

# SALES & MARKETING



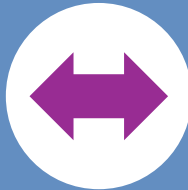
MAY 16, 2024  
BOBBY MATINPOUR  
SVP, CSMO AND HEAD OF SALES & MARKETING GROUP  
RENESAS ELECTRONICS CORPORATION

# OUR STRATEGY TO DRIVE REVENUE GROWTH



## Deeper

Sell more to same customers



## Broader

Sell to more customers  
New customer acquisition

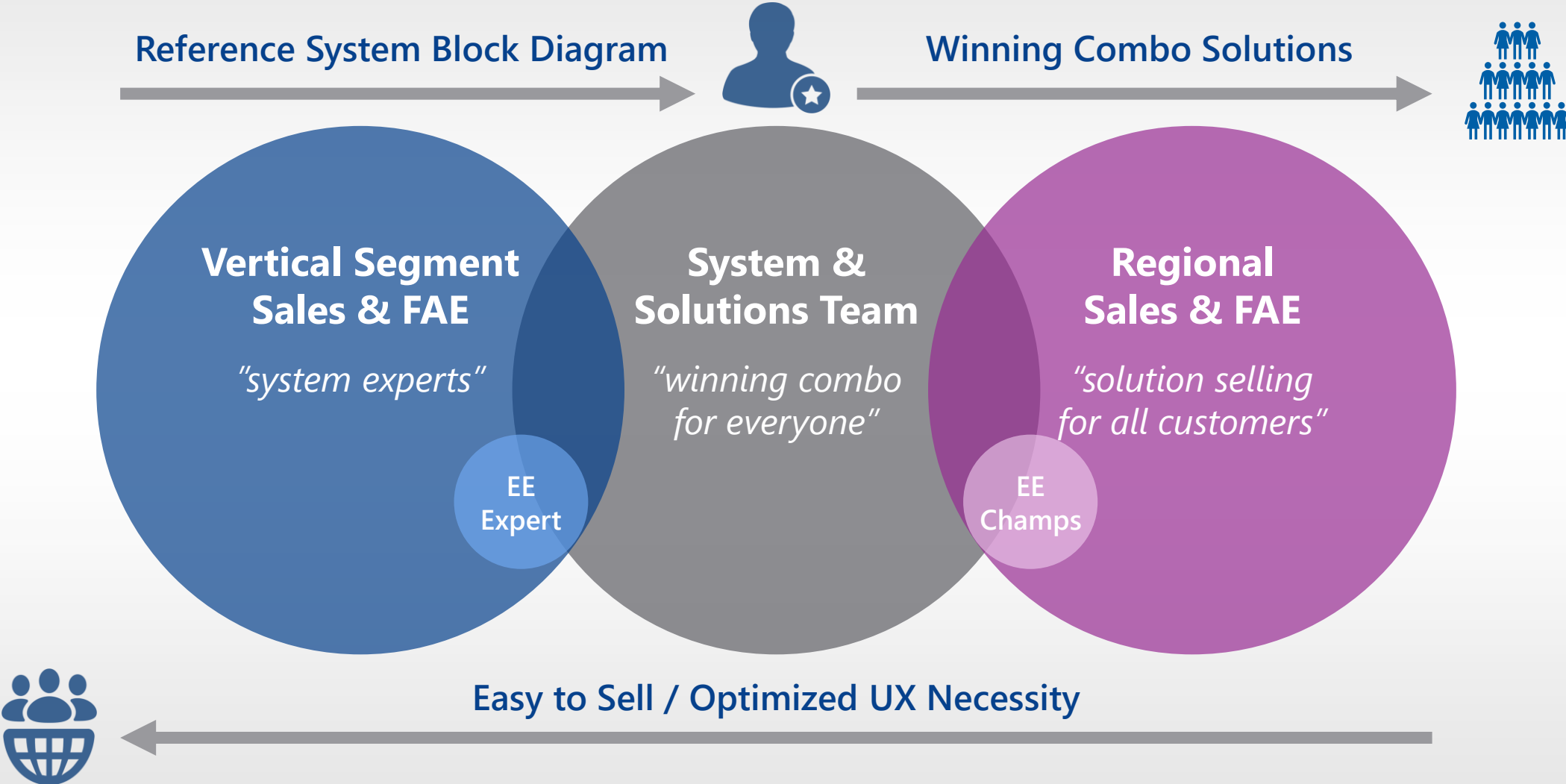
## Solution Selling with System Block Diagram



