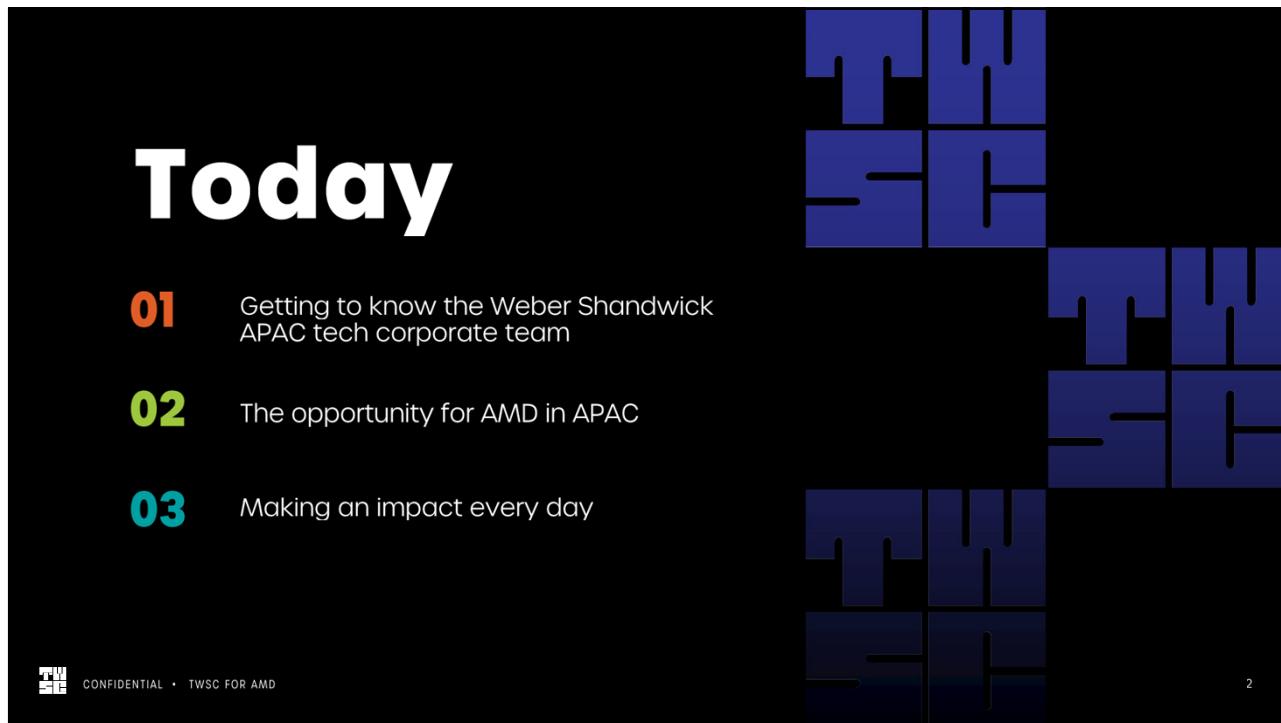


1



2

Weber Shandwick is built to help clients grow in a world of radical complexity.

IN-CULTURE COMMUNICATIONS IS THE ART AND SCIENCE OF PROPELLING CULTURE – BY INHABITING THE ENDLESS PLACES AND SPACES WHERE MEDIA, POLICY, TECHNOLOGY AND SOCIETY CONVERGE.

How we uniquely deliver
**in-culture
communications**

Cultural Intelligence
+
Brave Ideas
+
Platform Fluency
+
**Flawless Media
Choreography**



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3

The
WIN

AMD's industry voice should be as dominant as AMD's business momentum



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4

In the room...



