

GLOBAL SALES & MARKETING STRATEGY

A photograph of two business professionals shaking hands, symbolizing a partnership or agreement. The image is partially obscured by a large white diagonal shape on the left side of the slide.

MAY 19, 2023

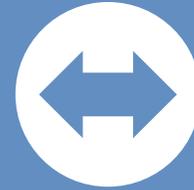
CHRIS ALLEXANDRE
SVP, CSMO AND HEAD OF GLOBAL SALES & MARKETING UNIT
RENESAS ELECTRONICS CORPORATION

PLAYBOOK TO DRIVE REVENUE GROWTH



Deeper

Sell more to same customers



Broader

Sell to more customers
New customer acquisition

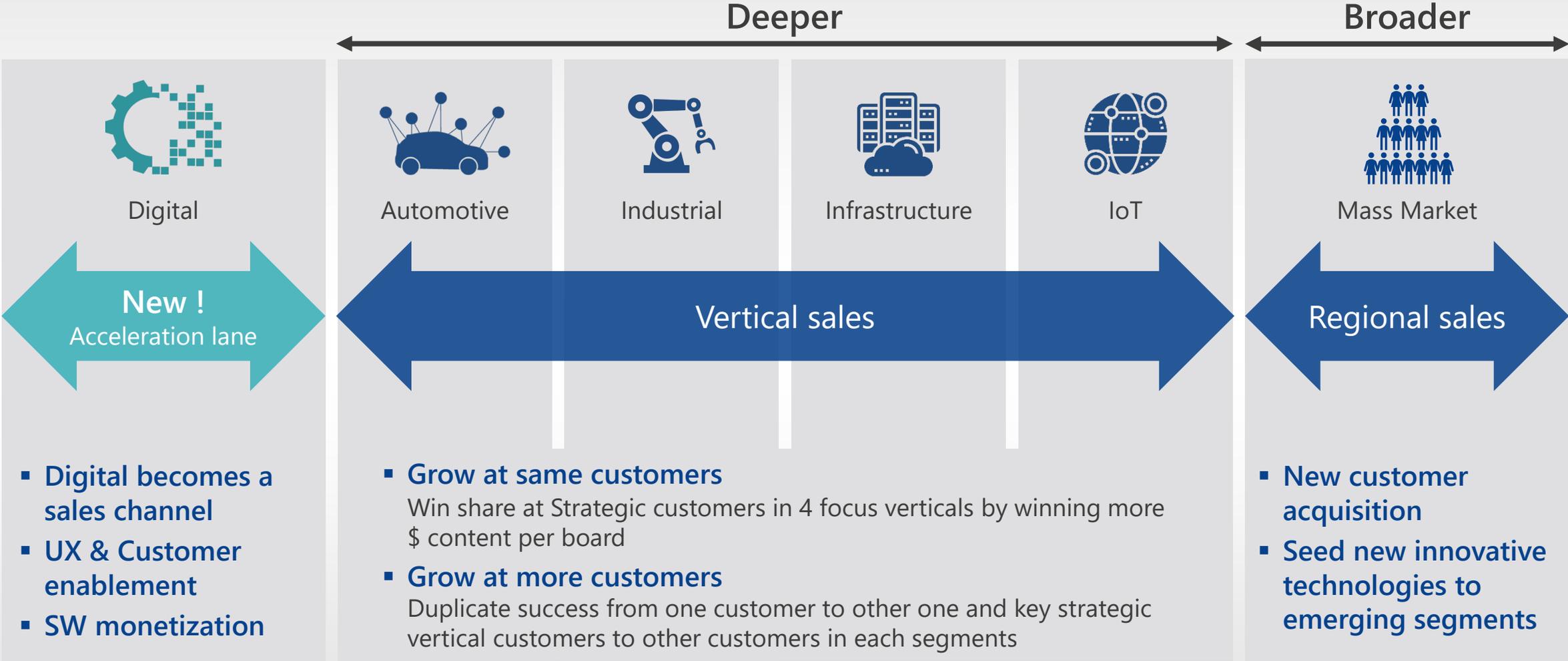
Solution & Block diagram selling



Analog + Power + Embedded Processing + Connectivity

Diversification of Revenue base

OUR EXECUTION MODEL



2023 SALES & MARKETING PRIORITIES

One Global Sales & Marketing Team being and held accountable to delivering results



