

QUALCOMM®



WIRELESS REACH™

Empowering Communities Worldwide

Wireless Reach™ from Qualcomm

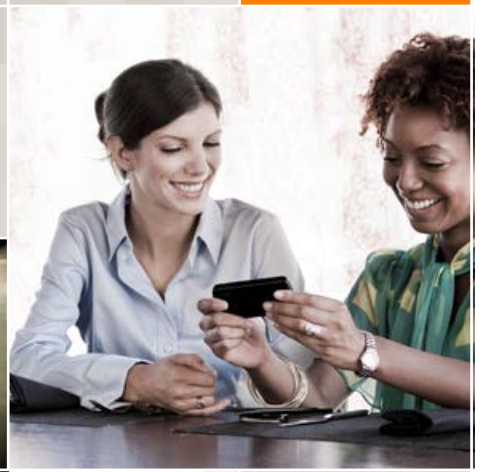


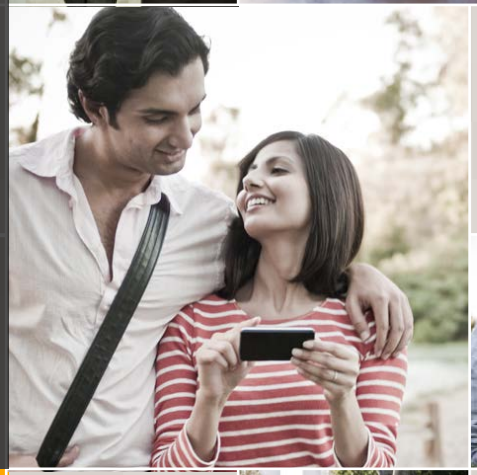


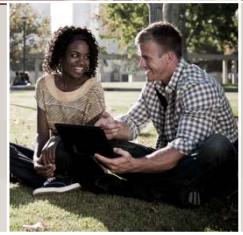


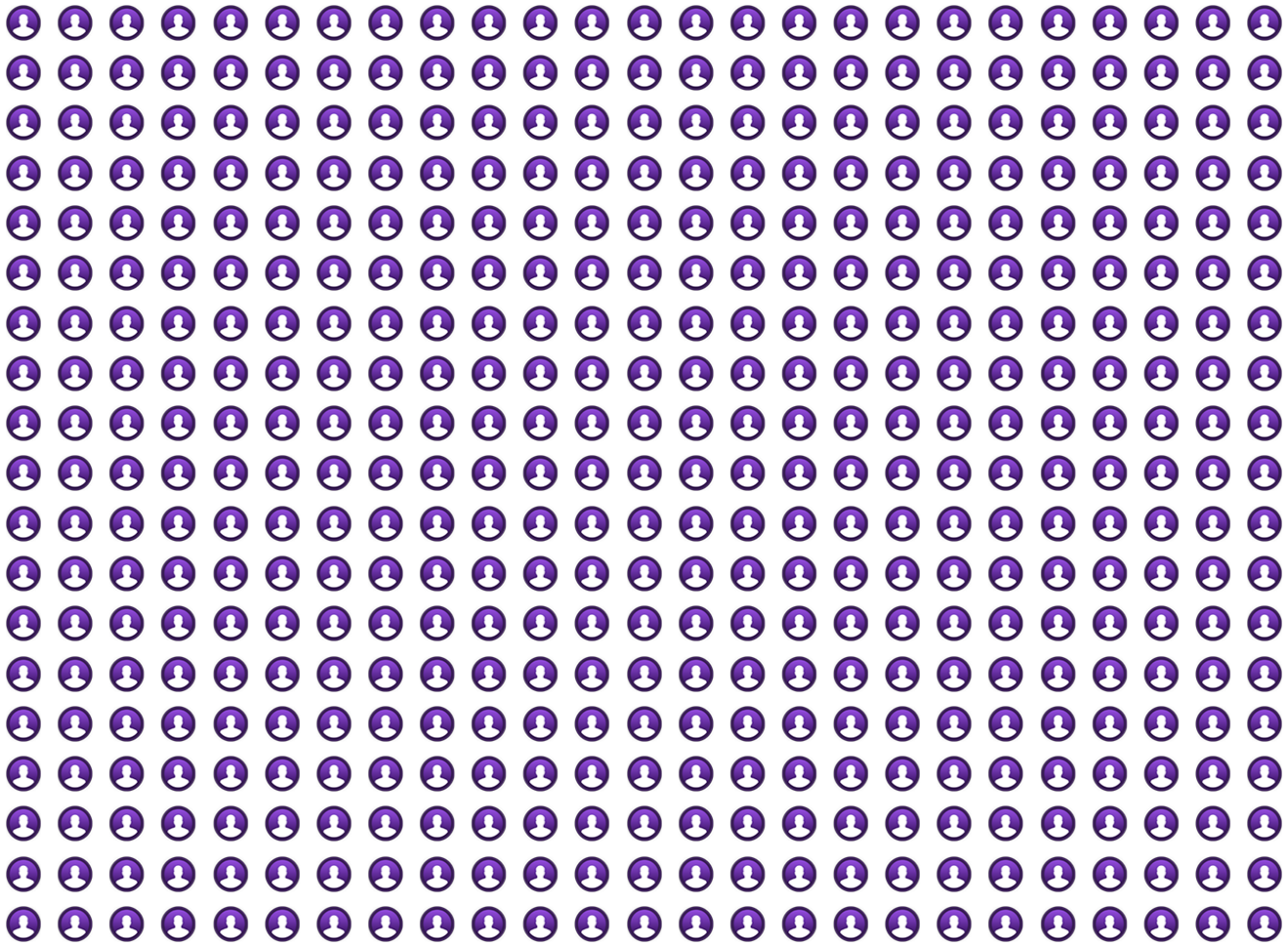
Qualcomm Is a World Leader in Next-generation Mobile Technologies