CAROLYN DEVANAYAGAM
Corporate Affairs,
APJ Lead



RISHU SHARMA
Co-hub lead,
Technology lead, Australia



HIN-YAN WONG PhD
Strategy and Narrative Planning,
APAC



SONALI NEGI DAS
Technology Lead,
India



ZAKIAH ZAKARIAH
Co-hub Lead, Regional
Corporate Tech,
Content Lead



SAMUEL CHEE
Technology
Regional Media + Japan

Supported by a **100**
strong tech and
corporate team
across the region



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APJ AMD Heroes Team



CAROLYN DEVANAYAGAM
Corporate Affairs,
APJ Lead



ZAKIAH ZAKARIAH
Co-hub Lead, Regional
Corporate Tech,
Content Lead



RISHU SHARMA
Co-hub Lead,
Technology lead, Australia



SAMUEL CHEE
Technology
Regional Media, SEA hub + Japan



HIN-YAN WONG PhD
Strategy and Narrative Planning,
APAC



ADAM MARTIN
Assistant Managing Editor,
media strategy



SONALI NEGI DAS
Technology Lead,
India



TETSU TOU
Vice President,
Client Experience,
Japan



HYUNGGEUN KIM
Executive Vice President,
Client Experience,
South Korea



BLAKE HO
Technology Lead,
Malaysia



THANH NGUEN
Technology Lead,
Vietnam



MINNIE DELEÑA
Associate Vice President,
Operations
The Philippines



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3

Integrated network in Asia Pacific

- 950+ consultants in the region
- 200+ in-house digital production specialists
- Over 170 multi-market clients in Asia alone
- Regional and global award-winning network
- Longest client relationship over 35 years
- Average client relationship is 10 years
- Healthy mix of local, regional and international clients
- Integrated approach to online and offline communications

Map of Asia Pacific showing office locations and city names. Legend: ▲ Weber Shandwick Office ▲ Affiliate / Partner Agency

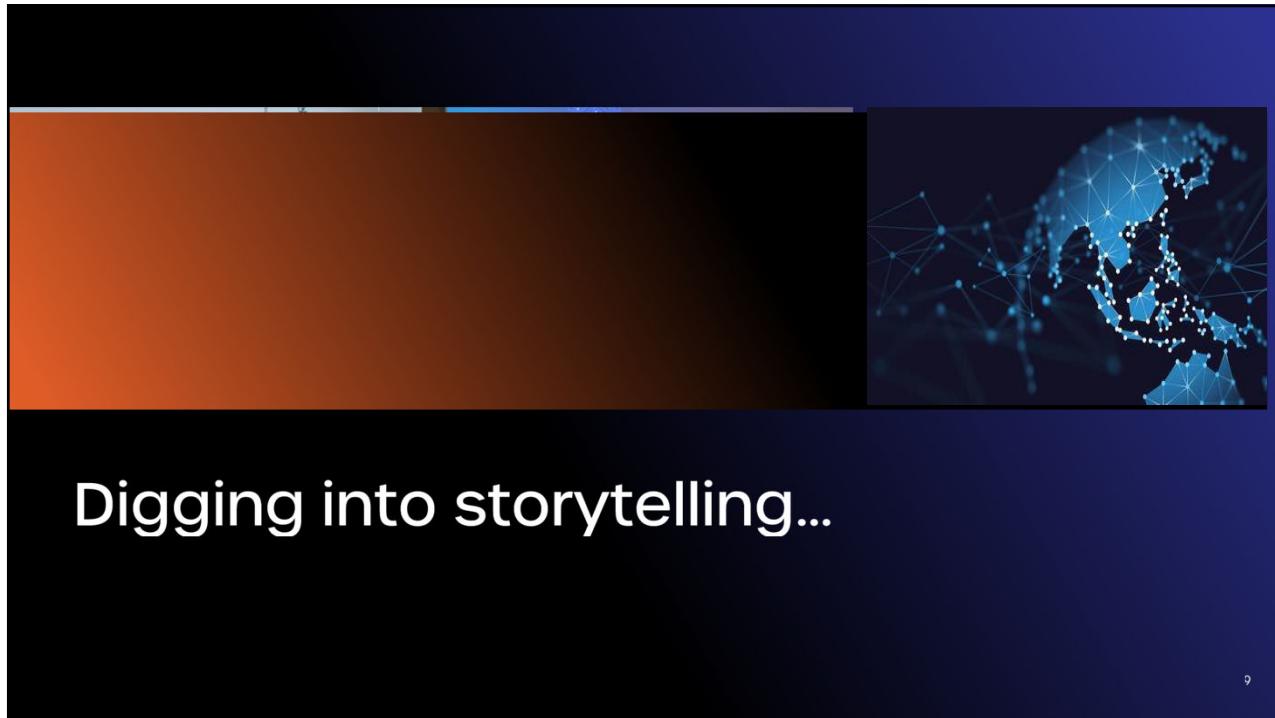
THE
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7

We are an **industry-leading** APAC tech corporate team

8

4



Digging into storytelling...