Organization development & scaling to enable the future



Execution on our Go-To-Market model for consistent growth



Accountability to deliver results in 2023, ready for 2030

BETTER TOGETHER: ONE GLOBAL SALES & MARKETING

Organization development to enable the future

Solution and Cross Selling

Selling all Renesas products to all customers – regional and vertical-leveraging winning combination and block diagram selling

One Sales Operations & Digital Communications

For more efficiency to enable better agility and execution for faster growth

One Regional Sales & Distribution Team

Continuing to increase customer base and enabling customer expansion in Automotive and adjacent segments

One Technical Team

Catapulting system & solutions to the next level with more in depth system

Focused on revenue growth acceleration

\$20B+

WINNING COMBO: A SYSTEM SELLING JOURNEY



Winning Combo

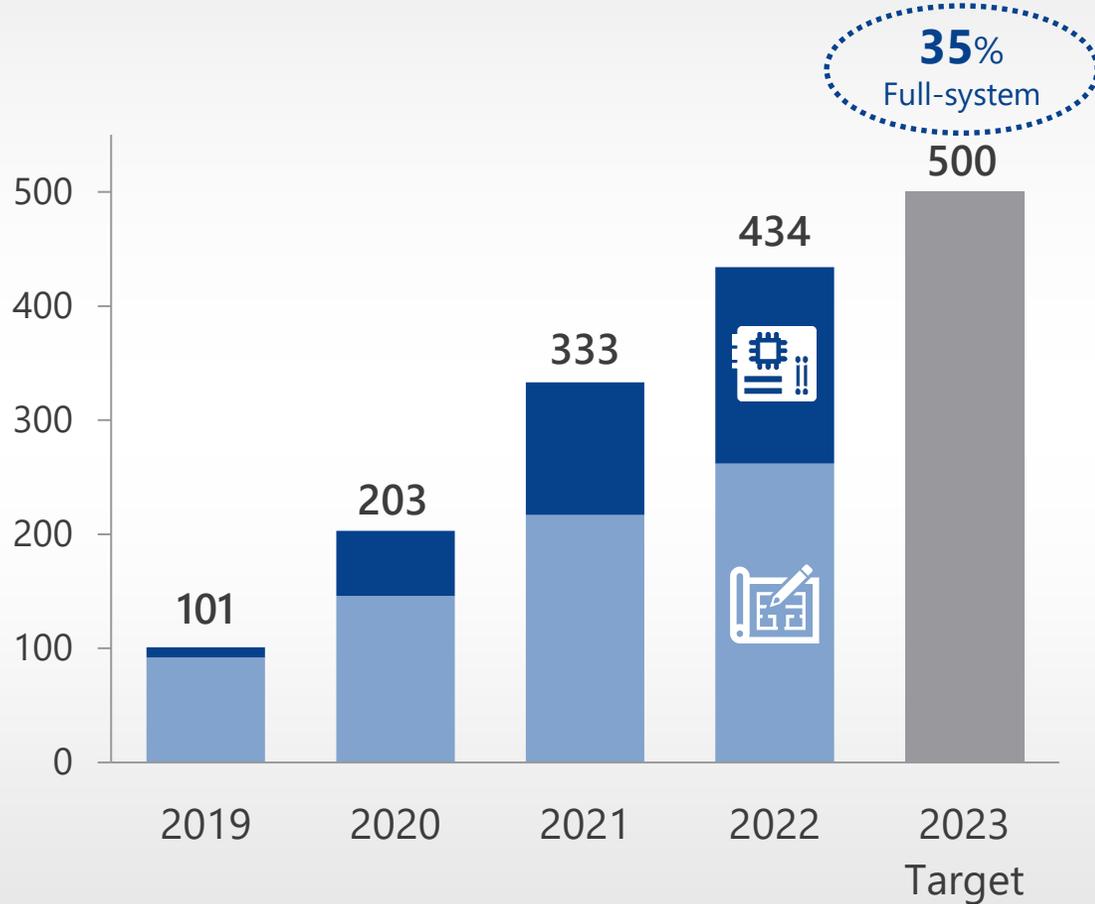


PoC (Proof of Concept)

