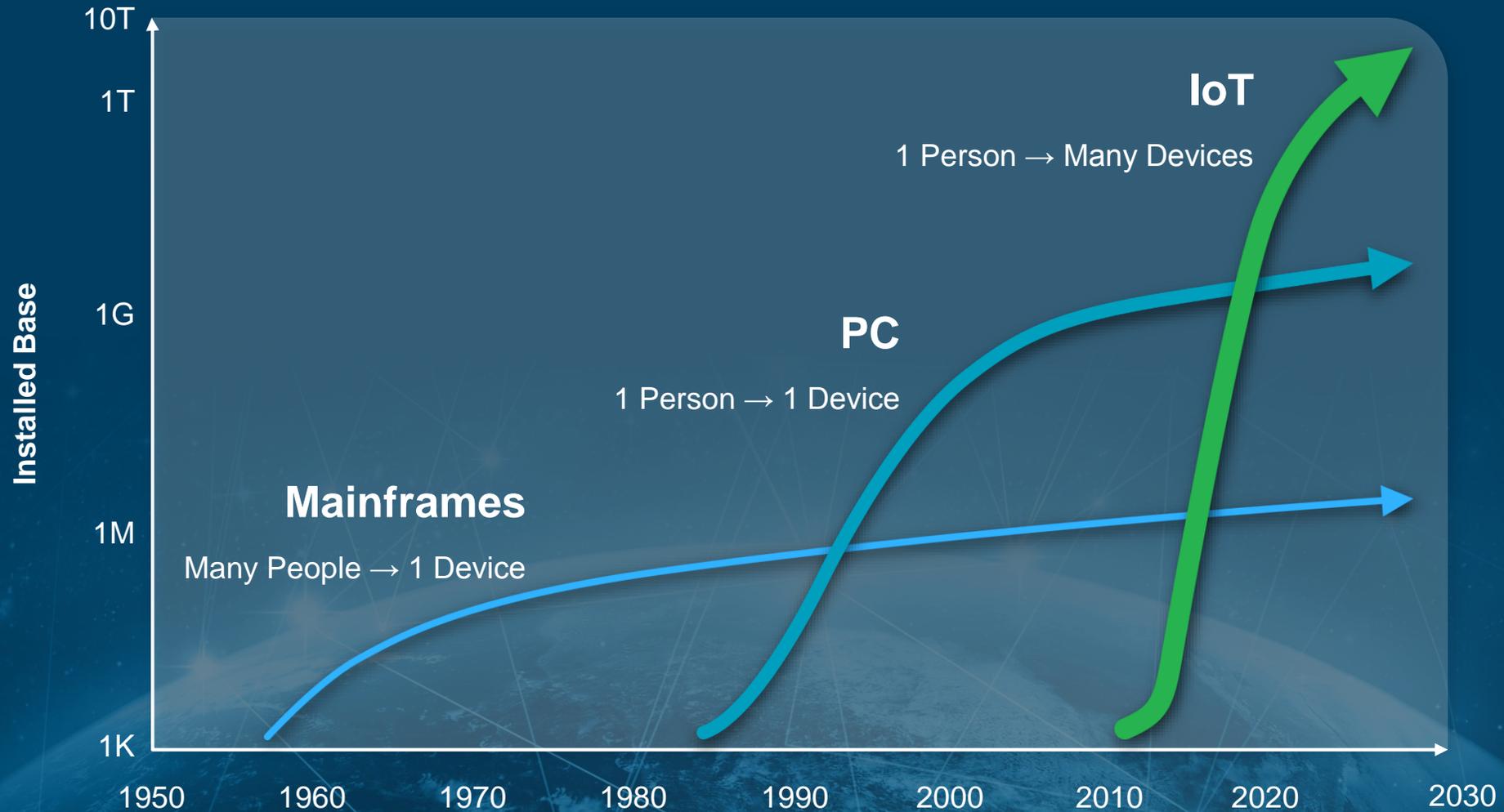
AHEAD OF WHAT'S POSSIBLE™

Continuous Innovation

PETER REAL

CTO

Third Wave of Information Processing