- Celebrating more than 25 years of driving the evolution of wireless communications
- Making wireless more personal, affordable & accessible to people everywhere
- World's largest fabless semiconductor company, #1 in wireless
- S&P 100 / S&P 500 / Fortune 500





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> 6 BILLION

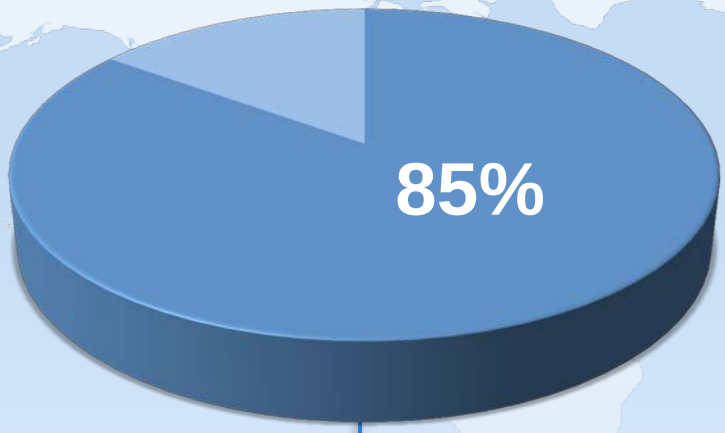
WIRELESS SUBSCRIBERS

Source: Wireless Intelligence, Jan 2012

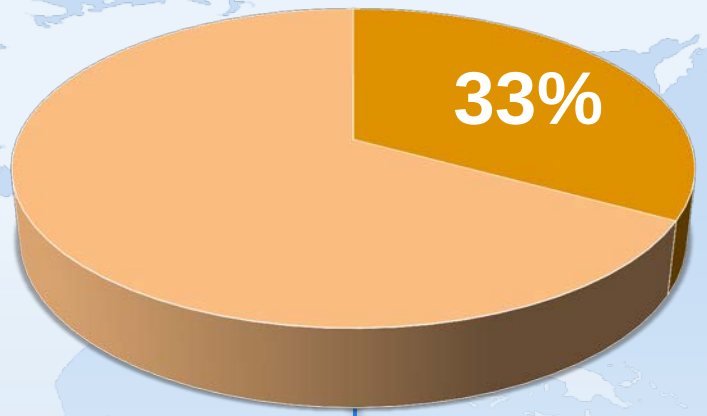
Current State of the World: A Digital Divide Exists

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For Every 100 People Worldwide, 85 Have a Mobile Phone



Global Mobile Penetration



Global Internet Penetration





Source:
[1] **Informa WCIS+. Annual total penetration by region. As of 12/31/2011**

Source:
[2] Internet World Stats at www.internetworldstats.com/stats.htm. As of 12/31/2011.

Mobile Communications is Pervasive

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MORE PEOPLE HAVE ACCESS TO MOBILE DEVICES THAN BASIC NECESSITIES







80% HAS ACCESS TO SAFE DRINKING WATER

(Source: BBC, 2011)

81% HAS ACCESS TO ELECTRICITY

(Source: WEO, 2011)

MORE PEOPLE HAVE MOBILE PHONE ACCESS THAN TOOTHBRUSES

(Source: IET, 2011)