9

9

Elevating the Seagate product-led thought leadership

OBJECTIVE	RESULTS
Engage CTO/CIOs in APJ tech industry on Seagate's thought leadership and product innovation in AI	<ul style="list-style-type: none"> • 434 earned media coverage in six markets • 35% tier-1 earned coverage • 18 clients participated in 8 LinkedIn Lives • 16K click-throughs to website • 1M impressions social media amplification
STRATEGY	<p>APJ-owned survey amplified via Integrated earned, owned, paid program focused on AI readiness in the region</p>

10

10

5

Driving Seagate's product innovation

OBJECTIVE

Engage tech leaders and consumers in APJ on Seagate's latest product innovation

STRATEGY

Run a holistic approach to earned product reviews in the engagement era

OUR EARNED PRODUCT REVIEW MODEL

- We **pinpoint the product messages** that will resonate most through a listening campaign
- We use that data to **prioritize the messages** into a solid platform that's used in presenting the best case to editorial reviewers, in the way we foster great customer reviews and as a guide for developing branded content or "owned editorial"
- The good assets - those that are the most engaging and align most closely with our message platform - that result from each of those campaigns should **fuel a second layer of new campaigns** - in social media, at retail, through paid media and other marketing channels
- After engaging with our key audiences, we **measure effectiveness** through both qualitative and quantitative methods, sharing key trends and feedback across all channels



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Seagate FireCuda 510, PC Mag



14TB Seagate Barracuda Pro, HDD with High Capacity and High Performance Optimized for 'Video Age' K Bench(Online)



This fast storage drive can help you get the best out of your data



This Fast storage drive can help you get the best out of your data, The Economic Times



Keep your on-the-go data secure



Seagate's new 16TB drives for NAS and data centers, NetAdmin



Korea: Colorful Tech Gadgets That Also Shine on You, Cosmopolitan

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ServiceNow: Digital Gold Rush

CHALLENGE & APPROACH

We interact with AI hundreds of times a day, as well as when we sleep. We partnered with AI expert Dr Catriiona Wallace to build a report that charted Australia's opportunity for the digital economy over the next decade and the recommendations executives can employ to grapple issues surrounding digital transformation.

EXECUTION

Our approach involved devising a strategic earned media campaign aimed at C-suite executives, with a particular emphasis on the evolution of digital transformation in Australia.

To achieve this, we utilised Catriona's expertise and the findings of her report by conducting a series of interviews, in which she examined the latest trends in AI and offered valuable insights to help leaders optimise the benefits of technology.

RESULTS

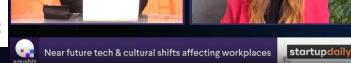
Across earned media, we achieved 106 pieces of coverage, reaching over 15,789,962 people. Through media engagement, Catriona was positioned as a leading commentator.

Dr Catriona Wallace On The Importance Of Embracing AI and Digital Change

Robyn Poyner on July 12, 2022



WOMEN
LOVE
TECH



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Together we advance—

Part 1:
Getting to
know the
team

Part 2:
The
opportunity
in APAC

Part 3:
Making
an
impact

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i3

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Taking your products into **hot conversations**

You have an opportunity to take
your products into hot
conversations **that matter to
CIOs**.

