



Yossi Cohen

**Senior Vice President & General Manager
Mobile Platforms Group**

Agenda



- Organization and products
- Market opportunity
- Accomplishments
- Expanding our silicon footprint
- Why we are winning
- The value of convergence

Mobile Platforms Group

Cellular Baseband

- HSxPA
- WCDMA
- EDGE
- GPRS
- GSM
- Software
- Platforms



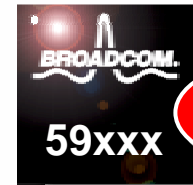
Mobile Multimedia

- Mobile multimedia co-processors
- Software
- Platforms
- Applications processor



Power Management

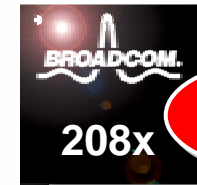
- Power management (PMU)



New!

Cellular Radios

- Cellular RF transceivers



New!

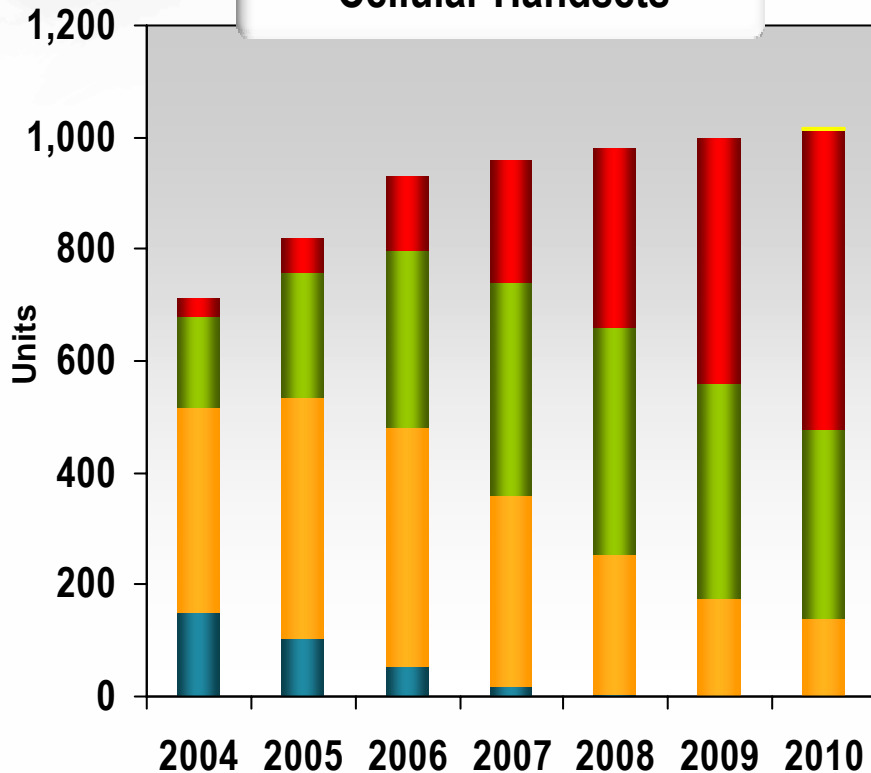
Operator relationships

New!

Our Market Opportunity

(in millions)

