

SALES STRATEGY



JUNE 25, 2026
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VP AND CSO
RENESAS ELECTRONICS CORPORATION

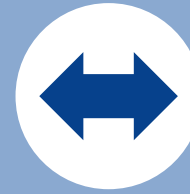
OUR STRATEGY TO DRIVE REVENUE GROWTH

BROADER & DEEPER



Deeper

Sell more
at existing customers



Broader

Sell to more customers,
new customer acquisition

- ✓ Sharpen focus on most important growth accounts
- ✓ Increase penetration into secular growth markets
- ✓ Diversification of revenue through focused Mass Market support
- ✓ Centralization to support scale & new customer acquisition
- ✓ Utilize distribution to expand mass market coverage

Diversification of revenue base with Regional deployment

FOCUS ENABLES US TO WIN

A deployment strategy designed for success



Deeper

Focus on gaining share

Global account ownership

Find more, win more



Broader

Focus on broadening share

Proactive distribution engagement

Finding the next big end equipment or customer

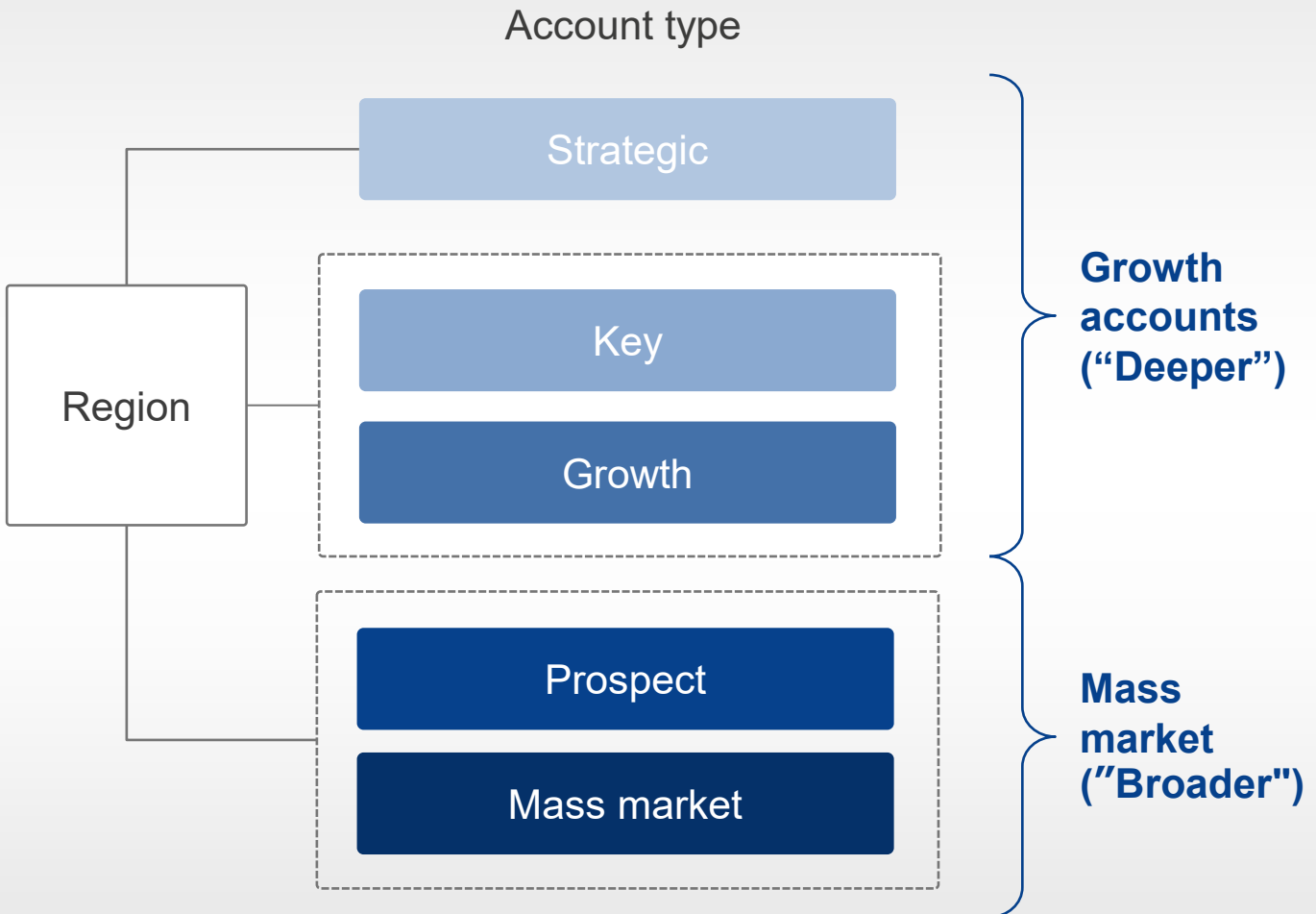
FOCUSED DEPLOYMENT

Rebalancing supports growth accounts and Mass Market

Focused customer support:

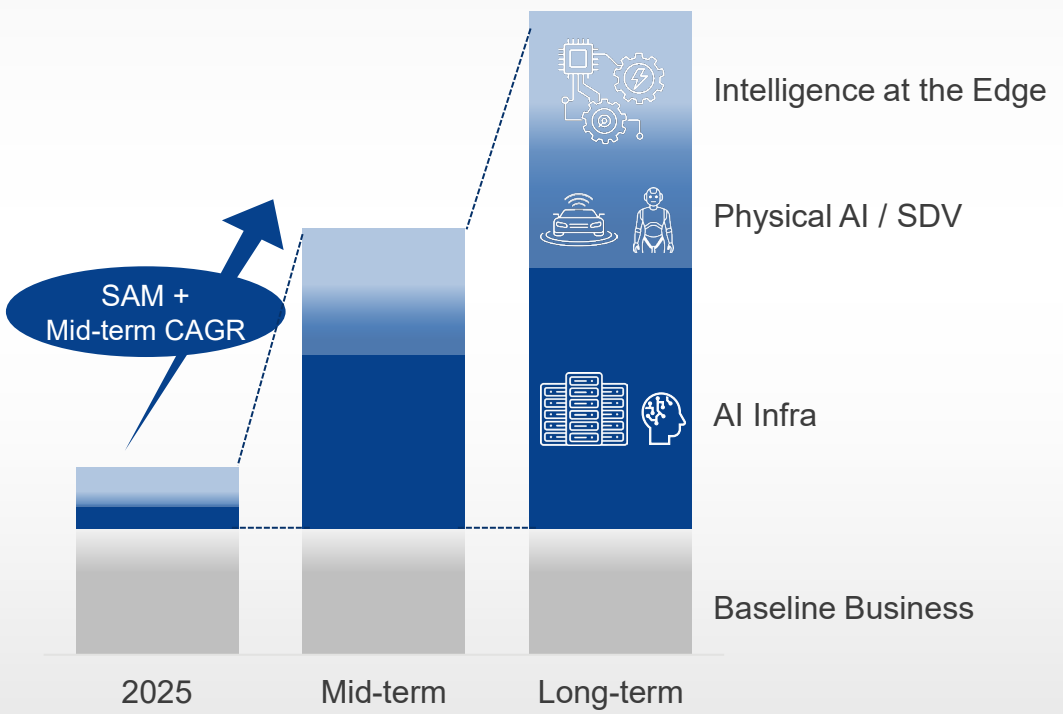
- Teams supporting strategic, Key and Growth accounts ONLY to maximize known customer growth.
- Dedicated mass market team to drive new customer acquisition, mass market growth and distribution accountability.

New structure will result MORE time spent overall with increased accountability and focus.