Analog & Connectivity + Power + Embedded Processing + High Performance Computing

## Diversification of revenue base

# VERTICAL EXPERTISE TO ACCELERATE MASS MARKET



# SOLUTION SELLING ACCELERATION WITH SYSTEM PoCs






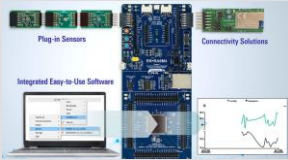
Winning Combo






System PoCs


  
 180 56  
  
**Industrial**

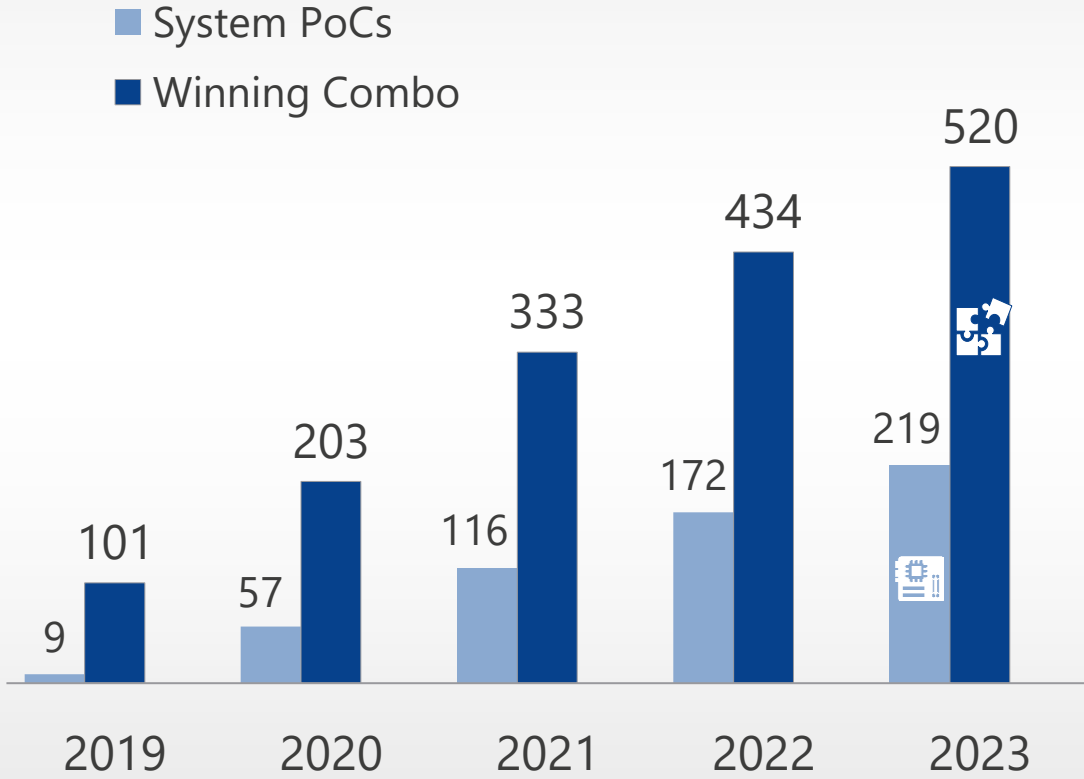

  
 140 73  
  