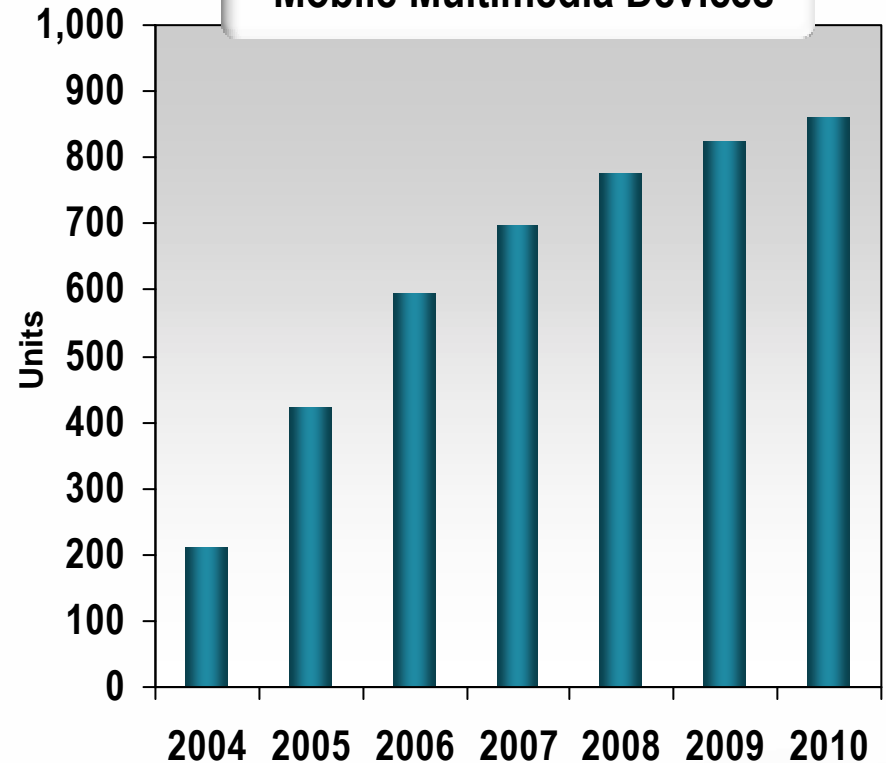
Cellular Handsets



■ <2G ■ 2.5G ■ 2.75G ■ 3G ■ 4G

EDGE and 3G market opportunity

Mobile Multimedia Devices



Video enabled mobile phones and PMPs

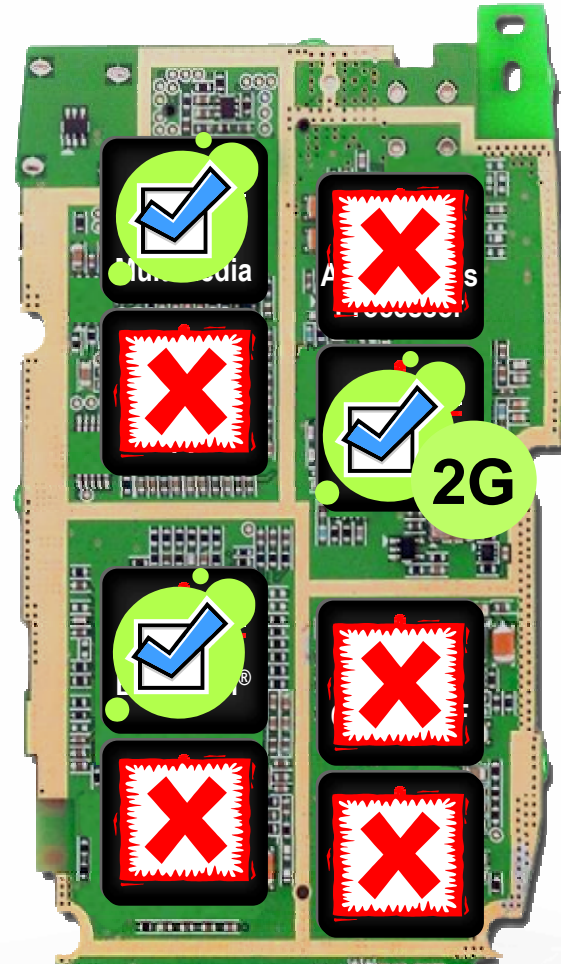
One Year Ago ... A Convergence Vision

VideoCore
Mobile
Multimedia

Mobile TV
Receiver

Bluetooth

Mobile
Wi-Fi



Applications
Processor

Cellular
Baseband

Cellular
Radio

Power
Management

Key Handsets Launched

GPRS

EDGE

3G!

3G!

