



TI France Innovation Day

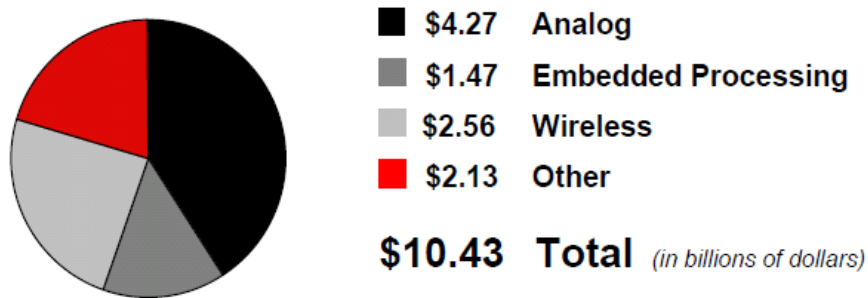
Texas Instruments Investing for the Future

Emmanuel Sambuis

General Manager – MSP430 BU

TI at a glance...

- **2009 TI Revenue:**



- **2009 Capital Expenditures:**

- \$ 753 million

- **2009 R&D:**

- \$ 1.48 billion

- **Employee Population:**

- Approximately 26,700 worldwide

- **Regional Employee Population (approx.)**

- 12,700 in The Americas
 - 9,900 in Texas
 - 8,800 in North Texas
 - 8,100 in Dallas area
- 9,800 in Asia
- 1,700 in Japan
- 2,500 in Europe

- **History:**

- Founded in 1930 as a geophysical exploration company that used seismic signal processing technology to search for oil
- Adopted the name Texas Instruments Incorporated in 1951
- Entered the semiconductor market with its 1954 introduction of the first commercial silicon transistor

- **Fortune 500 ranking:**

- 215 (2009 ranking based on 2008 revenue)

- **Patents:**

- TI patents issued worldwide cumulatively:
 - more than 37,000
- 2009 TI patents issued worldwide cumulatively:
 - more than 1,100

- **Global presence:**

- Manufacturing, design or sales operations in more than 30 countries

- **TI Stock:**

- Ticker is TXN
- Trades on the New York Stock Exchange

Analog & Embedded Processing are fantastic opportunities

- **Large markets**
 - Analog: \$32B
 - Embedded Processing: \$14B
- **Inside everything, cool new apps**
 - ~80,000 TI customers
- **Fragmented competition**
 - Analog: top eight companies comprise ~50% of market
 - Embedded Processing: top four companies comprise ~50% of market
- **TI has strong positions, room to grow**
 - #1 in Analog, 13% share (WSTS)
 - #2 in Embedded Processing, 11% share (WSTS)

Investment on Manufacturing Capacity



2010 TI Fab investments: adding significant wafer capacity

World's first 300mm Analog fab in Richardson, Texas (Phase I and II)	\$2 billion
Nearly 200 200mm tools expanded capacity in Dallas, Freising and Miho	\$0.5 billion
200mm wafer fab in Aizu, Japan <ul style="list-style-type: none"> Second wafer fab in Aizu capable of 200mm or 300mm tools available for future capacity when needed 	\$1 billion
200mm wafer fab in Chengdu, China <ul style="list-style-type: none"> Second wafer fab in Chengdu available for future capacity when needed 	\$1 billion
Total	\$4.5 billion



RFAB, Richardson, Texas



DMOS6, Dallas, Texas



Chengdu, China



DMOS5, Dallas, Texas



Aizu Fab, Aizu, Japan

Investment on Innovation



Semiconductors impact

Computing revolution



Computing transformed

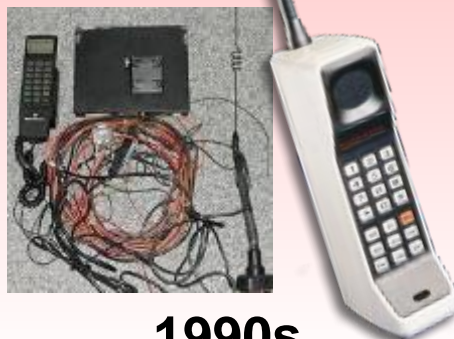


1980s

Communications revolution

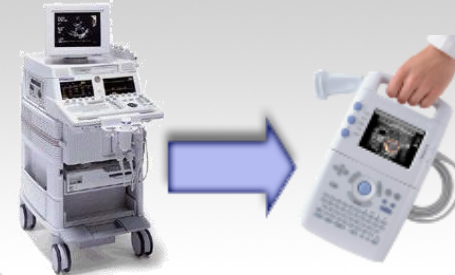


Communications transformed



1990s

Healthcare revolution



Industrial revolution



Energy revolution



2000 and beyond

TI Energy strategy

- Innovative technologies
- Kilby Labs
- Focused systems expertise
- VC investment
- University research