**IoT**


  
 98 45  
  
**Mass market**


  
 63 42  
  
**Automotive**


  
 39 3  
  
**Infrastructure**

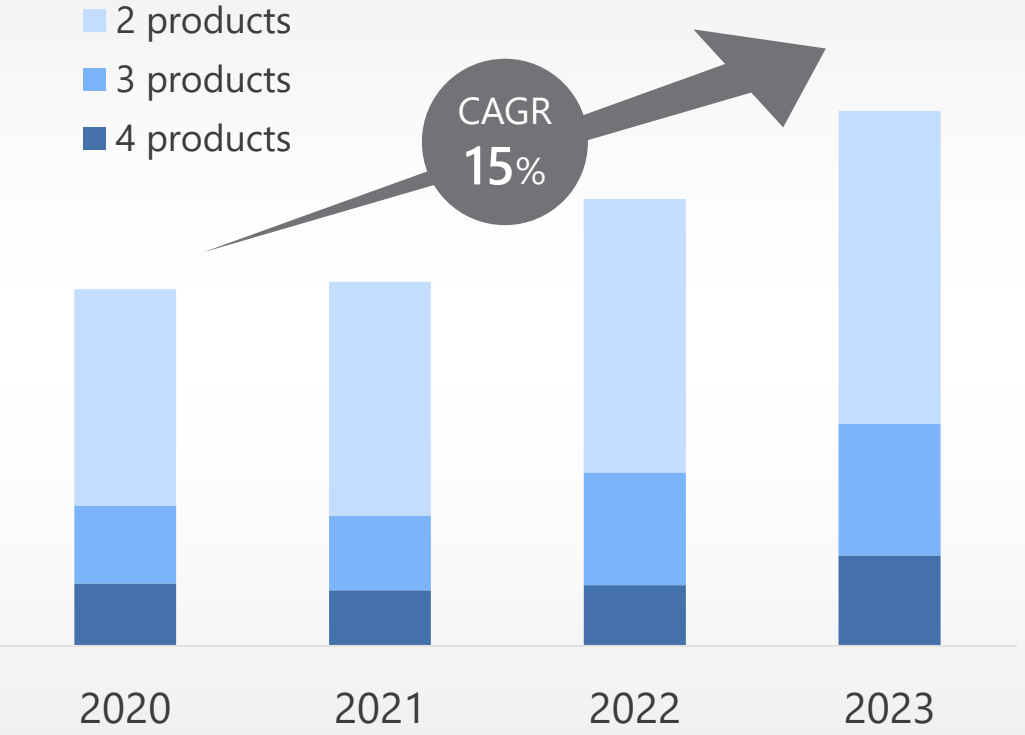
## Higher focus on system PoCs



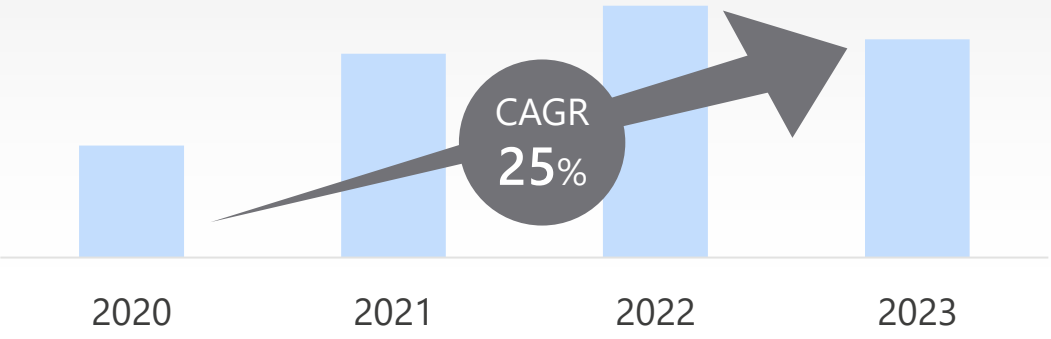
PoC: Proof of Concept

# SOLUTION SELLING FOR BROADER PENETRATION

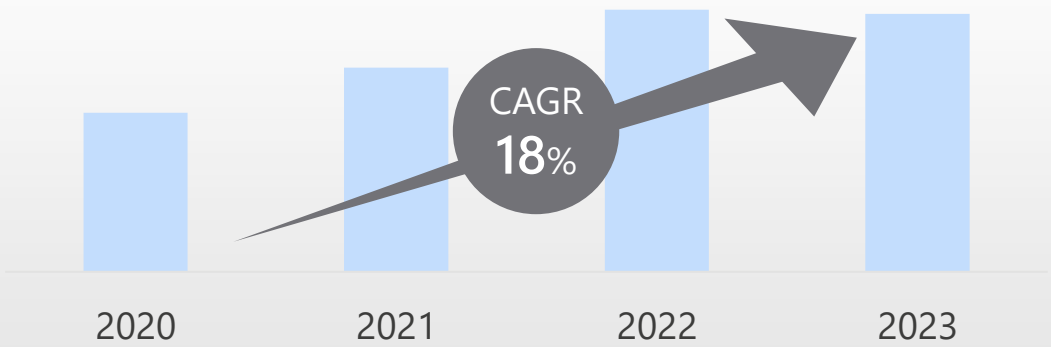
## Customers using multiple product categories