Driving Opportunities for ADI

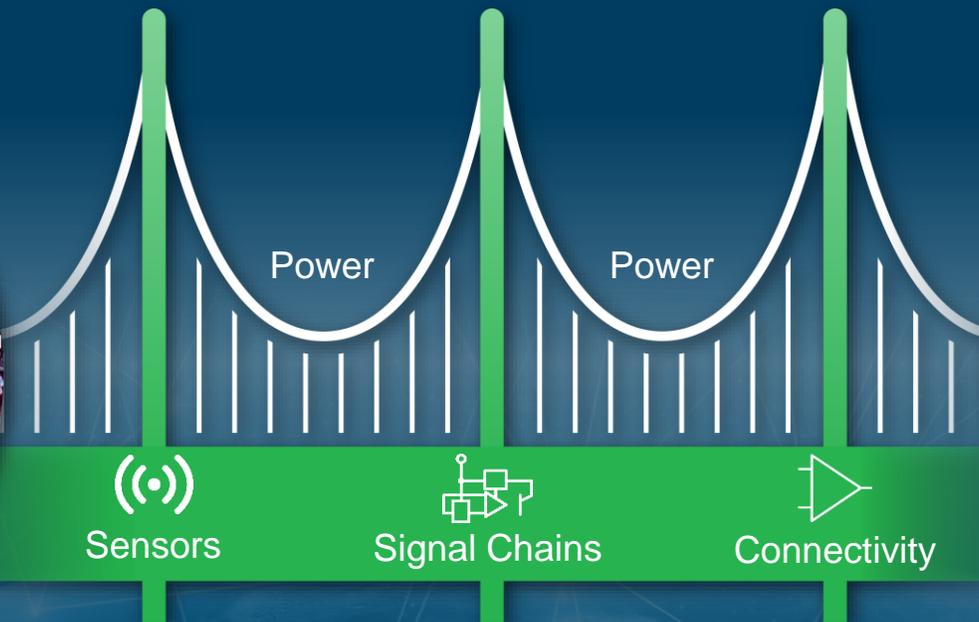


Powerfully Bridging the Physical and Digital Worlds

Physical World