j230



j220



Treo 680



SGH-Z220



Softbank 705P



j210



z300



Sony Ericsson



Panasonic

Worldwide
operator
deployment

First deployment of
M-Stream technology
for superior signal
quality

First Broadcom
3G handset
Qualified in Europe

Broadcom 3G
Qualified in
Japan

Broadcom Cellular Technology is Now Field Proven

- ARGENTINA
- AUSTRALIA
- AUSTRIA
- BANGLAD
- BELGIUM
- BOLIVIA
- BOSNIA AND HERZEGOVINA
- BRAZIL
- BRUNEI
- BULGARIA
- CAMBODIA
- CANADA
- CHILE
- CHINA
- COLUMBIA
- CROATIA
- CYPRUS
- CZECH REPUBLIC
- DENMARK
- DOMINICAN REPUBLIC
- ECUADOR
- EGYPT
- JAMAICA
- JAPAN
- LATVIA
- LITHUANIA
- LUXEMBOURG
- MACEDONIA
- MALAYSIA
- RUSSIAN FEDERATION
- SAUDI ARABIA
- SERBIA
- MONTENEGRO
- SINGAPORE
- SLOVAKIA
- SOUTH AFRICA
- SRI LANKA
- SWEDEN
- SWITZERLAND
- TAIWAN
- THAILAND
- TURKEY
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- UNITED STATES
- URUGUAY
- VENEZUELA
- VIETNAM

**Certified with
over 150 operators
in 75 countries to date**

New Multimedia Products



**VideoCore II
shipping in
latest models**



SanDisk

**VideoCore II and
first production
PMU**



SAMSUNG

Mobile TV cellular handsets



SAGEM

Mobile Platform Progress



Currently in over 55 products and shipped in over 60 million units





Expanding Broadcom's Silicon Footprint



Broadcom Launches Power Management

- All mobile devices require power management, >1 bil. units / year
- Broadcom first PMU – BCM59001 now shipping in production
- Targeting mobile phones, media players and other mobile devices
- Features
 - Superior battery life
 - Efficient switching regulators
 - System integration
 - Fewer external components save space and cost
 - Flexible / programmable design
 - Flexibility without resorting to customer specific PMUs
 - Patented differentiation
 - ~20 patents filed / in process

\$3.4 Billion Incremental TAM in 2010*

*Gartner, August 2006



Cellular Radios (RF) – In CMOS !

- **Another critical building block in EVERY handset**
 - Targeting BOTH discrete and RF integration into baseband
- **Proven track record of single-chip RF integration**
 - First with single-chip integrated RF, Bluetooth and Wi-Fi
 - “Vanilla” CMOS, multiple fabs and same design database
 - Others are non-CMOS or more expensive RF CMOS
- **Achieved major milestone – First silicon is here!**
 - Quad-band Class 12 EDGE
 - Advanced polar technology
 - Making calls NOW!
 - 2G and 3G products in 2007

\$5.9 Billion Incremental TAM in 2010*

*iSuppli, October 2006



Broadcom Enters the Applications Processor Market

- **Extreme performance VideoCore multimedia with industry leading ARM11[®] CPU on a single chip – Here TODAY!**
- **BCM2820 already sampling to customers**
 - Bluetooth and Wi-Fi software integration
 - Running Linux[®], playing video and playing music
- **2 future generations under development**
- **Establishes Broadcom's high-end cellular platform**
 - ARM + VideoCore + HSxPA + RF + PMU.... ALL in CMOS!