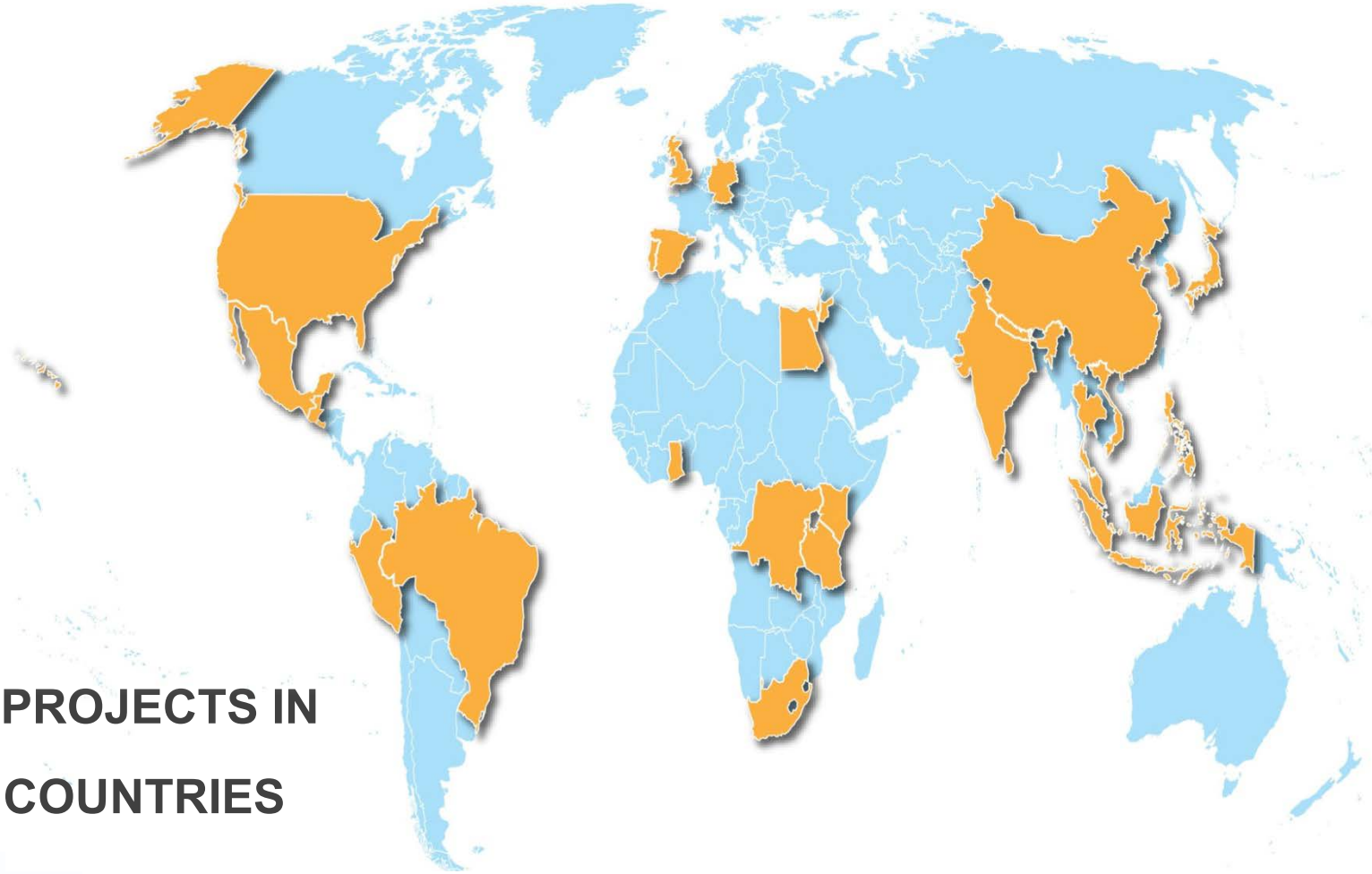
NUMBER OF MOBILE DEVICES IN USE WILL SURPASS WORLDWIDE POPULATION IN 2012.

Source: Institution of Engineering and Technology, 2011

Closing the Digital Divide

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OUR WIRELESS REACH INITIATIVE REACHES OUT TO UNDERSERVED PEOPLE & COMMUNITIES



73 **PROJECTS IN**

31 **COUNTRIES**



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Fostering Entrepreneurship



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Indonesia: *Mobile Microfranchise and Application Laboratory* Programs, Giving Entrepreneurs New Tools for Success

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ENTREPRENEURSHIP

Partner	Execute	Innovate
		
Grameen Foundation, Bakrie Telecom, Ruma	**Microfinance loans, business in a box, and application store to meet the needs of the poor and to increase their income**	**Helps Ruma Entrepreneurs become airtime resellers and expand their business with *AppLab* products and services**

Malaysia: Mentoring Women in Business Using 3G Technology

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ENTREPRENEURSHIP

Partner	Execute	Innovate







Cherie Blair Foundation for Women and Malaysia's Foundation for Women's Education and Vocational Training

Using a local 3G WCDMA/HSPA network, tablets with 3G connectivity and smartphones with Qualcomm chipsets

Women in Malaysia are connected with skilled professionals and entrepreneurs as mentors from around the world using 3G technologies

Partnerships

- Formula
- Lessons Learned
- Best Practices







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Thank you!

Erin Gavin, Manager, Wireless Reach

www.qualcomm.com/wirelessreach