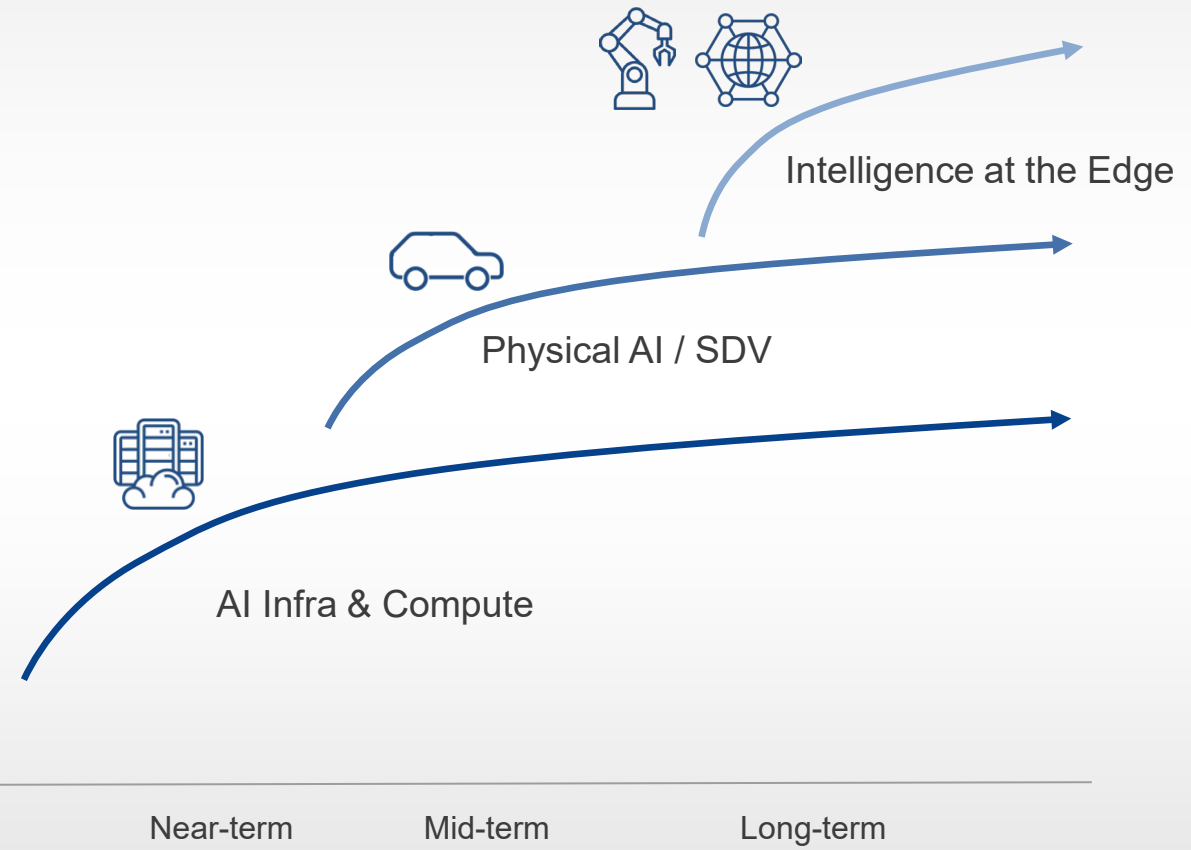


SECULAR GROWTH VECTOR

Revenue

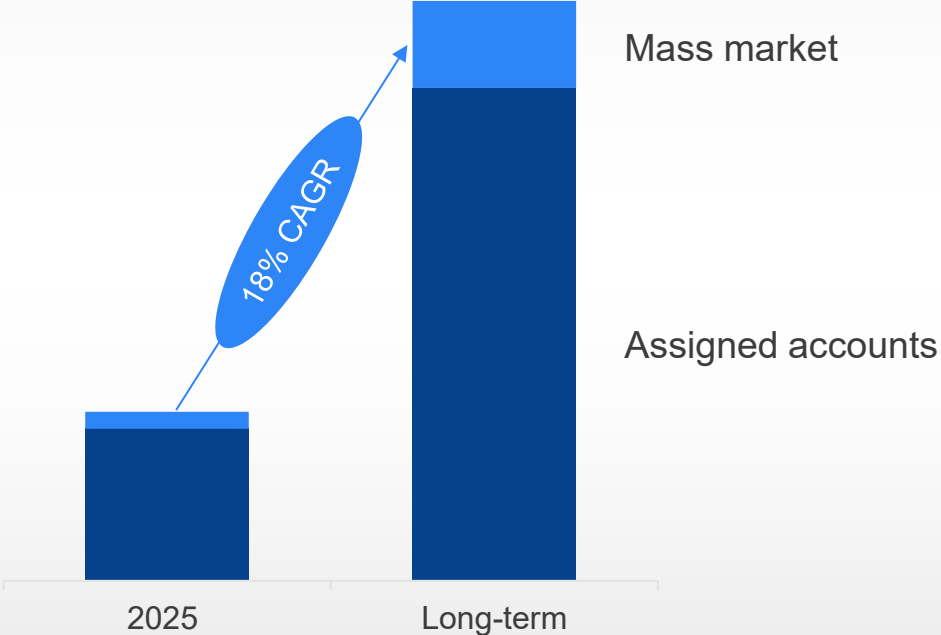


Three-stage rockets



MASS MARKET GROWTH STRATEGY

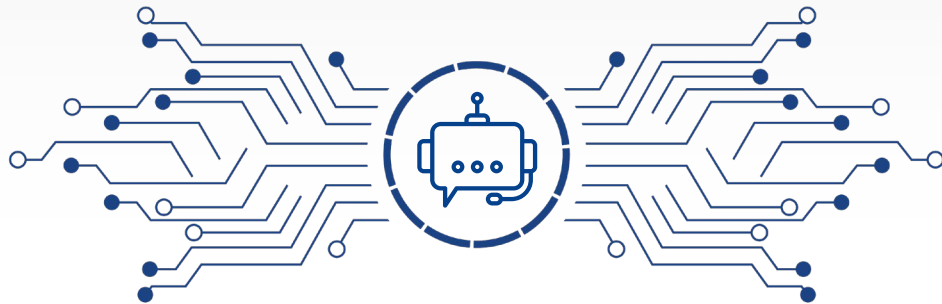
Focused account and mass market revenue



- **Dedicated Renesas mass market support** for new customer acquisition
- **Leverage Renesas scale** through distributor and ecommerce engagement
- **Centralize tech support** to create industry leading customer support - speed, efficiency, capability
- **Deploy ATHENA AI** tech support for broad market technical access
- **Develop the next big customers** and next big end equipment to ensure Renesas future growth

ATHENA – ACCELERATING BROAD MARKET GROWTH

Accelerating design, Tech support
through AI innovation



Customers (TBD)



Sales, FAE's



Distributor partners



Super augmented design and technical support tool accelerating response time



Leverage Renesas internal and external resources utilizing Renesas.com, trainings, internal sales tools, engineering communities, internal tech databases