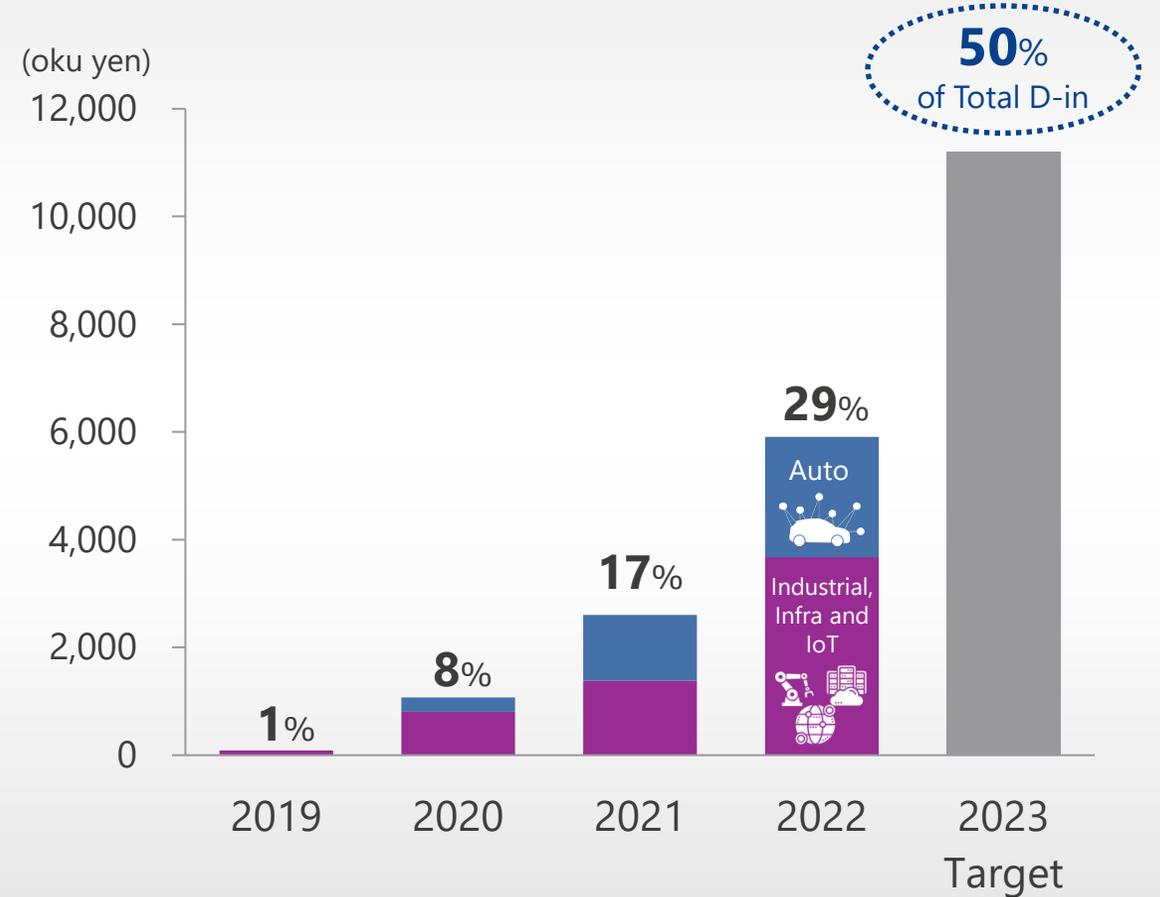
As of 1Q 2023

SOLUTION FOCUS – WINNING COMBO

Cumulative count