\$3 Billion Incremental TAM in 2010*

*ABI Research, October 2006



Mobile Platform Today

CellAirity Software Suite

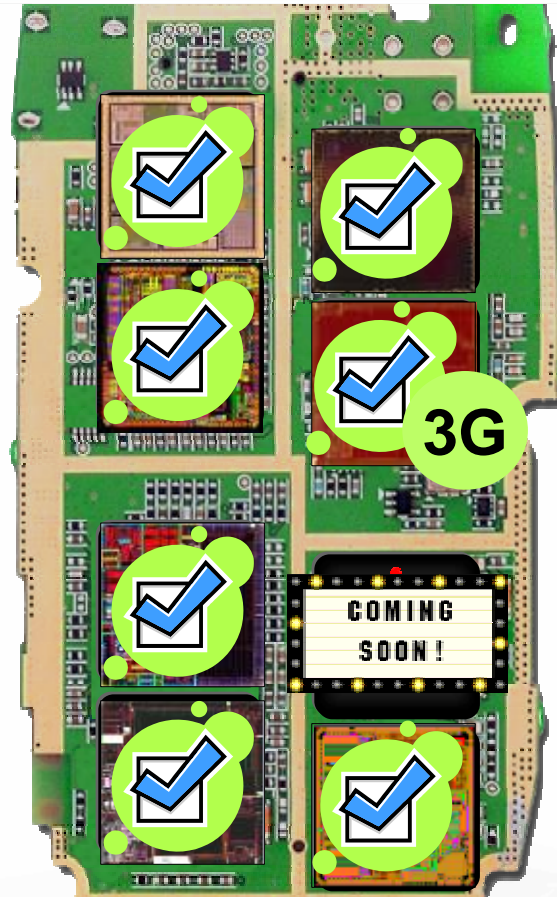


VideoCore
Mobile
Multimedia

Mobile TV
Receiver

Bluetooth

Mobile
Wi-Fi



Applications
Processor

Cellular
Baseband

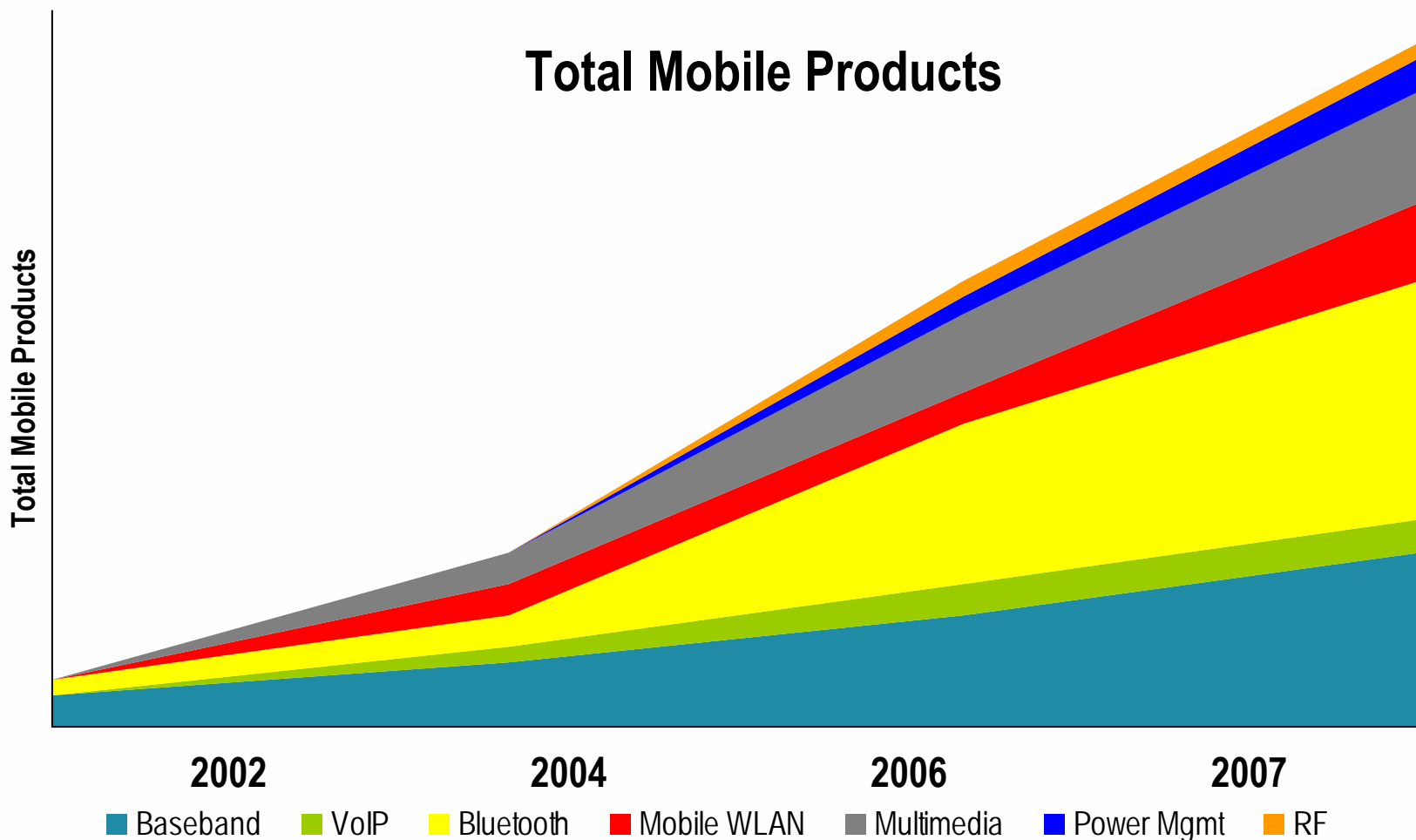
Cellular
Radio

Power
Management

M-Stream



Mobile Products Growth



Over 40 mobile products planned in 2007, up from 3 in 2002



Why We Are Winning

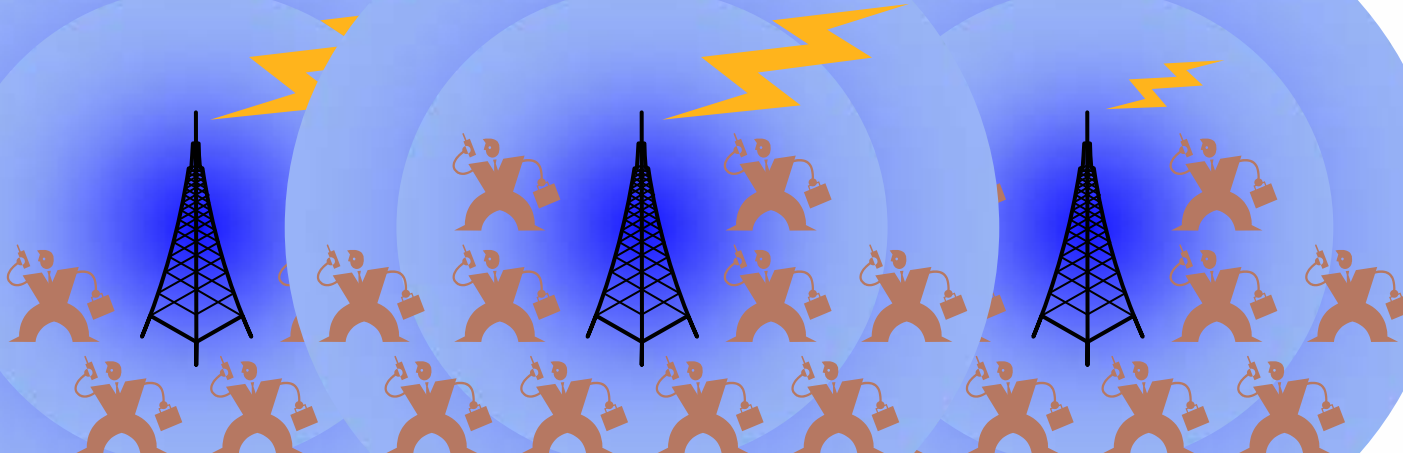


M-Stream Benefits

Full-Rate Cell Coverage

Half-Rate + M-Stream

Half-Rate Cell Coverage



Excellent Quality
Less Customers

**Better Quality AND
More Customers !**

Lower Quality
More Customers

How We Used to Compare (June 2006)

