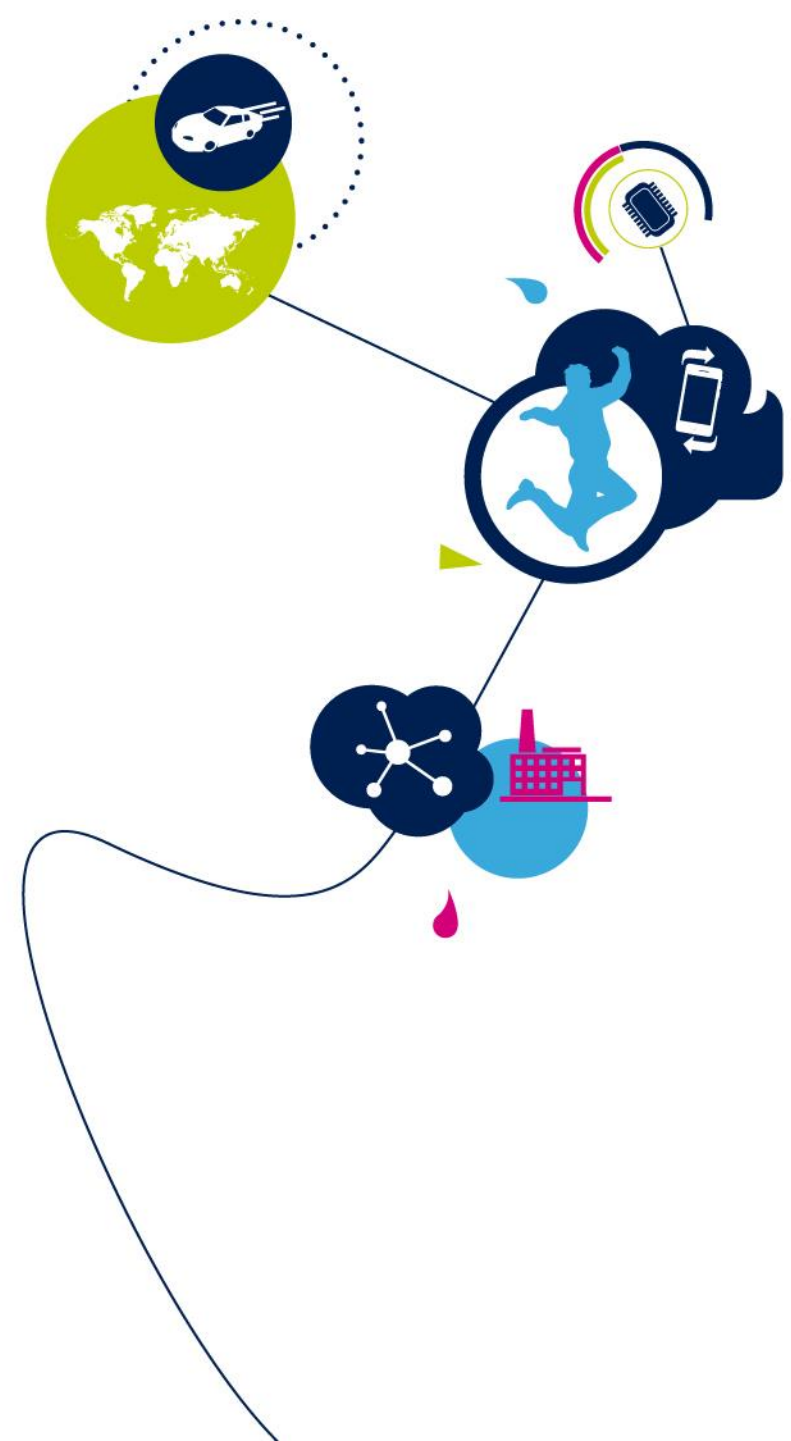




Mustapha Bouraoui

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Who We Are

2

- A global semiconductor leader
- 2016 revenues of **\$6.97B**
- Listed: NYSE, Euronext Paris and Borsa Italiana, Milan

- Research & Development
- Main Sales & Marketing
- Manufacturing



- Approximately **43,500** employees worldwide
- Approximately **7,500** people working in R&D
- **11** manufacturing sites
- Over **80** sales & marketing offices

As of December 31, 2016

From Challenges to Opportunities

3



1

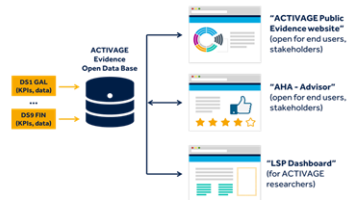
ACCEPTANCE



- Technologies (Sensors, SW, Cloud, Security, Privacy)
- Living Lab
- Large Scale Pilots

2

USE CASE
PROTOTYPING



- Clear evaluation framework
- Quantification of added value
- Evidence on Impact

3

IMPACT



4

EVANGELIZATION



- Digital Blueprint
- Business Model Innovation
- Network Sustainability
- User Empowerment

5

SUSTAINABILITY
ECOSYSTEM EXPANSION

Innovative IoT-based
Smart Services

Promote autonomy, regular activity and health for Elderly People...