- Dedicated, application-specific products
- Dedicated resources

- Broad analog and digital portfolio
- Toolkits
- Global sales network

Fuel Cell



Stirling Engine



PHEV



Power Line Communications



ULP



ZigBee



Solar / Inverters



Meter / Smart Grid



E-bike



LED/ Appliances Lighting



Power Supplies



Wind Turbines



Analog



Embedded Processing



Wireless Connectivity



MCU



Power Management



Product innovation



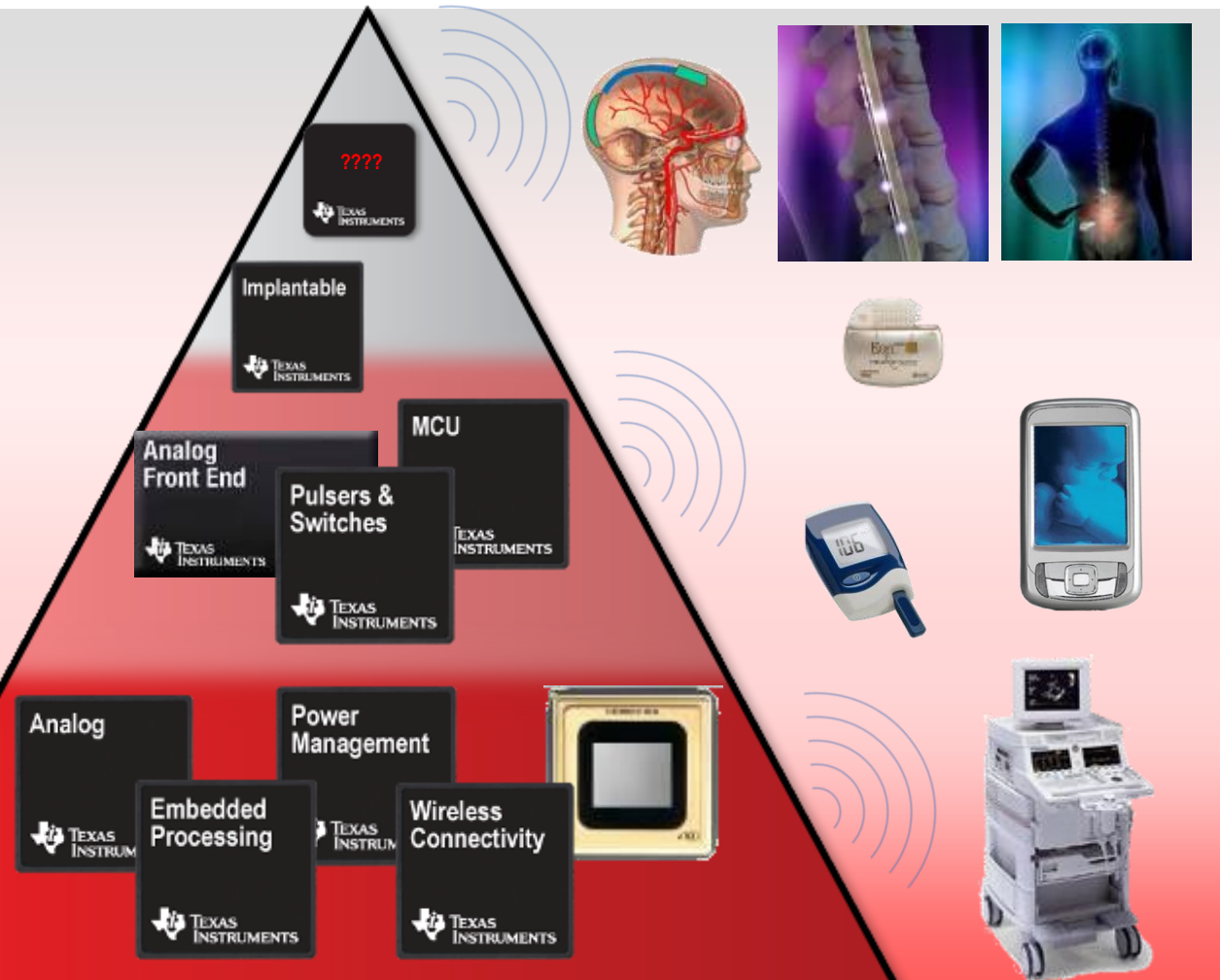
Applications knowledge



Sales & applications support

TI Medical strategy

- University research
- VC investment
- Kilby Labs
- New technologies
- Implantables
- Application-specific products
- Custom ASIC
- Dedicated resources
- Broad analog and digital portfolio
- EP and Die sales
- Toolkits
- Legal stance



Quality & reliability

Process technology



Sales & applications support

Investment to Support You



We are close to You in France

- 2009 Sales and Marketing Offices
- Single point of presence
- Upcoming Sales and Marketing Offices



Summary: TI enables innovation

- TI offers sophisticated solutions for rapidly changing market requirements
- Semiconductor technology from TI can help in addressing these needs and unlock new opportunities
- Our customers benefit from TI's comprehensive analog and embedded processing portfolio and system know-how
- TI is developing innovative solutions in the face of dynamic environmental policies and new price paradigms



Thank you for your attention !