## E-commerce revenue



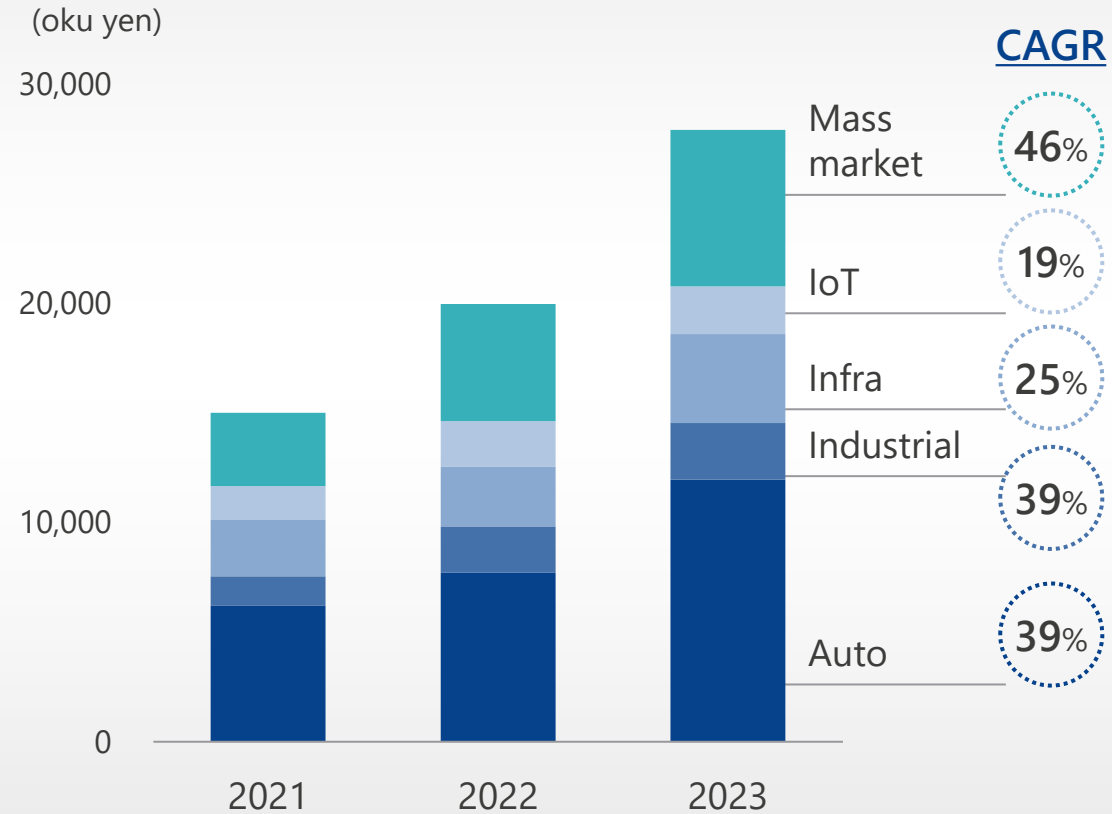
## Mass market revenue



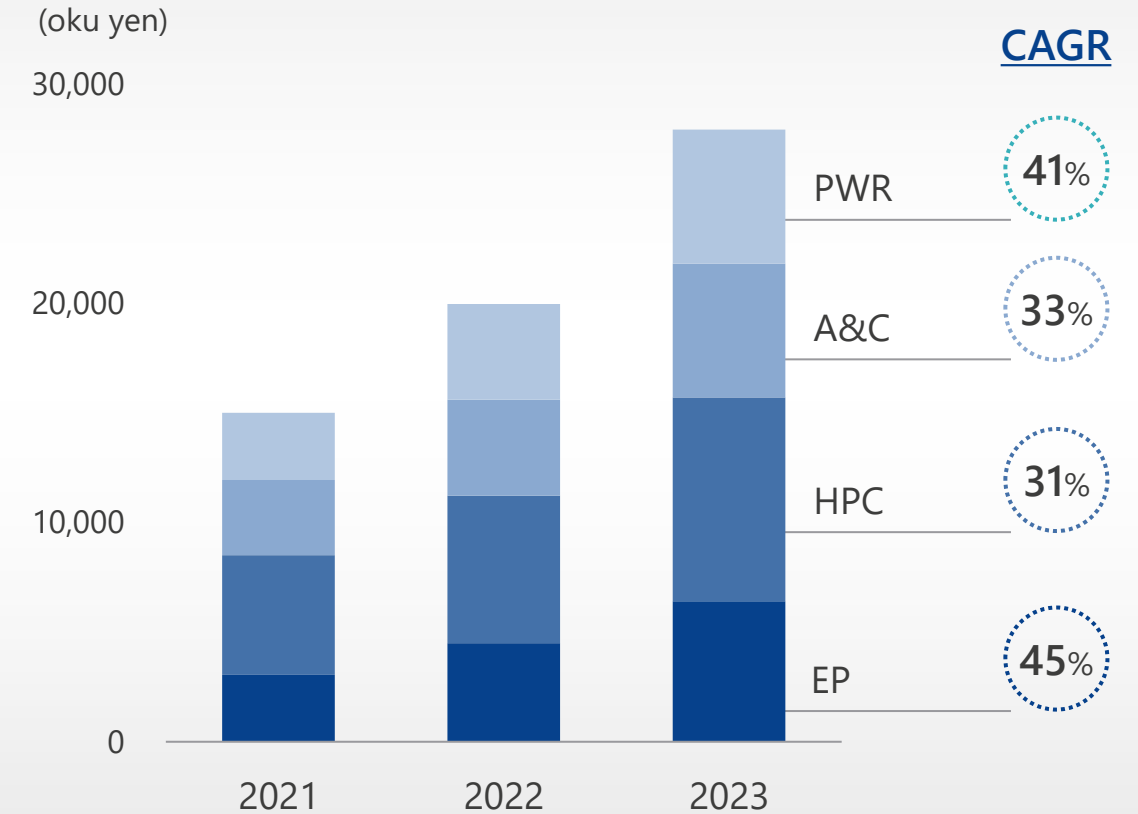
- Solution selling driving multiple product categories usage
- Revenue growth with mid-size & small customers