UBS Investment Research

Broadcom Corporation

■ BRCM solution shows there is still room to improve

BRCM's exposure in the SGH-Z220 was via its 2 chip EDGE/GSM baseband + WCDMA baseband coprocessor solution. The presence of 3rd party media decoding, PM, and RF ICs lead us to believe BRCM's offerings are less competitive than products from TXN, QCOM, and FSL. We expect new versions of BRCM's ICs in the coming year that may improve 2008 prospects.



Chart 2: Front Side – WCDMA SGH-Z220 (BRCM) & WCDMA/HSPA SGH-zx20 (QCOM)

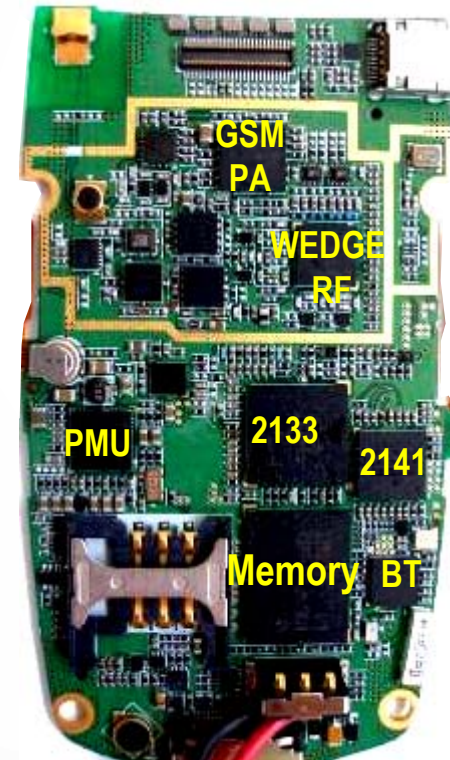
2nd Generation WEDGE Smaller, Thinner and Lower Cost

QUALCOMM



Samsung ZX10
Dual-sided PCB

BROADCOM



Single-sided PCB
Thinner phones, lower cost

Thin is "In"!