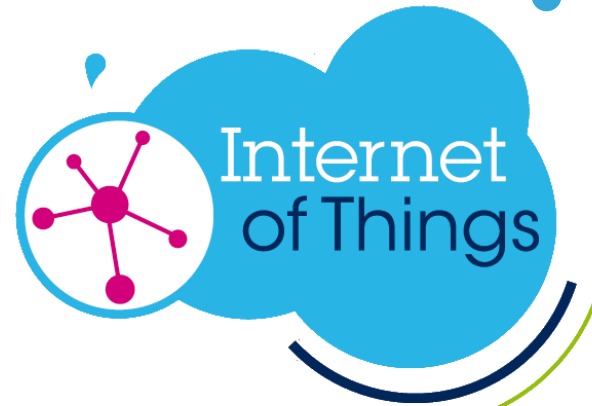
4



Making **homes** smarter
for better living



Empowering **patients**
for smarter healthcare



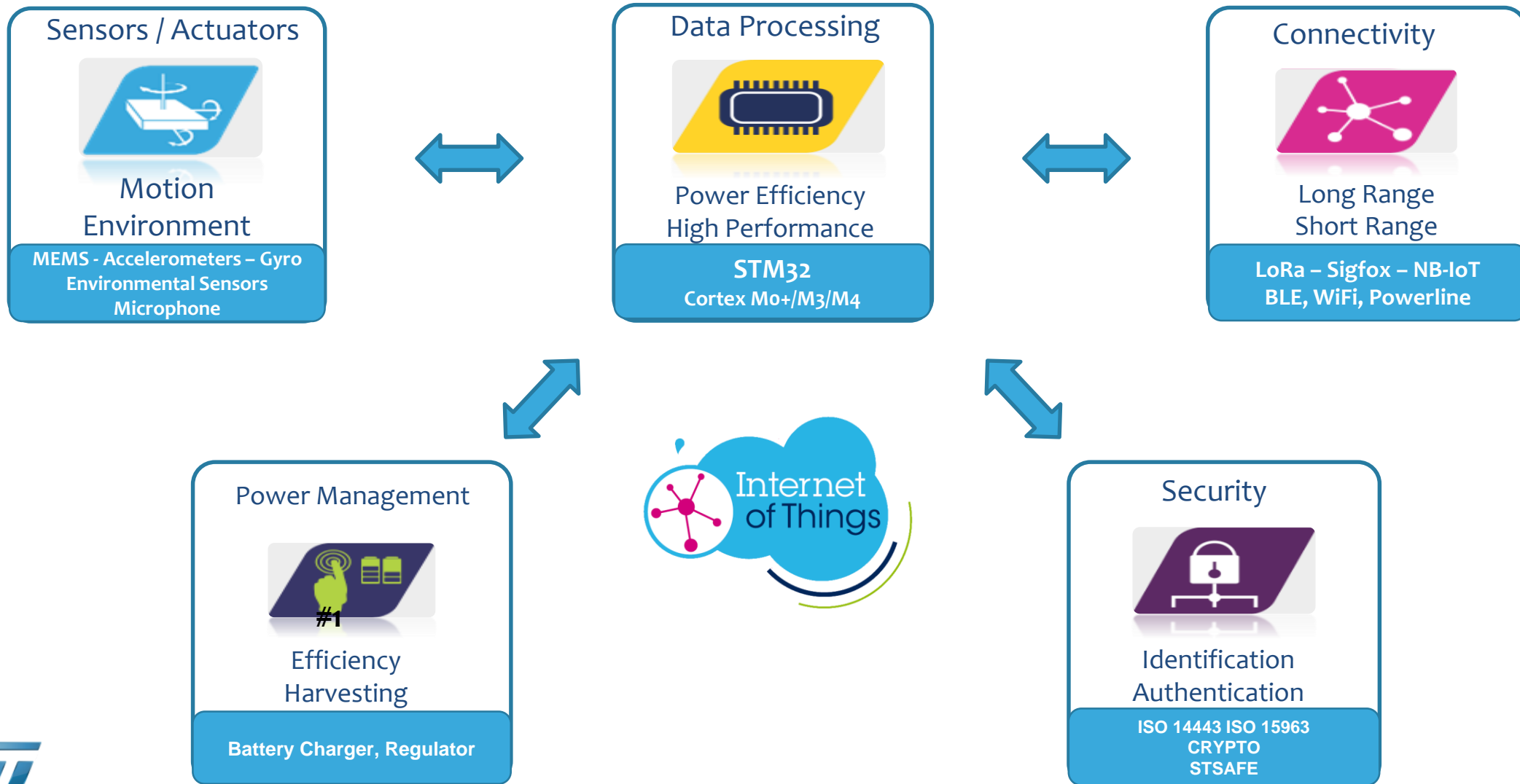
Safer and connected
mobility



Enabling **cities** to make
more of available
resources

... with the support of the most recent advances in semiconductors & IoT devices

5



Example of Remote & Mobile ECG Monitoring System

6



System Structure



Workflow





life.augmented