

MARCH 21, 2023

Together we advance_AMD

In EMEA

TW The Weber Shandwick Collective **AMD**



A vertical column of the letters 'TW' is repeated 12 times on the right side of the slide.

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In the room...

ON THE LINE

GREG PRAGER
EMEA Corporate

SARITA SHAH
Corporate Strategist

DANIEL MERCADO
Middle East Lead

LIANNE HUNTER
EMEA Lead and Tech Media Specialist

ON CALL

ANDREW MURGATROYD
Tech Media Specialist

ELLA FALLOWS
Issues Strategist

GARETH WILLIAMS
Global Relationship Lead

PHILIPP HANKE
Germany Lead

ERIC CHAUVELOT
France Lead

Supported by a **120** strong tech team across the region

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The WIN

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



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Today

- 01** Our tech expertise in EMEA
- 02** The opportunity for AMD in EMEA
- 03** Making an impact every day in EMEA



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Together we advance—

Part 1:
Our expertise in EMEA

Part 2:
The opportunity in EMEA

Part 3:
Making an impact in EMEA

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We are an **industry-leading** EMEA tech team



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Elevating the IBM product story

OBJECTIVE	RESULTS
Engage CTO/CIOs in EMEA banking industry on IBM's FS products (FS hybrid cloud & security) & consulting services	<ul style="list-style-type: none"> • 60% YoY increase in FS media coverage • 27 Clients participated in 15 media roundtables > attended by 116 journalists & analysts • 18 clients participated in 8 LinkedIn Lives • 1,228 senior decision makers in banking industry attended Lives • 27.6% increase in lead spokesperson LinkedIn followers • 29% increase in engagement with executive content • 19 speaking opportunities • 4 external podcast opportunities
STRATEGY	
Integrated earned, owned, paid program focused on 'hot topics' CTO/CIOs in FS industry care about	



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Exploring global conversations on a local level...a conversation on AI

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Together we advance—

Part 1:
Our
expertise in
EMEA

Part 2:
The
opportunity
in EMEA

Part 3:
Making an
impact in
EMEA

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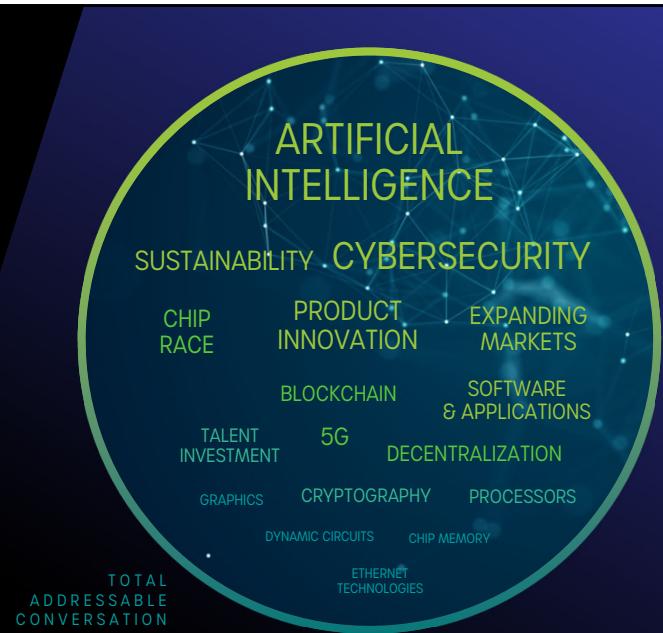
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Taking your products into **new** **conversations**