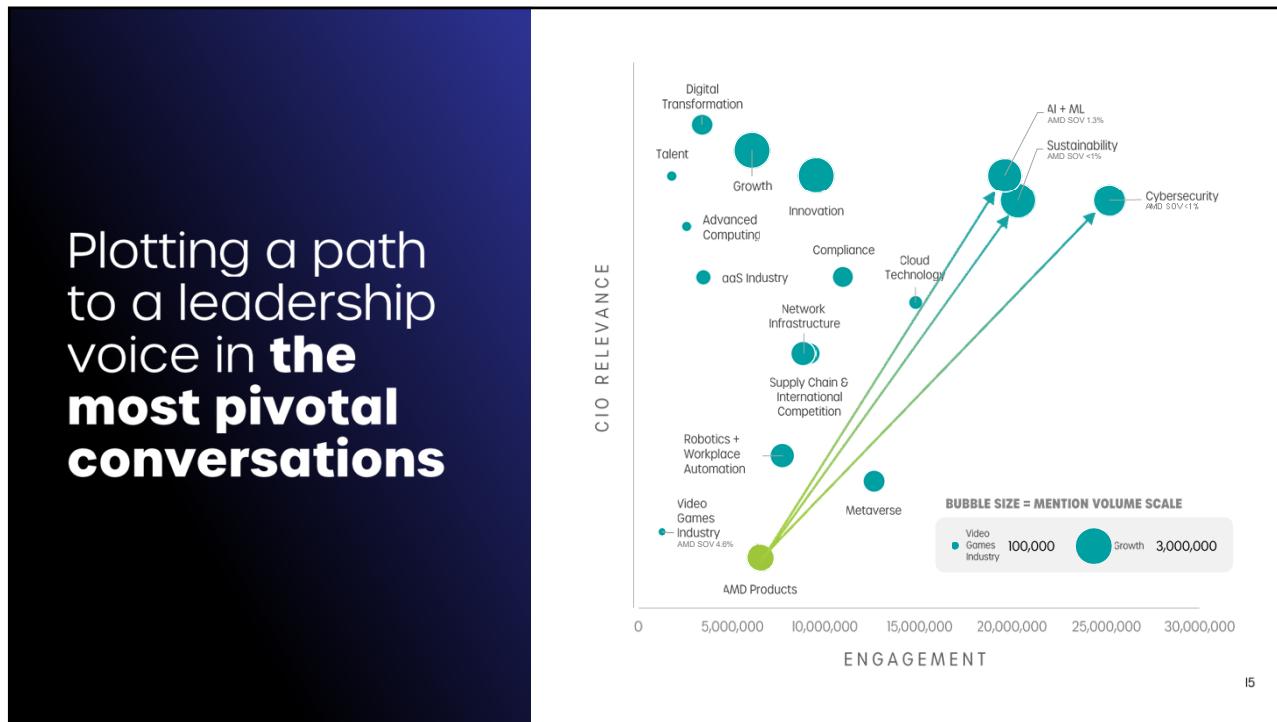
To identify what those topics
are, we must take an outside-in
look at the APAC CIO and
technology conversation.



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Source: Weber Shandwick analysis, online news sources, last 12 months i4

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Featuring AMD in the AI conversation					
CAMPAIGN NAME		Powering AI innovations with a new generation of AMD chips			
PRODUCT FOCUS	AMD Instinct™ MI300 data center chips offer exceptional performance and efficiency for AI workload				
PROOF POINTS	X8 AI Training Performance		Energy efficient gigaflops / watt		
			Handling a new generation of AI workload		
OVERARCHING ANGLE			The MI300 chips will power data centers to deliver efficient HPC for new AI applications		
MEDIUMS	Finance	Energy Efficiency	Biotech		
MEDIA	<ul style="list-style-type: none"> Product showcase: Instinct MI300 in AI-driven cybercrime prevention in APAC Thought leadership on HPC solutions for cybercrime prevention 	<ul style="list-style-type: none"> Story on climate mitigation solution modelling with energy efficient Instinct MI300 chip 	<ul style="list-style-type: none"> Drug discovery and development for women's health: the role of AI and HPC with Dr Lisa Su How HPC can potentially speed up drug discovery 		
SOCIAL	<ul style="list-style-type: none"> LinkedIn exec post Sponsored post aimed at finance and fintech CIOs 	<ul style="list-style-type: none"> LinkedIn: visualisation / breakthroughs with Instinct MI300, comparison charts 	<ul style="list-style-type: none"> LinkedIn exec post, PoV 		
EVENTS	<ul style="list-style-type: none"> Singapore / Hong Kong Fintech week (ideally in partnership with a cloud supplier) 	<ul style="list-style-type: none"> Product trial with local HPC or cloud partners 	<ul style="list-style-type: none"> BioPharma APAC 		
B2B + SALES	<ul style="list-style-type: none"> Product briefing (including cloud partners in APAC) 	<ul style="list-style-type: none"> Case studies: comparison of Instinct MI300 against competitors on chip on energy efficiency 	<ul style="list-style-type: none"> Thought leadership on democratising large model training with AMD Instinct MI300 		
UNDERPINNED BY MARKET TOOLKITS - MESSAGING, GUIDELINES, EVENTS TEMPLATES, RESULTS FINDINGS AND SALES MATERIALS					

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Elevating AMD's product story

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	EXCITE	HYPE	EXPAND
AUS	Media outreach and FAM trips for select journalists from key publications to immerse themselves in AMD experience as and when feasible	Leverage the global announcements to highlight how AMD is driving innovation and growth while delivering on its commitments to customers, industry and the world	Showcase how AMD has made the right bets and is redefining the market and industry leadership via case studies, research reports, impact of society, etc.
INDIA	Experiential show & tell with technology media/influencers to amplify key advantages of MI300 - delivering greater AI performance, showcasing 8x training performance for GPT-related real life applications, offering superior throughput and energy efficiency	Stories across platforms on the most complex chip AMD has ever built with a game changing design Focus on product reviews	Case studies focused on applications of MI300 within different key verticals.