QUALCOMM



26mm

Samsung ZX10
Dual-sided PCB

BROADCOM.



17.5mm

Single-sided PCB

BROADCOM.
Connecting everything®

NOTICEABLY Longer Battery Life

Measured power compared to new Samsung ZX20 (850/1900)

- GSM idle mode 35 – 47% lower
- GSM active mode 20 – 42% lower
- UMTS idle mode 35 – 47% lower
- UMTS active mode 30% lower



Broadcom
Q4 2006 WEDGE

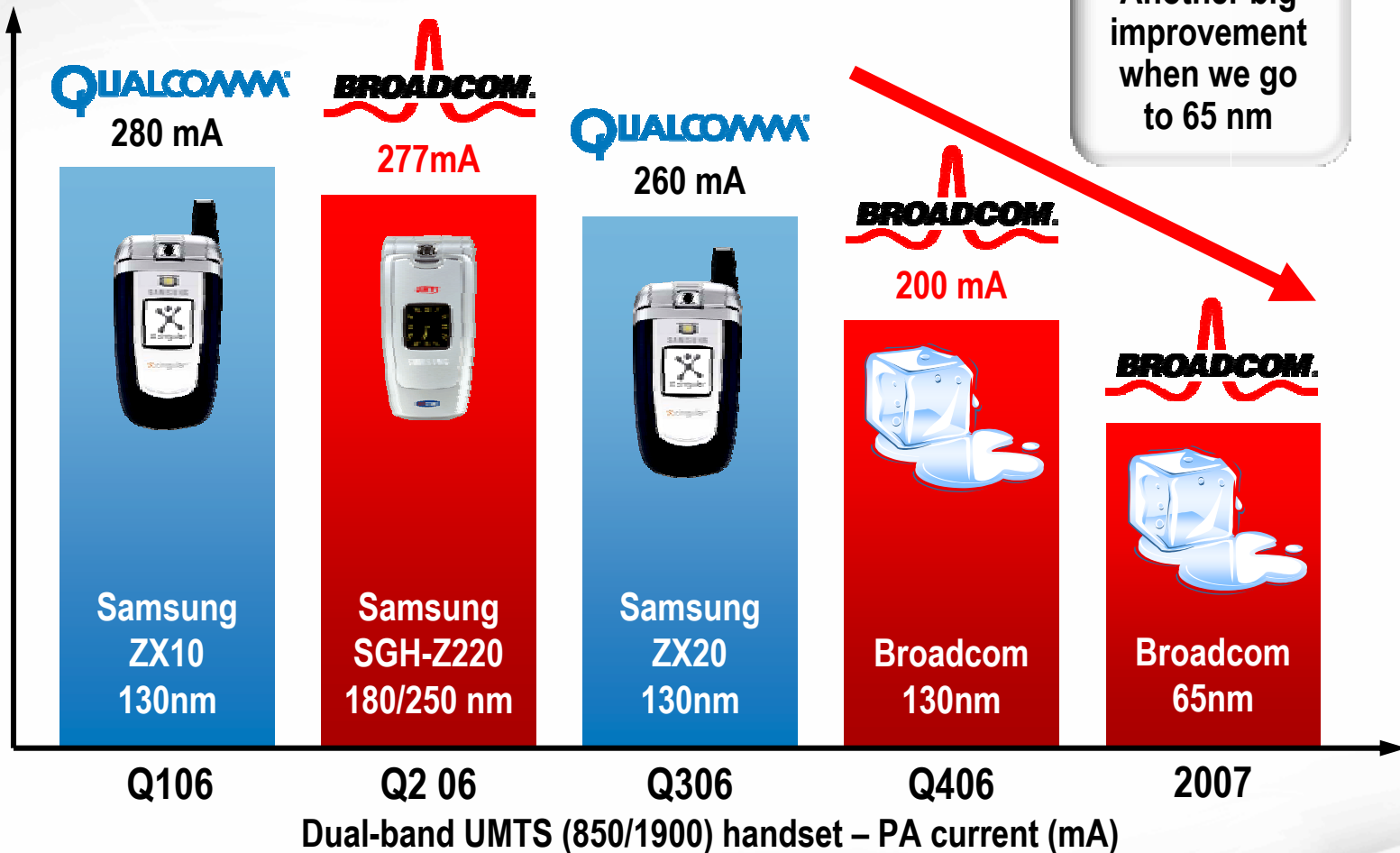


Samsung ZX20
(Qualcomm)