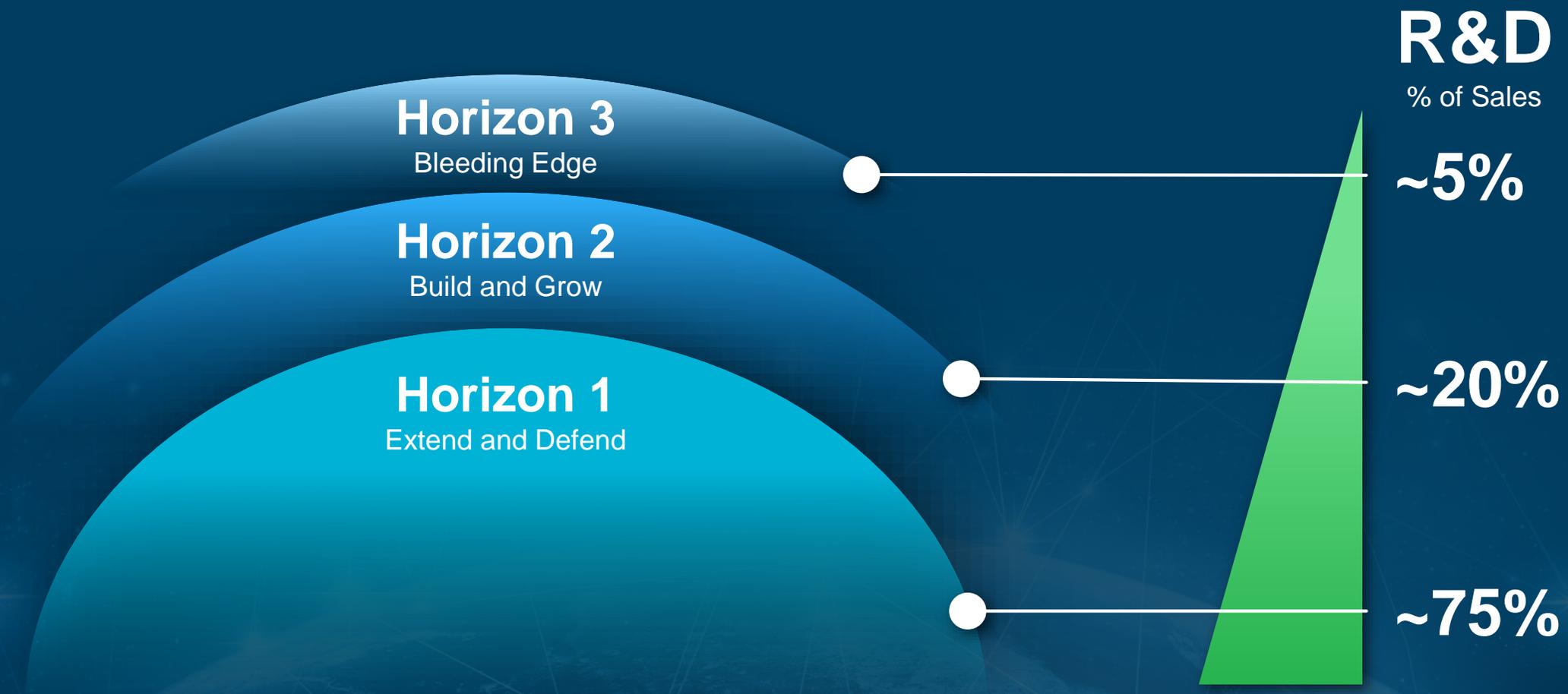
Digital World



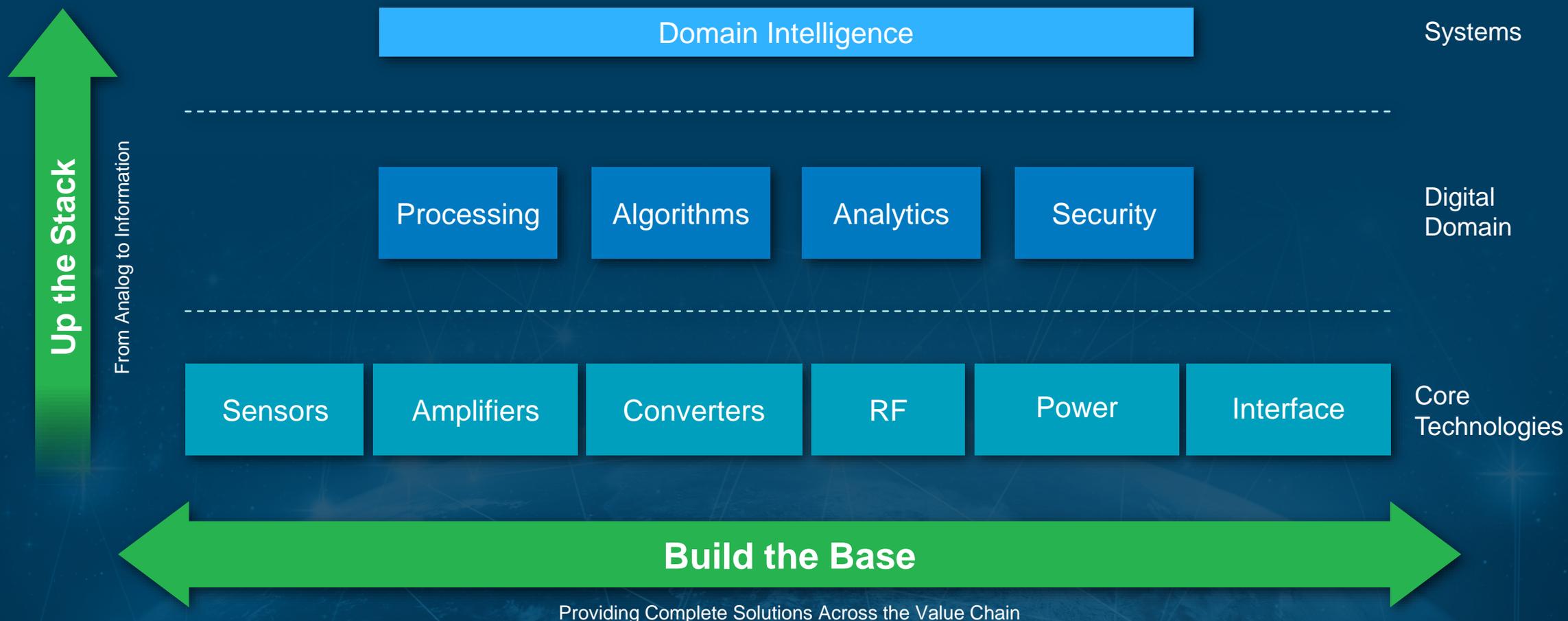
Uniquely Addressing High-Value Opportunities