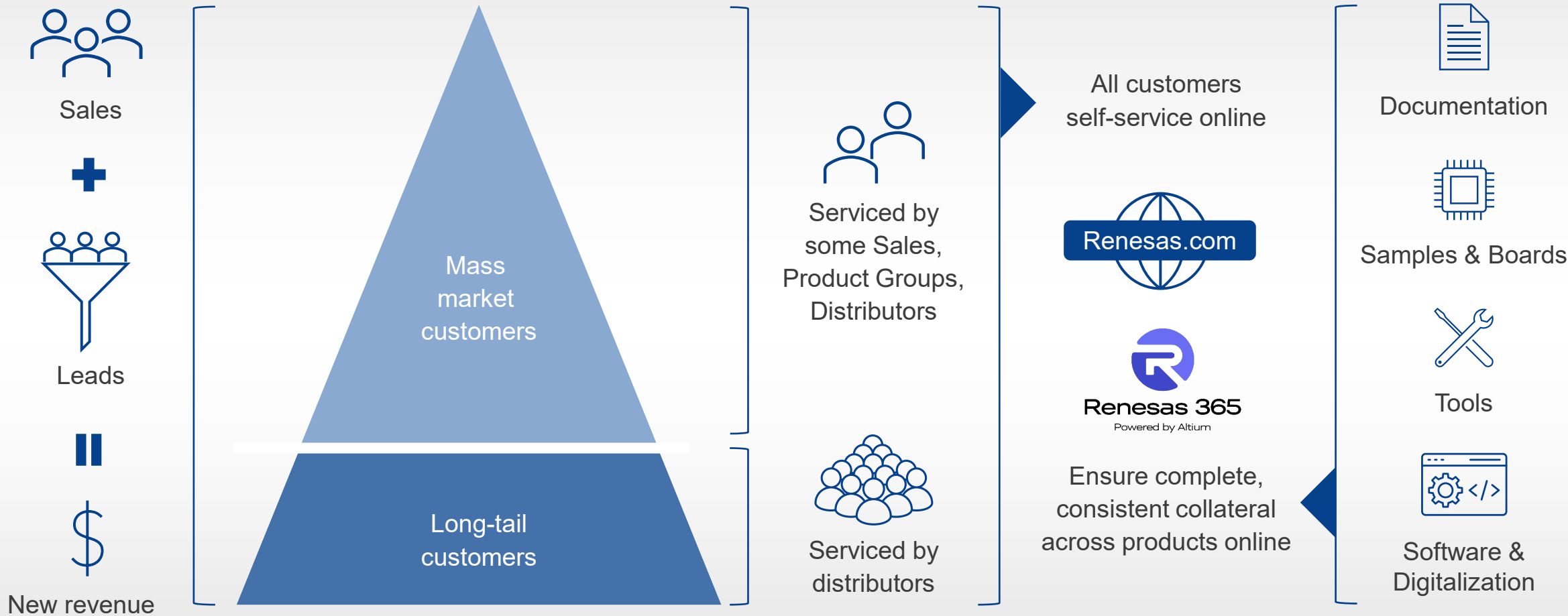


Increased efficiency and scale of Renesas sales team to create industry leading customer support - speed, efficiency, capability touching more customers faster



Deployed to distribution partners supporting broad market Efficiency and expansion