One hour longer talk time
Two days longer standby time

Measured Power Comparison (WCDMA Active Mode)

Another big improvement when we go to 65 nm



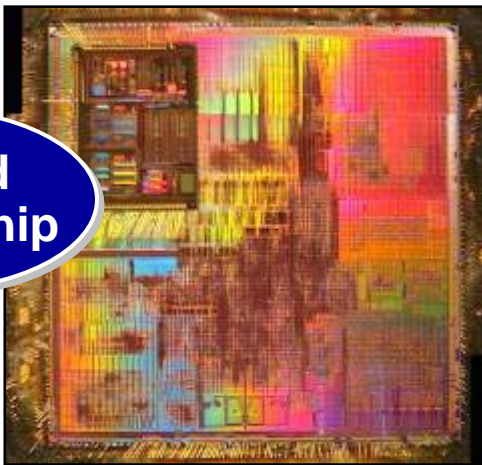
Friends don't let friends ~~drive drunk~~ use **QUALCOMM**

Lower Cost, Lower Power Silicon

MSM6275

1.8 Mbps HSDPA Baseband

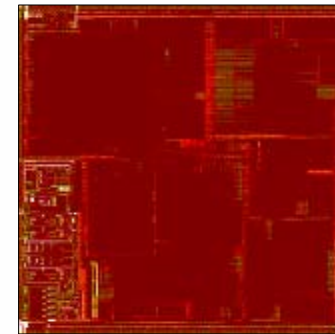
**Stacked
Analog Chip**



**64% larger
die area!**

BCM2152

**Monolithic 7.2 Mbps
HSDPA Baseband**



- No stacked analog
- Smaller die and lower cost
- Lower power (analog shrinks)
- 7.2 Mbps HSDPA

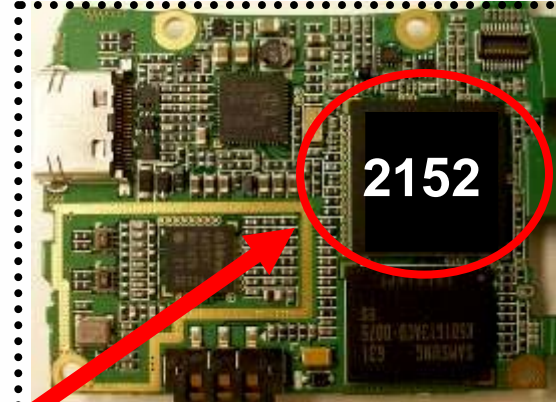
Photo from Broadcom handset teardown analysis

HSDPA Size Reduction

WCDMA



HSDPA



Flip phone outline



Achieving the Convergence Vision



Broadcom Mobile Assets



Mobile platforms



Key relationships



VideoCore



Customer driven



Cellular radios



Credibility



Applications processor



Rapid execution



Power management



Customer support



Technical innovation



Entrepreneurial mindset

World Class Mobile Platform Today

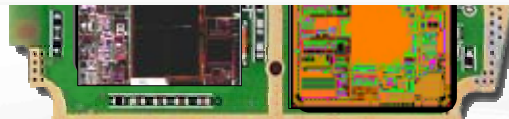
CellAirity Software Suite

MULTIPLY!!!

All these chips, plus the software

x 1,000,000,000 units / year

Wi-Fi



M-Stream

Power
Management

Summary

- **Huge progress in building our mobile platforms and portfolio**
 - Over 40 mobile products expected in 2007, up from 3 in 2002
 - Unparalleled technology depth and product breadth
- **Power management, cellular radio and applications processor represent sizable new opportunities**
 - \$12.3 billion dollar TAM expansion
- **Best positioned for mobile silicon integration**
 - In low-cost, “Vanilla” CMOS process

“This train is faster!”