# DESIGN-IN TREND: DELIVERING RESULTS TO ENABLE 2030

## By Vertical

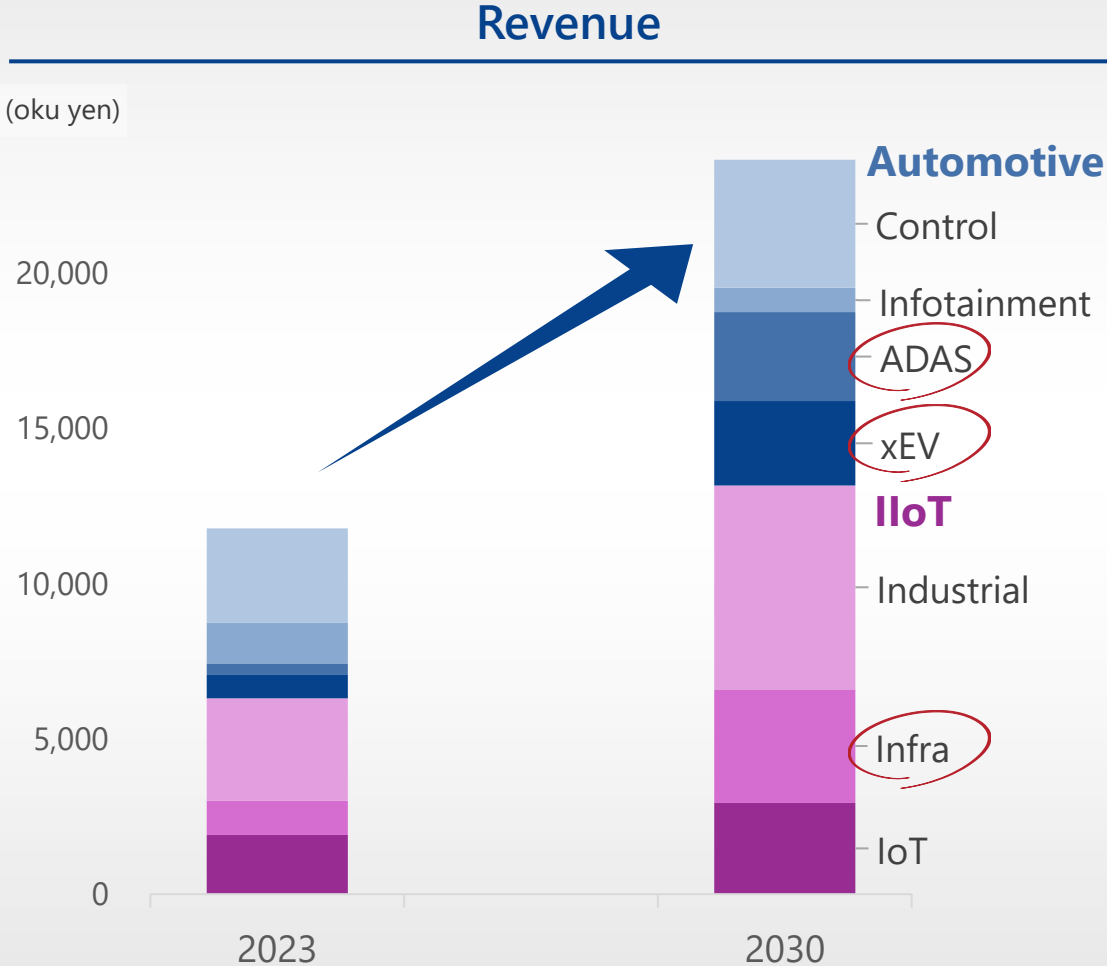


## By Product type



2024 focus to maintain **Strong D-in Momentum**, drive **D-in to Revenue Conversion** after big year of D-in in 2023

# GROWTH DRIVERS TOWARD 2030



	Long-term Renesas CAGR vs SAM	Growth drivers
<b>Renesas</b>	<b>+</b>	
<b>Automotive</b>	<b>≡</b>	
Automotive control	<b>≡</b>	E/E Architecture
Infotainment	<b>-</b>	
ADAS	<b>++</b>	R-Car / AI
xEV	<b>+</b>	Power
<b>Industrial, Infra and IoT</b>	<b>++</b>	
Industrial	<b>+</b>	UX
Infra	<b>++</b>	AI / Data Center
IoT	<b>+</b>	Attach

\*Automotive/Others is including in Automotive/Control, FX \$1 = 100yen, €1 = 120yen

# ENHANCING THE RENESAS.COM EXPERIENCE

New!

Interactive block diagrams

**176** now available

One-click access to datasheets, samples

New!

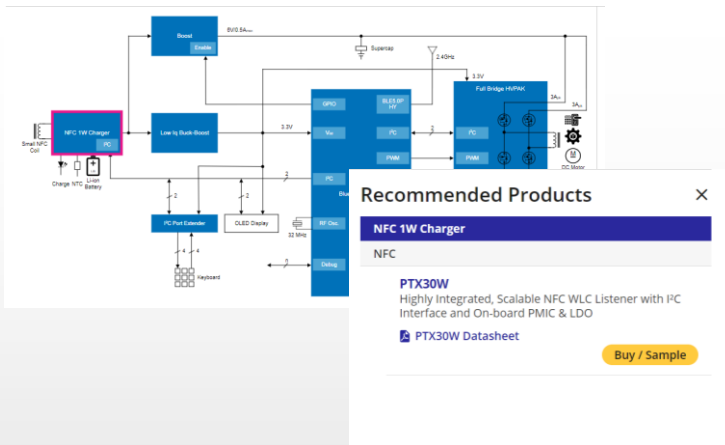
Cross-selling companion products

**4,500+** companion products on related product pages

Coming soon

AI-powered search

Learning model improves matched delivered results over time  
Utilizes type-ahead search to predict faster, better results