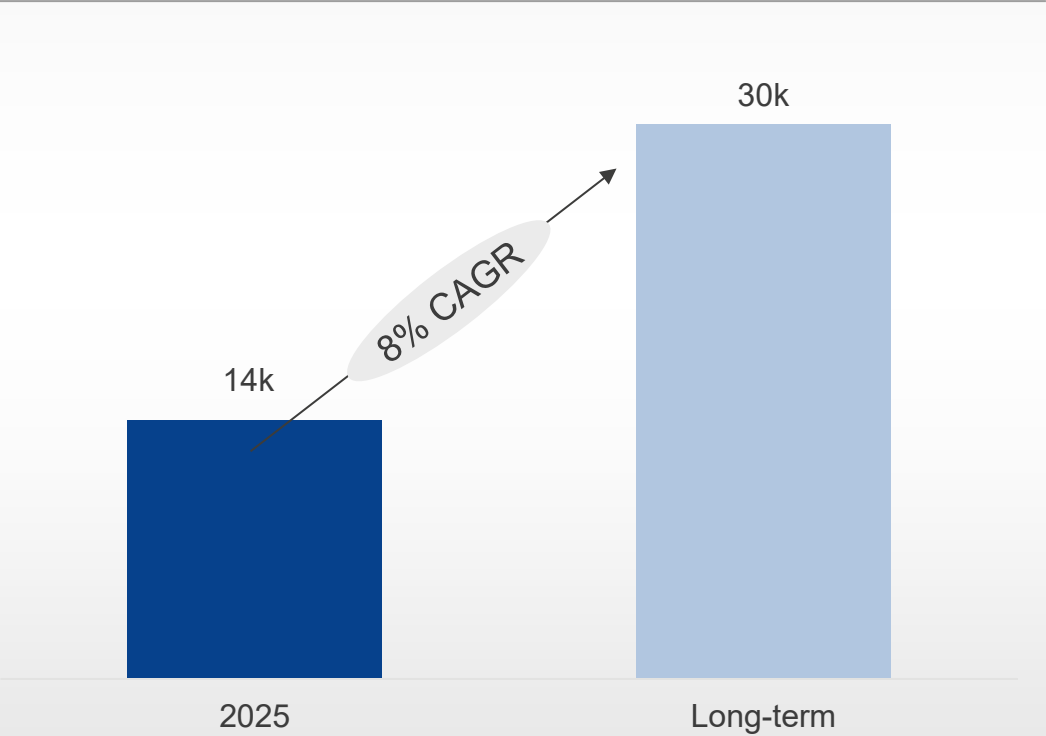
LEVERAGING USER EXPERIENCE PERFORMANCE TO GROW THE SALES FUNNEL



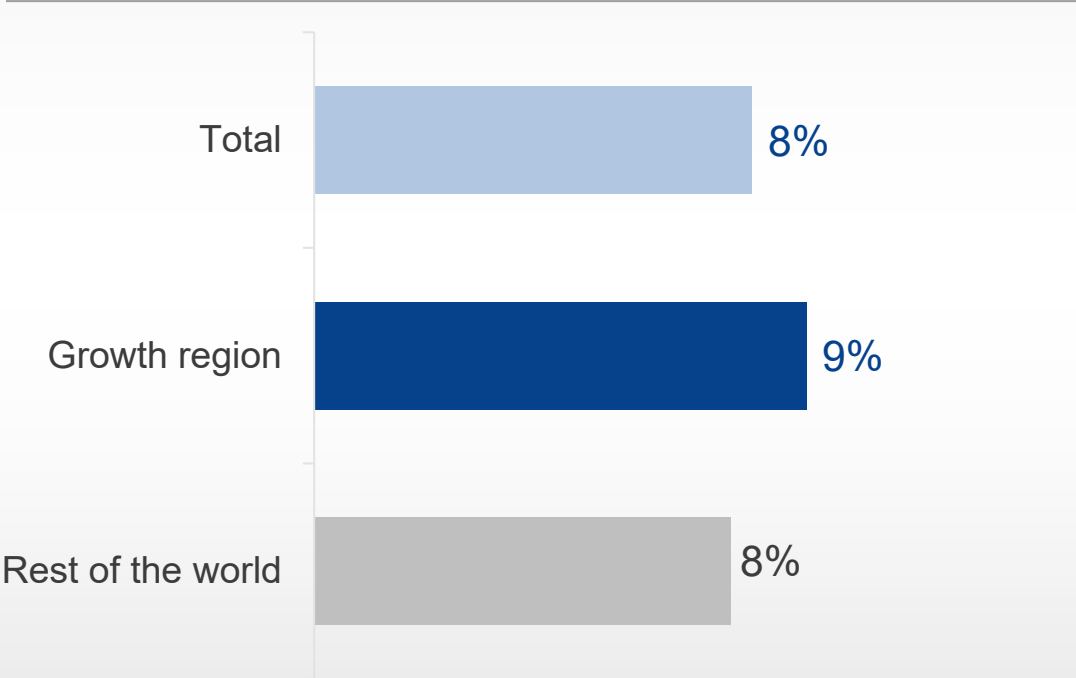
NEW CUSTOMER ACQUISITION PROGRESS

- Renesas results in 2026 tracking to +8% increase in new customer acquisition
- 2035 goal – grow new customer acquisition at 8% CAGR

Long-term goal



2025 to 2026 growth by region



SUMMARY



Going deeper & broader with solution selling approach

Sharpen focus for secular and mass market growth

Broaden Renesas customer based through target new customer acquisition strategy

RENEASAS

THANK YOU

(FORWARD-LOOKING STATEMENTS)

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