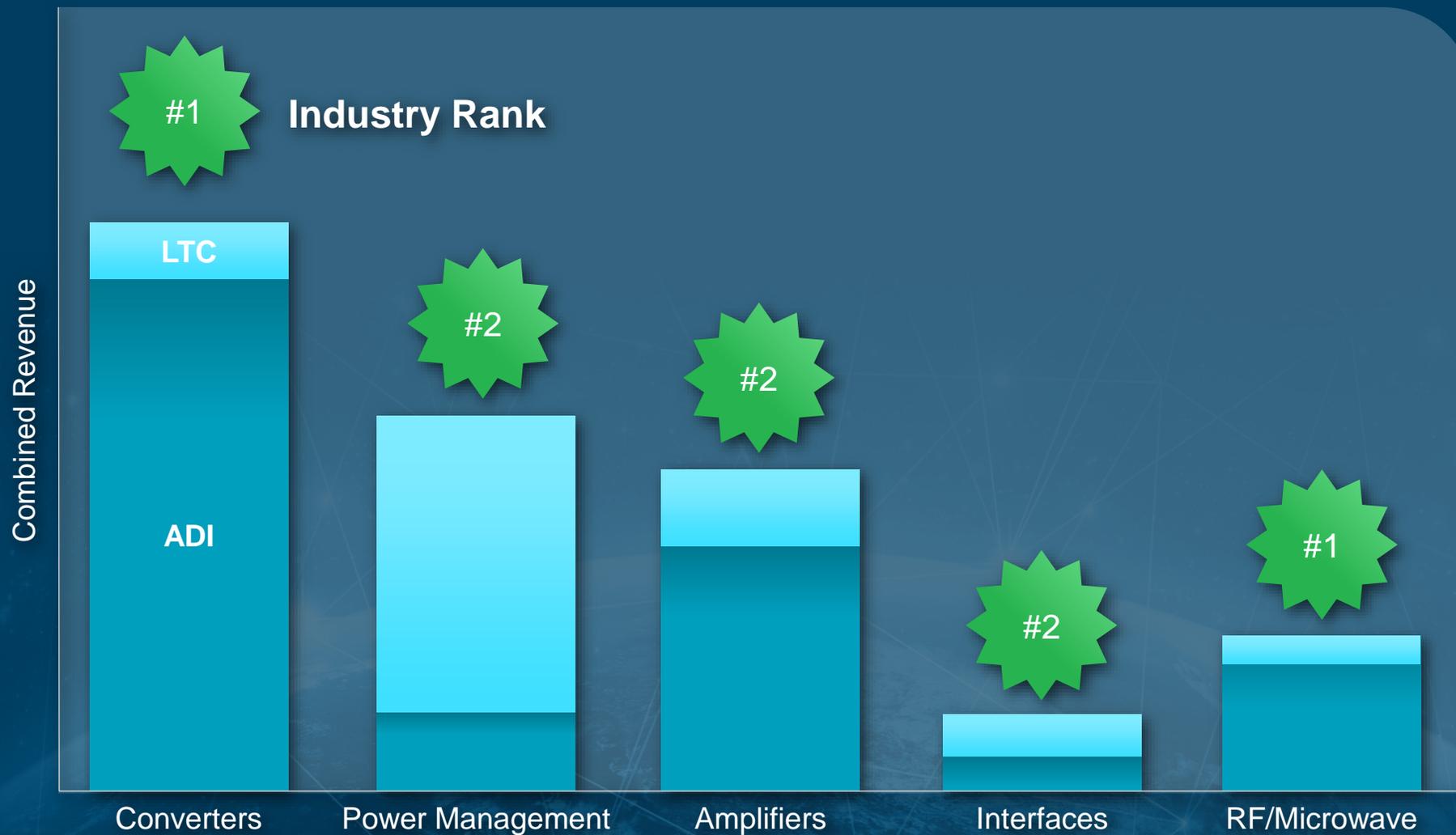
\$1 Billion R&D Investments that Exploit and Explore Opportunities