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

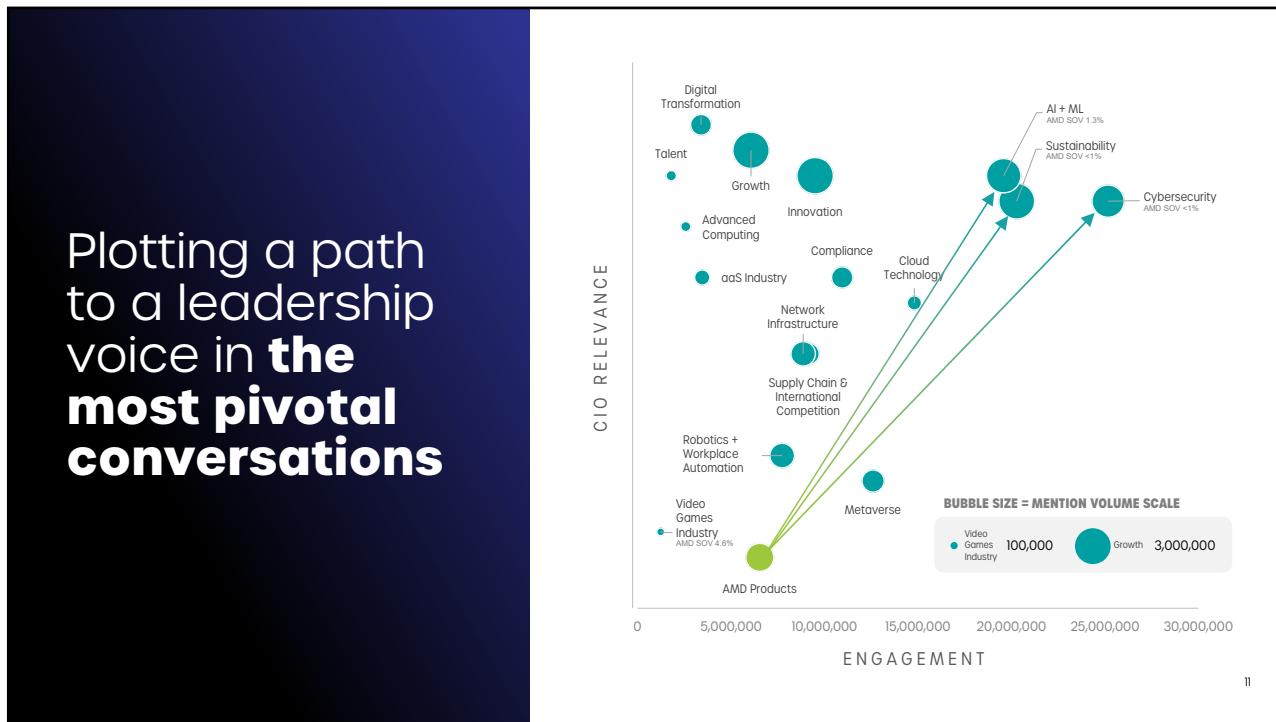
To identify what those topics
are, we must take an outside-in
look at the EMEA CIO
conversation.



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Source: Weber Shandwick analysis, online news sources, last 12 months 10

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Featuring in the sustainability conversation

CAMPAIGN NAME		SEMICONDUCTOR INNOVATION: POWERING PROGRESS, FIGHTING CLIMATE CHANGE		
PRODUCT FOCUS	AMD EPYC™ Server Processors offer exceptional performance, scalability, and security features for modern data centre workloads			
PROOF POINTS	Delivering leadership energy efficiency with up to 100% higher performance per watt than the competition		Reducing energy cost by 63%	Reduce footprint by 80%
OVERARCHING ANGLE AMD CHIPS WILL ENABLE THE TECHNOLOGIES THAT ALLOW US TO REDUCE EMISSIONS, IMPROVE EFFICIENCY AND COMBAT CLIMATE CHANGE				
MEDIUMS	AUTOMOTIVE	BIG TECH	ENERGY TRANSITION	
MEDIA	<ul style="list-style-type: none"> Interview with Peter Campbell, Auto Correspondent at FT Automotive report on 'if everyone adopted AMD chips what would be the automotive and commercial impact?' 	<ul style="list-style-type: none"> Background briefing with Anna Gross, TMT Reporter at FT Interview with Cliff Saran, Managing Editor at Computer Weekly 	<ul style="list-style-type: none"> Editorial board meeting (off record) with The Economist Interview with Sarah George, Senior Reporter at edie.net 	
SOCIAL	<ul style="list-style-type: none"> LinkedIn Live with key automotive customer 	<ul style="list-style-type: none"> LinkedIn Live roundtable with Google customer, journalist and analyst/academic 	<ul style="list-style-type: none"> LinkedIn exec communications from Darren Grasby, EVP and CSO 	
EVENTS	<ul style="list-style-type: none"> FT Future of Car 2023 IAA 2023 IAW 2024 		<ul style="list-style-type: none"> Reuters Responsible Business 2023 	
B2B + SALES	<ul style="list-style-type: none"> Case study on automotive customer Sales sheet for markets to leverage 	<ul style="list-style-type: none"> Leadership summit (behind closed doors) with key Big Tech customers 	<ul style="list-style-type: none"> Thought leadership study on barriers to sustainable chip adoption Training programme with sales team across EMEA 	
UNDERPINNED BY MARKET TOOLKITS - MESSAGING, GUIDELINES, EVENTS TEMPLATES, RESULTS FINDINGS AND SALES MATERIALS				

