Convergence on a Global Scale

August 3, 2005
Dan Shine

AMD Mission Statement

The AMD mission is to be
the global supplier of choice
for computation, multimedia and <u>connectivity solutions</u>
that enable our customers around the world
to empower the enterprise,
accelerate adoption of the digital lifestyle
and bridge the "Digital Divide."

We develop innovations based on a
<u>deep understanding of the strategies</u>
of our expanding customer set
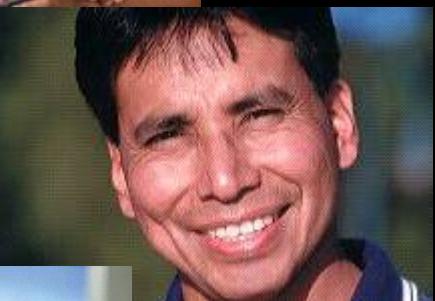and the <u>evolving needs and desires</u> of end-users worldwide.

October 27, 2005   50x15 Overview

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50x15 - Mission

To enable a New Global Population of Tech-Capable Consumers

To Deliver affordable, accessible Internet connectivity and computing capabilities to 50% of the world's population by the year 2015.

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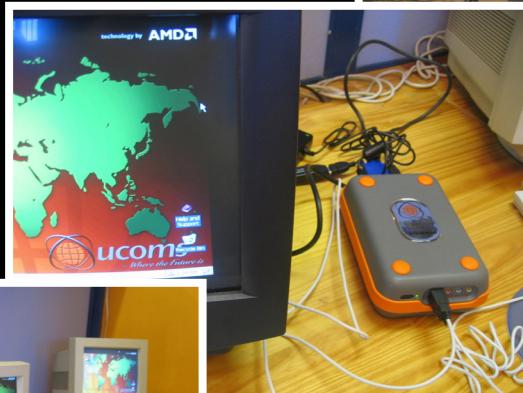confidential

50x15 Strategy

50x15 is a marketing, advocacy and business initiative and follows four strategic thrusts

- Business
  - Create economic opportunities
  - Change the World
- Accessible solutions
  - Simple, Accessible, Empowering technology
  - Customer-centric focused
- "Geo-sensitive" approach
  - Targeted solutions for high growth markets
  - Partnering with governments, manufacturers, distribution & financial institutions
- Integrated, end-to-end ecosystem
  - More than technology alone
  - Includes packaging, distribution, service, support and microfinancing

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Diepsloot, South Africa

- Installed 7/11/2005
- Total Devices: 38
- Installation Time:
- 1 Hour 4 Minutes
  (Five Installers)

Learning Labs

- ## Hurricane Katrina Relief
  - Setup PIC labs in Austin (50), San Antonio (40), Houston (40) and Denver (10)
  - Within hours, PCs acquired viruses and were out of commission
  - PICs running 24/7, used by thousands – most of whom had no prior computing experience
  - No on-site IT maintenance required

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