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Media Map Snapshot

AUSTRALIA



We have the most elite media relations team in the business with deep media contacts in the subject areas that matter to AMD.

We create multi-tiered storytelling plans that excite, engage, anticipate and optimize for maximum impact. This allows us to have a steady drumbeat of product-led stories while showcasing AMD's thought leadership to create a halo effect in building your brand reputation.

INDIA



SINGAPORE



TAIWAN



JAPAN



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Unpacking the



THE CNA ECOSYSTEM

29 territories in Asia can view CNA TV
300+ journalists
58 programs and divisions
7 podcasts
2.3m monthly unique TV viewers
111m monthly unique page views
14m monthly unique visitors

'We are not there for a sales pitch from someone, but if they can offer expertise on a subject, then that's the angle they should be pushing... Their expertise will shine through with their knowledge.'

- NEWSROOM SOURCE

'Minimise jargon, explain in layman terms, use graphics to illustrate complex ideas. To me, if I don't understand my viewer won't too. So, if I don't understand something that my guest mentioned, I won't be embarrassed to ask until I understand.'

- SENIOR EDITOR

Followers:



1.2M



4M



507k



331k

22

22

Unpacking the NIKKEI ASIA ECOSYSTEM

THE NIKKEI ASIA ECOSYSTEM

2 constantly updated websites
50 weekly newspapers
1 podcast
1500 journalists
37 International Bureaus
98.6% Business Decision Makers
19.7% C-Suite
150,940 per day in print sales
7.6m a month in online readership

Followers:

404k **679k** **46k** **777k**

NIKKEI Asia

‘People want to know which governments are handling things well. Business people themselves are also really keen on knowing what their counterparts from other industries are doing.’
- NEWSROOM SOURCE

‘We are always interested in business-related stories, particularly about the start-up scene in Asia.’
- EXECUTIVE EDITOR

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Unpacking ComputerWeekly.com

THE COMPUTER WEEKLY ECOSYSTEM

1 constantly updated website
5 languages
10 blogs
13 core technology topics
55K weekly e-zine subscribers
100K newsletter subscribers
1m monthly page views

Followers:

53k **7k** **7k**

Try to offer customer and analyst references as part of any announcement. Understand that we always need to judge your news against other news happening within a given industry.
- NEWSROOM SOURCE

Pitches that are more specifically tailored to our audience and their IT pain points will generally catch our attention
- AARON TAN, APAC EDITOR-IN-CHIEF

‘Around 20% of our readership now comes from non-IT backgrounds as technology is becoming increasingly democratised’
- COMMERCIAL SOURCE

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Unpacking the *News Corp*

THE AU NEWSCORP ECOSYSTEM

'Semiconductors aren't just for the tech reporter. They would be relevant for automotive, energy, infrastructure, politics, economics - there's an angle for every beat if you look for it'
- NewsCorp Journalist

140+ newspapers and websites across Australia
25+ podcasts
2500+ journalists
18.2 million Australians reached monthly

'I'd be interested in the impact the brand makes in Au and relevance/USP of its products for Aussies'
- Tech reporter from The Australian

50K **13K** **3.4K**




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Leveraging human voice(s) to tell technical stories

LinkedIn	Peter Chambers (MD, APJ, AMD)	Steven Long (Corporate VP, GM APJ, Intel)
Followers	500	8,079
Posts (past 3 months)	3	14
Engagements	140	4,773
Avg. Eng. Per Post	70	341
Recent Media Highlights	InfoBrief report with Lenovo Tech360 interview HWZ Tech Awards	HWZ Product review DigiconAsia byline

Peter Chambers: The Tech Whisperer

Industry themes
AI + ML, Cybersecurity,

Organisation priorities
Advancing the adaptive enterprise with AMD's best-in-class product range and solutions

Personal passions
E.g. Leadership, reading, sports, hobbies, volunteer work

Core Audience: CIOs & CTOs

Secondary Audience: CEOs

Bringing It To Life

LinkedIn & social LinkedIn content series engaging customers and partners on the most salient industry topics	Media cna NIKKEI Asia TECHWIRE ASIA CW	Events & Speaking engagements Tech Week SG Bloomberg Sustainable Business Summit	Internal comms Townhalls & feedback sessions Sales team training Employee engagement
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Leveraging human voice(s) to tell technical stories