ISL80410 Active

Complete Your Design

- DC/DC Converters: ISL85410
- Amplifiers: ISL28191
- MCUs: RX23E-A

RAZE1

Suggestions

- RAZE1 data sheet
- RAZE1 application note
- RAZL2 in Products
- RAZL3 in Products
- RAZL1 in Products

Top Results

- RA ARM® CORTEX®-M MCUS
- RAZE1 Active
- RA2 Quick Design Guide
- RAZE1 IO-Link Pressure Sensor Solution Reference Design

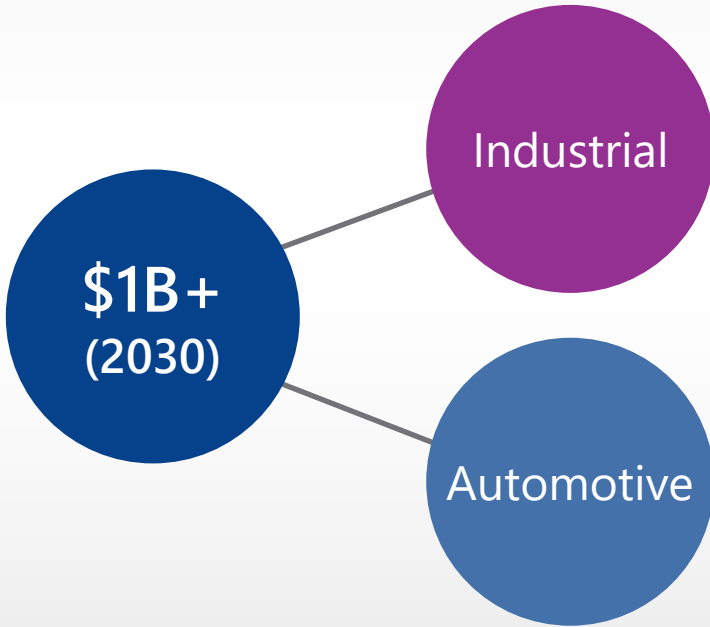
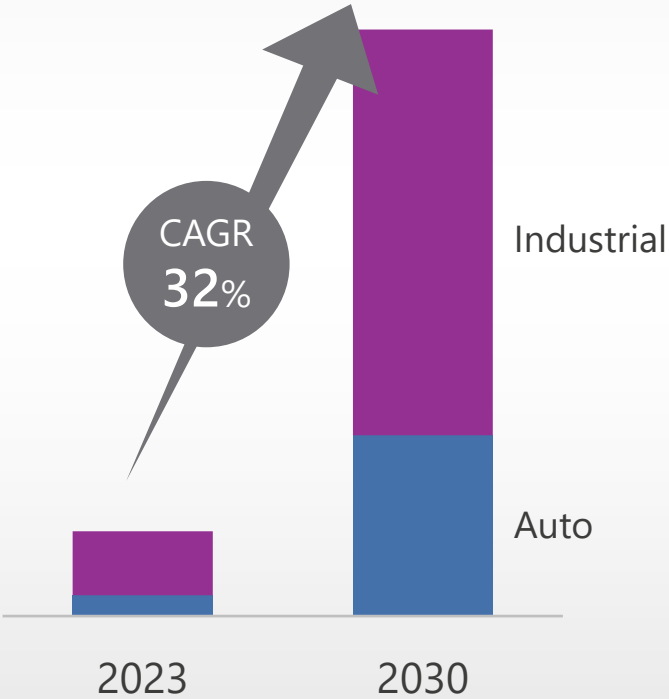
**25%** increase in key web activities: datasheets, application notes, white papers, videos, software, tools