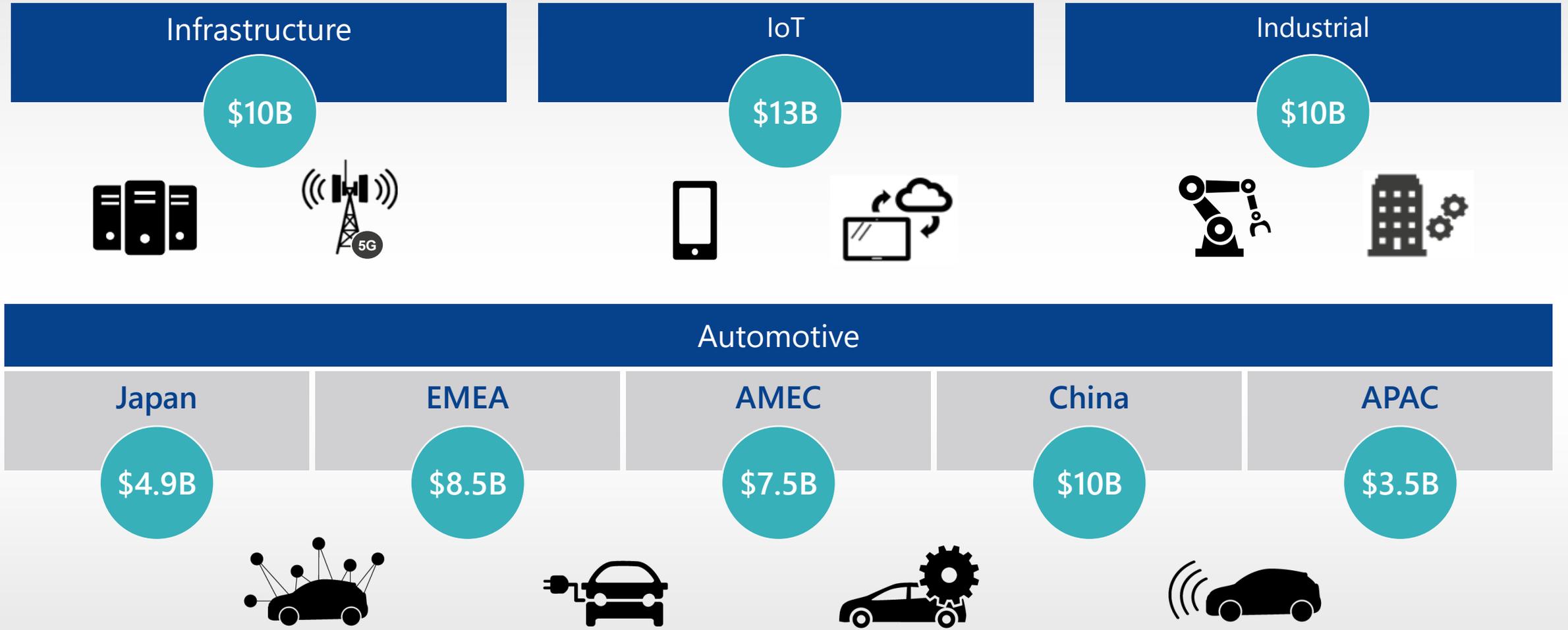
D-in LTV*1



*1: Calculated only analog products for HPCSG in 2020, Calculated at 1USD=100JPY for EPSG