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Leveraging human voice(s) to tell technical stories

LinkedIn	Darren Grasby (CSO & EMEA GM, AMD)	Frans Schepers (GM EMEA, Intel)
Followers	2,774	2,798
Posts (past 3 months)	3	17
Engagements	519	2,001
Avg. Eng. Per Post	173	118
Recent Media Highlights	Product PR Quote CEO Today Interview City AM Quote The Times Quote WEF Article	LinkedIn Live series engaging customers and experts on the most salient industry topics

Darren Grasby: The Tech Translator

Industry themes
Sustainability, AI + ML, Cybersecurity

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

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

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

Bringing It To Life

LinkedIn & social	Media	Events & Speaking engagements	Internal comms
LinkedIn Live series engaging customers and experts on the most salient industry topics		MWC keynote slot Reuters Responsible Business AMD Leadership Summit	Townhalls & feedback sessions Sales team training Employee engagement

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Together we advance...

Part 1:
Our expertise in EMEA

Part 2:
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Making an impact in EMEA

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Unpacking the FINANCIAL TIMES

THE FT ECOSYSTEM

'Semi conductors 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'
- NEWSROOM SOURCE

'Our readers are interested in not just what companies do but how they do it'
- ANJLI RAVAL, MANAGEMENT EDITOR

1 constantly updated website
6 daily newspapers a week
8 - 10 podcasts
6 paid-for FT Forums
10 weekly FT Live events
13 daily digests
35 regular newsletters
114,685 per day **in print** sales
33.1m a month **in online** readership

Followers:

  
5.6m **4.3m** **2.9m**

'They move us around every couple of years. One week I went from being the Paris bureau chief to writing about telecoms in London'
- ANNA GROSS

'I'm always happy to meet people, but I do need about eight weeks notice and often have to cancel at the last minute'
- HELEN THOMAS, COLUMNIST

'People aren't reading long articles anymore. We have to find new ways to engage them'
- MURAD AHMED, TECH NEWS 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 a month **in online** readership

Followers:

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

'Our readers are particularly interested in customer-case studies, interviews with CIOs and digital officers, as well as information about what people like them are doing in other organisations'
- NEWSROOM SOURCE

'On a three-week cycle, we run a series of articles focused on a particular category of software/hardware/IT service - we review the schedule quarterly to stay as topical as possible'
- CLIFF SARAN, TECHNOLOGY EDITOR

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

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how many companies can't explain what they do in plain English. ... use analogies if necessary or at least explain the significance

Unpacking THE TIMES

'I always value pithy, punchy and practical commentary for the Raconteur Special Reports. Those supported by data, case studies and original thought stand a better chance of inclusion.'

— OLIVER PICKUP, FREELANCE

'Sometimes we don't have the time for detailed research and an off the record background brief is hugely helpful.'