# INDIA MARKET: ENABLING SYSTEM SOLUTIONS

## FASTER TIME-TO-MARKET WITH WINNING COMBOS AND POC HARDWARE

India locally sourced semiconductor market

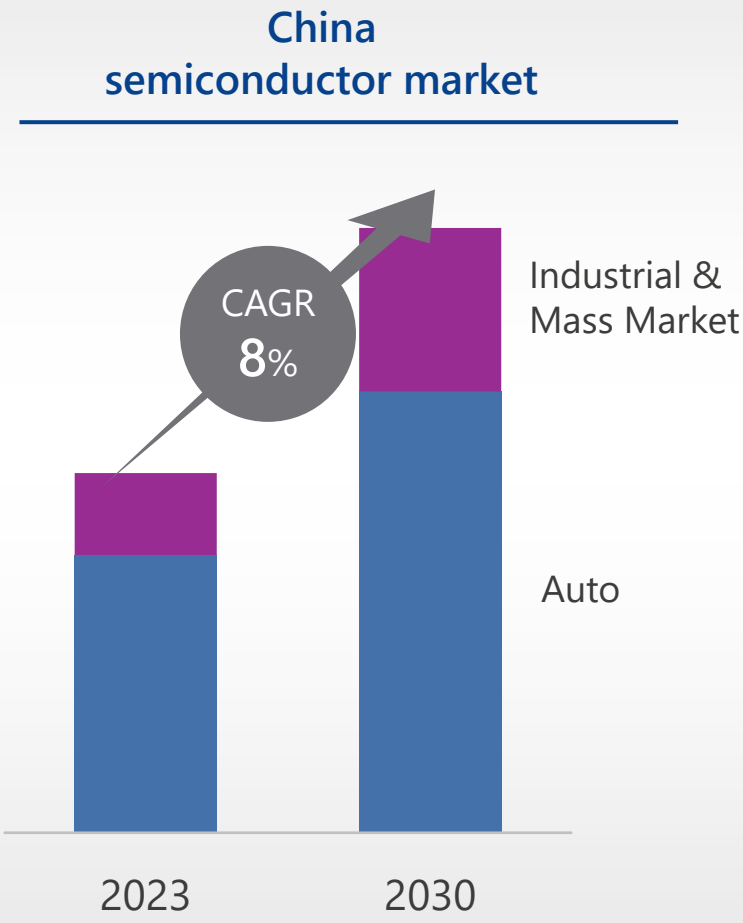


- Smart Metering
- Electronic Voting Machines
- Retail Automation & Payment
- Building Automation
- Industrial Transport
  
- 2 & 3-Wheeler (Bike & Auto)
- 4-Wheeler Auto
- EV (Bike & Auto)

50+ new Winning Combos & PoCs targeting India market by 2025

Source: Renesas estimates

# CHINA GROWTH STRATEGY



Source: Renesas estimates

# SUMMARY



Going Deeper & Broader with Solution Selling approach

Progress in revenue diversification & design-in

Market & regional strategy to accelerate growth to \$20B



THANK YOU

(FORWARD-LOOKING STATEMENTS)

The statements in this presentation with respect to the plans, strategies and forecasts of Renesas Electronics and its consolidated subsidiaries (collectively "we") are forward-looking statements involving risks and uncertainties. Such forward looking statements do not represent any guarantee by management of future performance. In many cases, but not all, we use such words as "aim," "anticipate," "believe," "continue," "endeavor," "estimate," "expect," "initiative," "intend," "may," "plan," "potential," "probability," "project," "risk," "seek," "should," "strive," "target," "will" and similar expressions to identify forward looking statements. You can also identify forward-looking statements by discussions of strategy, plans or intentions. These statements discuss future expectations, identify strategies, contain projections of our results of operations or financial condition, or state other forward-looking information based on our current expectations, assumptions, estimates and projections about our business and industry, our future business strategies and the environment in which we will operate in the future.

Known and unknown risks, uncertainties and other factors could cause our actual results, performance or achievements to differ materially from those contained or implied in any forward-looking statement, including, but not limited to: general economic conditions in our markets, which are primarily Japan, North America, Asia and Europe; demand for, and competitive pricing pressure on, our products and services in the marketplace; our ability to continue to win acceptance of its products and services in these highly competitive markets; and movements in currency exchange rates, particularly the rate between the yen and the U.S. dollar. Among other factors, a worsening of the world economy, a worsening of financial conditions in the world markets, and a deterioration in the domestic and overseas stock markets, would cause actual results to differ from the projected results forecast.

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