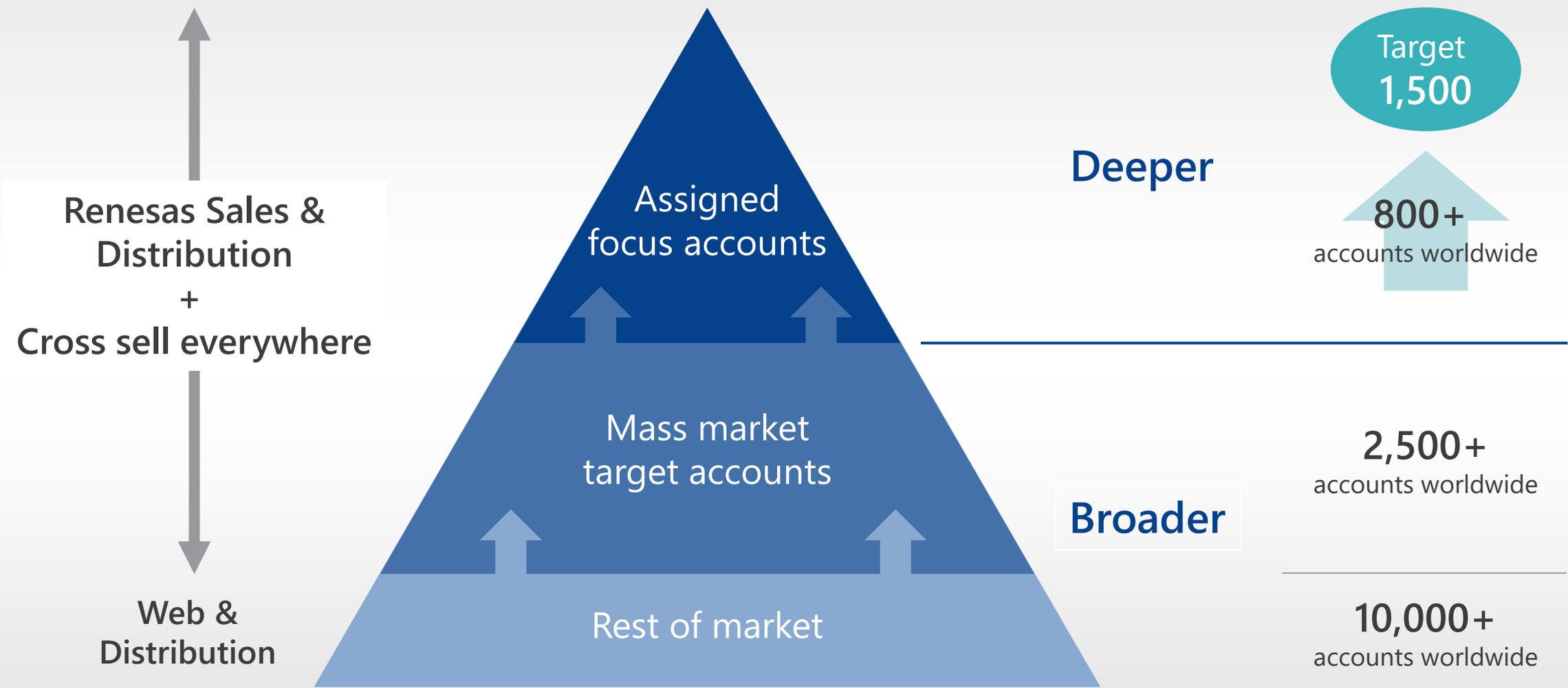
VERTICAL SALES STRATEGY

2022 SAM

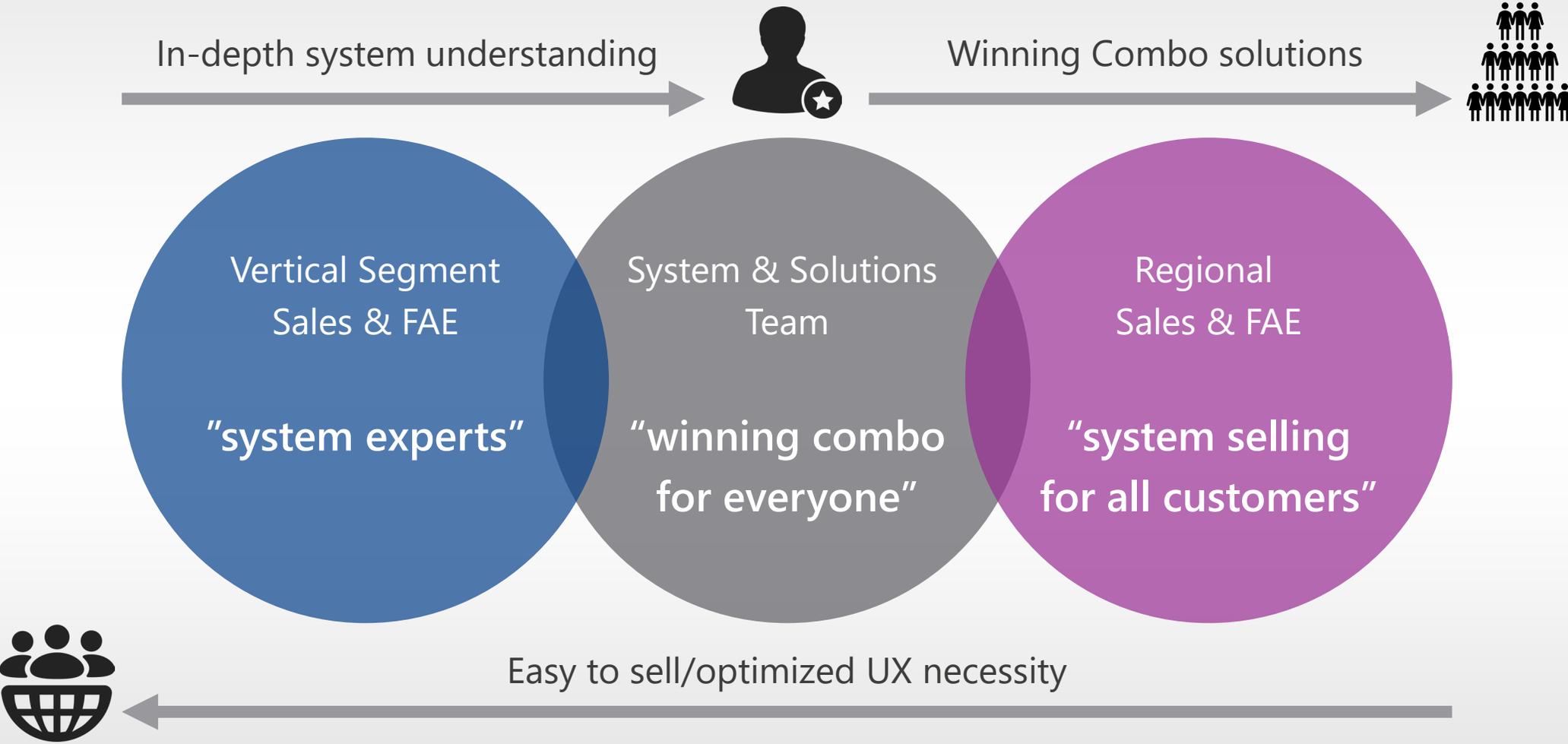


Source: Renesas estimation

REGIONAL STRATEGY: MORE SIGNIFICANT CUSTOMERS