Jaya Jagdish
(Country Head and SVP, AMD)

	LinkedIn	Twitter
Followers	2,816	148
Posts (past 3 months)	4	17
Recent Highlights	Women in Tech, Soft Profiling	Women in Tech; Semi-conductor ecosystem

Jaya Jagdish: The Tech Visionary

Industry themes
Generative AI -ChatGPT, Web3, Women in Tech, Sustainability

Organisation priorities
How AI is going to drive growth for businesses

Personal passions
E.g. Leadership, women empowerment, volunteer work in STEM education

Core Audience: CIOs & CTOs **Secondary Audience:** CEOs

Bringing It To Life

LinkedIn & social
LinkedIn Live series engaging experts on the most salient industry topics

Media
ETtech, THE TIMES OF INDIA, business today

Events & Speaking engagements
Nasscom GCC Conclave, CII Internet of Things Summit for Digital & Make in India, Global Artificial Intelligence Summit and Awards 2023

Internal comms
Townhalls & feedback sessions, Employee engagement

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**Working together:
A little
bit of fun**

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GETTING TO KNOW EACH OTHER | 3 MINUTES, 4 QUESTIONS

PC or PS?



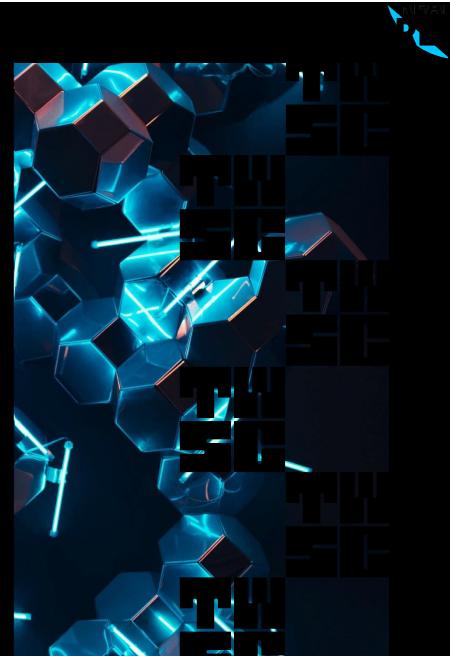
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GETTING TO KNOW EACH OTHER | 4 QUESTIONS

Destination or journey?



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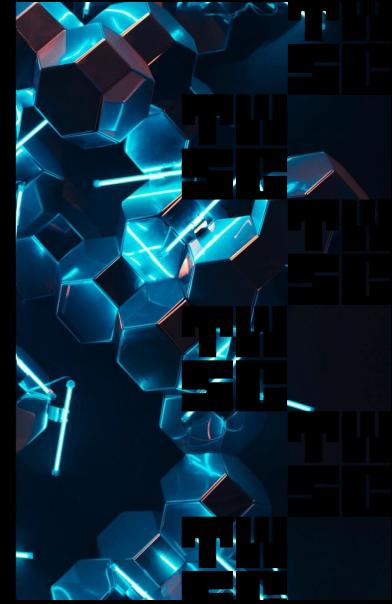
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15

GETTING TO KNOW EACH OTHER | 4 QUESTIONS

Cybersecurity spirit animal:
**Bulldog or German
Shephard?**

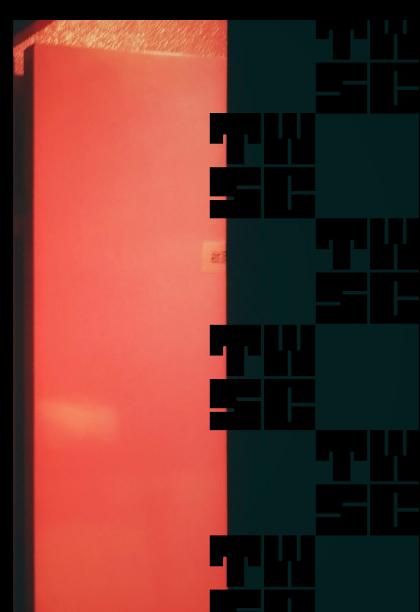


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GETTING TO KNOW EACH OTHER | 4 QUESTIONS

What keeps you
up at night?



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Thank you.

TW The Weber
SC Shandwick
Collective

AMD