— NEWSROOM SOURCE

THE TIMES ECOSYSTEM

- 1 constantly updated website
- 1 weekend edition
- 6 daily newspapers a week
- 14 podcasts
- 75+ special reports per year
- 797,000 print circulation
- 14.8m a month in online readership

Followers:



1.7m



800k



1m



21.9k

'It's amazing to me how many companies don't explain what they do in plain English. Use analogies if necessary or at least explain the significance'

— KATIE PRESCOTT, TECH BUSINESS EDITOR

'We like to write nuanced pieces - we work closely with the other desks to expand on their news stories and link to the real-word implications'

— SHAUN LINTERN, HEALTH EDITOR, SUNDAY TIMES

'We have a team meeting on Tuesdays to discuss the bigger, longer reads that make up most of the Business section. We're looking for incisive, original ideas that will set the agenda'

— OLIVER SHAH, ASSOCIATE EDITOR, SUNDAY TIMES



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Elevating AMD's product story

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OUR MODEL

EXCITE — HYPE — EXPAND

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Together we advance_AMD
In EMEA

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Working together:
A little bit of fun

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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

Team dinner or team drinks?



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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

Netflix or Disney+?



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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

Bike or walk?



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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

Beach or exploring?

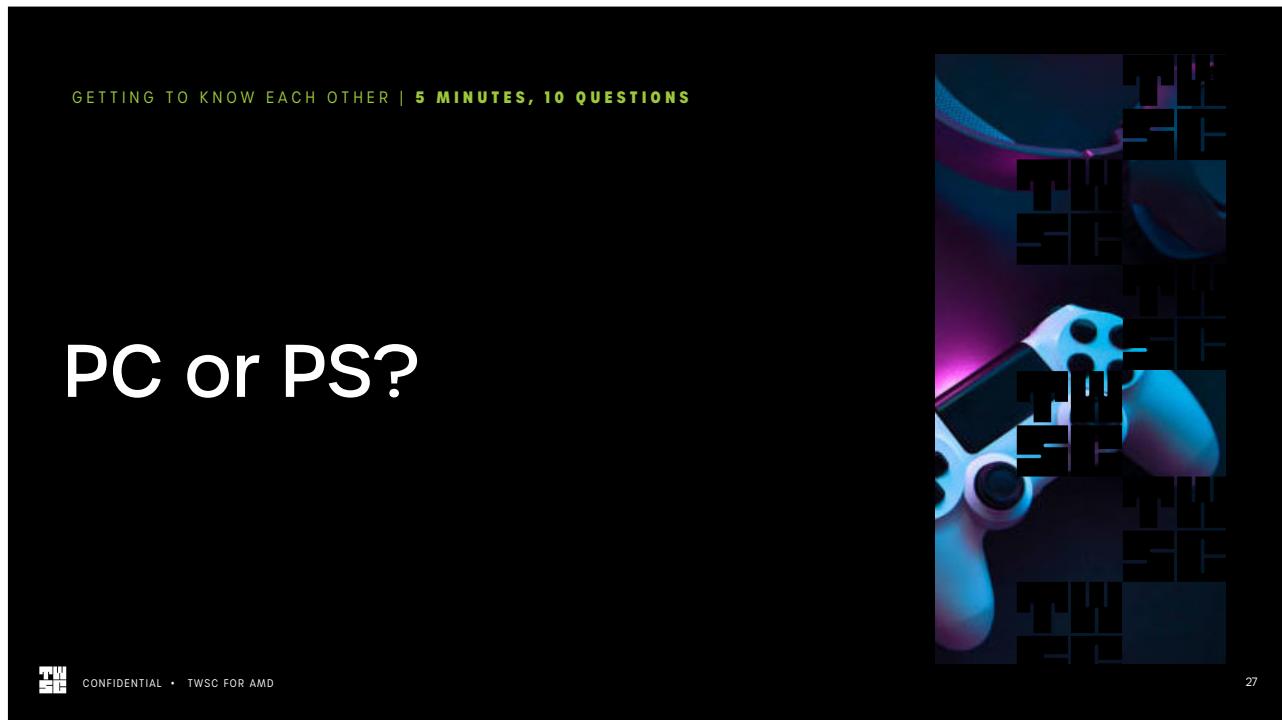


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