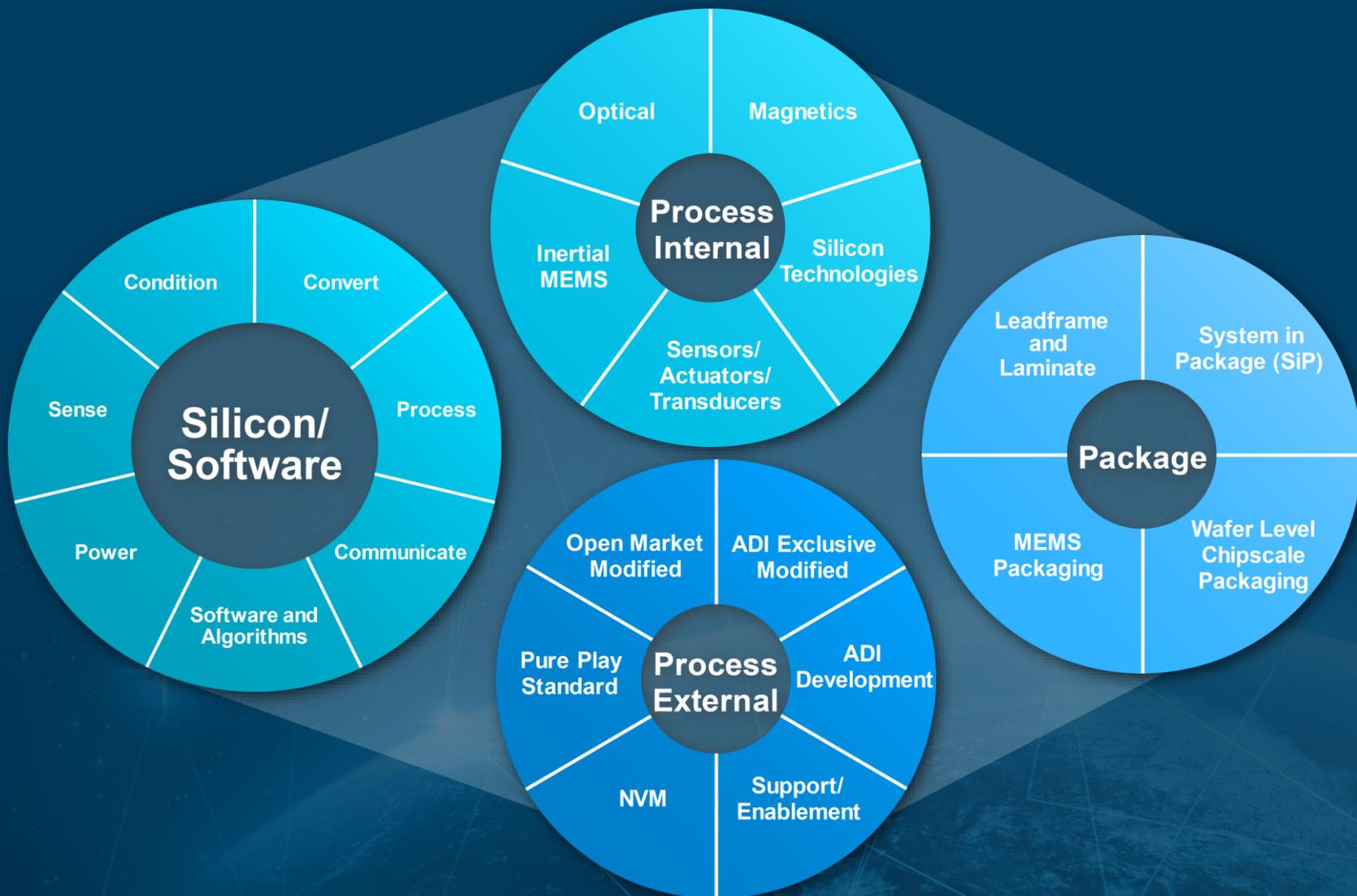
Horizon 1—Extend and Defend



Horizon 1—Extend and Defend



Horizon 1—Extend and Defend



50k

SKUs



Complexity Increasing



Not Easily Replicated

Horizon 2—Build and Grow

**More
Moore**

130 nm
90 nm
65 nm
45 nm
32 nm
28 nm
16 nm

Miniaturization

Information
Processing

~20%
R&D

