CSR’s founding team 1999
Agenda

• **CSR part two: building on Bluetooth**
• Platforms vs. components
• What’s next?
• Q&A
CSR in 2008

100% = US$695m
The Vision

Transform the business
- CSR as a diversified provider of differentiated platforms across multiple growth markets

Create a position of strength
- Create a position of scale with the majority of revenue in segments where we have a #1 or #2 position and we have financial resources and customer relationships to deliver our strategy
- Broaden CSR’s underlying technical capabilities

Generate sustainable profitable long-term growth
- Outgrow the market in with platforms generating higher margin businesses
CSR technology portfolio post SiRF

2008

100% = US$695m

Bluetooth

2010

100% = US$801m

Bluetooth

WiFi

FM

GPS

Confidential © Cambridge Silicon Radio Limited 2013
CSR end markets post SiRF

2008
100% = US$695m

2010
100% = US$801m
CSR technology portfolio post Zoran

2008
100% = US$695m

2010
100% = US$801m

2012
100% = US$1020m
Agenda

- CSR part two: building on Bluetooth
- *Platforms vs. components*
- What’s next?
- Q&A
Growth is mostly driven by portfolio momentum and M&A

<table>
<thead>
<tr>
<th>3 growth cylinders</th>
<th>Overall sample</th>
<th>Telecom</th>
<th>High tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total growth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portfolio momentum</td>
<td>10.1</td>
<td>12.8</td>
<td>7.1</td>
</tr>
<tr>
<td>M&amp;A</td>
<td>6.6</td>
<td>8.8</td>
<td>4.9</td>
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<tr>
<td>Market share gain</td>
<td>3.1</td>
<td>5.0</td>
<td>1.4</td>
</tr>
<tr>
<td></td>
<td>0.4</td>
<td>-1.0</td>
<td>0.8</td>
</tr>
</tbody>
</table>

1 Based on a proprietary database of ~400 large companies, using revenue growth from 1999–2005
SOURCE: McKinsey
CSR is leader in wireless audio

• Wireless headset is the biggest selling wearable
  - 50+ million units a year
  - 500+ million cumulative shipped

• CSR leadership built upon
  - Bluetooth implementation
  - Interoperability
  - Platform offering
Example: Voice & Music

The Voice & Music Platform

- APPLICATION SOFTWARE
- CONNECTIVITY
- PROCESSING & MEMORY
- USER INTERFACE
- AUDIO
- POWER
Introducing a headset platform in Q3/2011

CSR 8670 – the leading stereo music and voice platform

• Compelling features
  • Configurable audio processing – DSP
  • Hi-Fi audio CODEC and multiple mics
  • Capacitive touch sensor
  • BT 4.0 & advanced dev tool suite

• Exciting market
  • Stereo headsets, speaker docks and wireless speakers
  • Bluetooth end product listings grew from 111 in 2010 to 235 YTD 2011

• Highest level of integration in class
  • Multiple chips into one
  • CSP technology

More Integration

Smaller package
How did this translate two years later?

**Core: Voice & Music**

**Revenues Q3 2013 $76.1m**
- 44% increase compared to Q3 2012 ($53.0m)
- 72% increase LTM to $296.7m (Q3 2012: $173.0m)

**Platform progression**
- VibeHub and VibePlayer Wi-Fi audio products making good progress
- Expect to see first Wi-Fi products in H1 2014

**Design win momentum**
- SIG stereo product registrations with CSR product in Q3 2013 of c. 340 (Q3 2012: c. 260)
- Total aptX® licensee count around 220
Agenda

• CSR part two: building on Bluetooth
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Leveraging today’s gateways for IMT

1.0 Fixed Internet

2.0 Mobile Internet

3.0 Internet of Things

2.5 Internet of My Things
Bluetooth Smart is the standard for IMT

1 Billion+ today

Billions in the future?

Sports & fitness
Healthcare
Entertainment
Office accessories
Automotive
Watch/wrist wearable
Proximity Beacon
A future platform solution?

- Bluetooth Smart roadmap
  - Great point for differentiation in the short term
  - Ideal integration center in the future

- Consistent with our success in audio – integrating:
  - Radio
  - Processor
  - Power management and charging
  - DSP
  - Touch
  - Memory
  - Mixed Signal
  - Advanced packaging

http://www.youtube.com/watch?v=7xdaSs_cOU
CSR Bluetooth Smart Platform Strategy optimal for IMT

Bluetooth Pedigree
- More than a decade of Bluetooth heritage
- Third generation Bluetooth Smart already taped out

Platform strategy
- Similar to CSR V&M strategy
- Compelling platform enables differentiation
- Enables short time to market

Complements CSR growth areas
- Auto Bluetooth Smart
- Synergy with Indoor location

CSR Bluetooth Platform
- Real-world interfaces
- Power efficient
- Software & Application
- System costs
1. Any venture will need to adjust in sync with its environment…
   …while staying focused on its key strengths.

2. Growth is best achieved through portfolio momentum and M&A.

3. The market move from mobility to connectivity presents a great opportunity for as it plays to CSRs strength and portfolio.