Horizon 2—Build and Grow

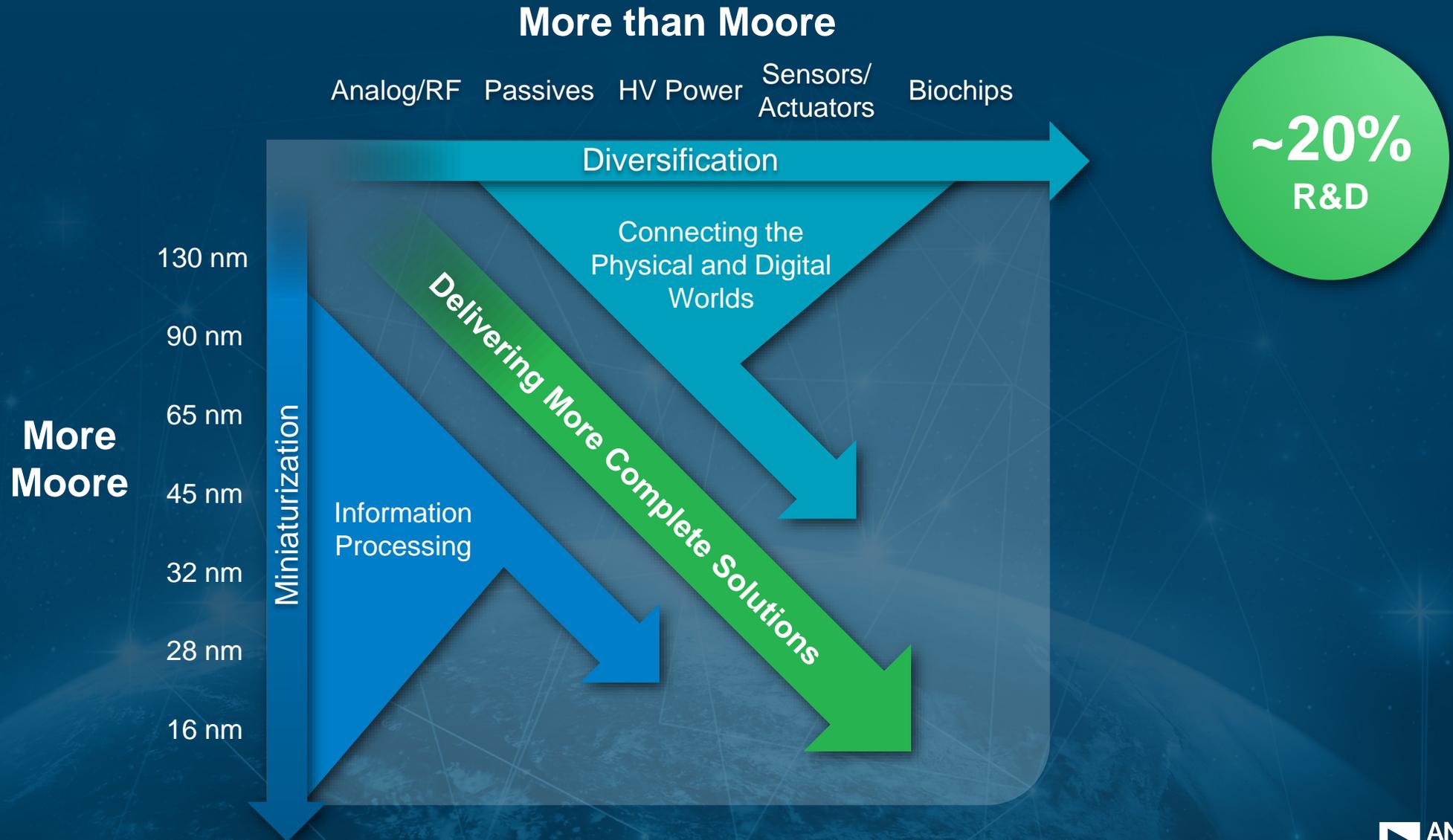
More than Moore

Analog/RF Passives HV Power Sensors/
Actuators Biochips

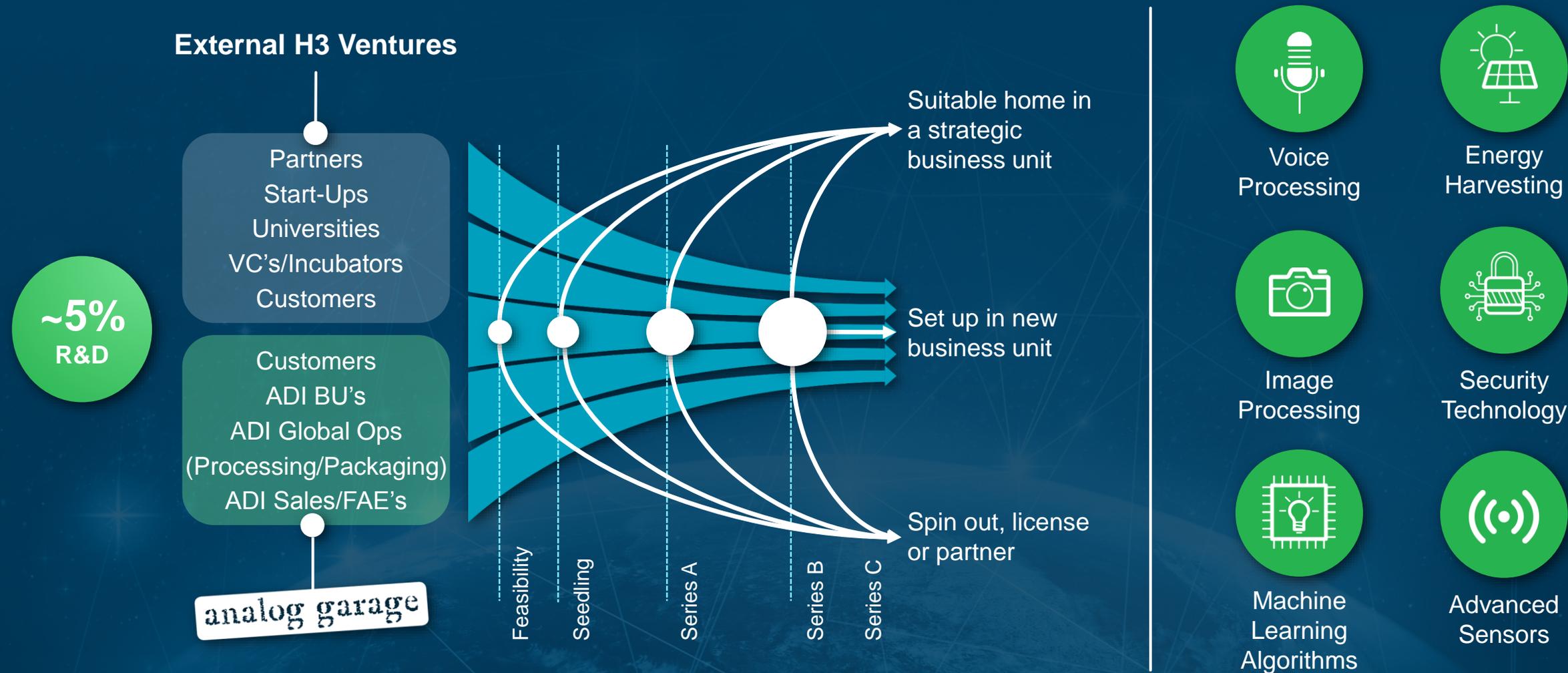


~20%
R&D

Horizon 2—Build and Grow



Horizon 3—Bleeding Edge



Key Takeaways

Drivers



Signal Processing Domain
Expertise and Experience



Focus on Innovation

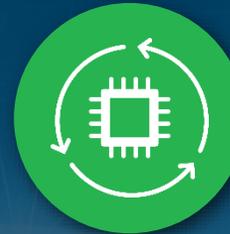


Technology Trends Increasing
ADI's Opportunities

Impact



Uniquely Differentiated
Capabilities



Optimized for Continued
Innovation



Market Leadership



AHEAD OF WHAT'S POSSIBLE™

Analog Devices 2017 Investor Day

POWERFULLY CONNECTING THE PHYSICAL AND
DIGITAL WORLDS