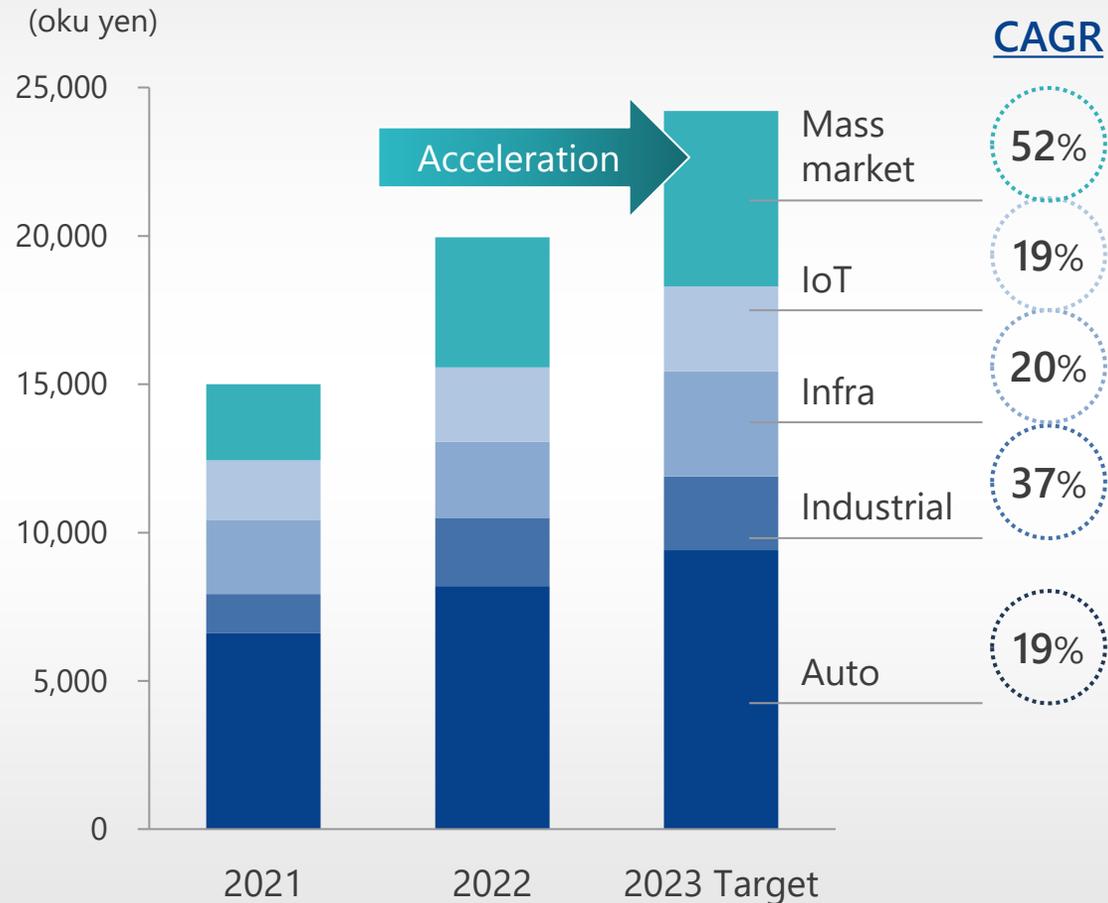


ONE TECHNICAL TEAM TO ENABLE BEST SUPPORT

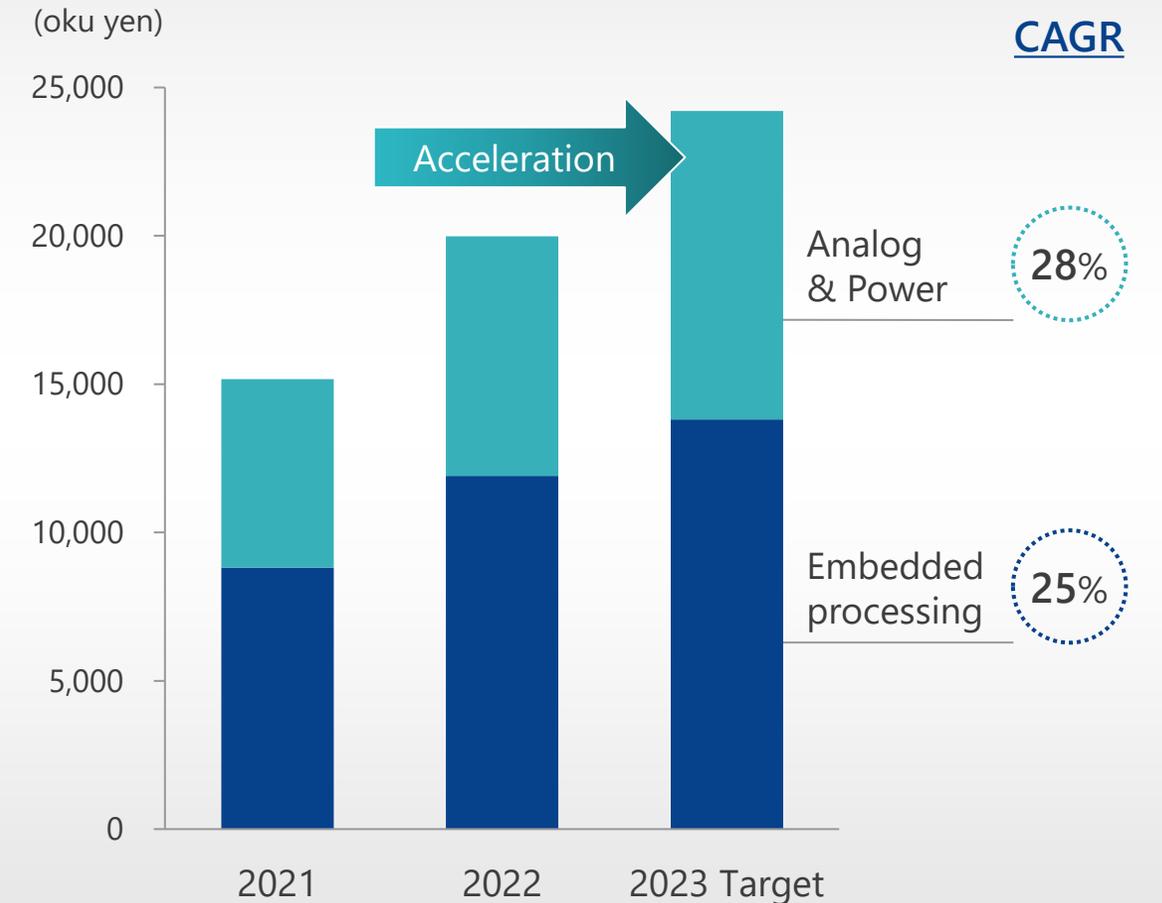


D-IN TREND: DELIVERING RESULTS TO ENABLE 2030

By Vertical



By Product type



OPPORTUNITY TO GO FOR \$20B+ REVENUE

Broader and deeper customer base

More customers buying more from Renesas directly, indirectly but also digitally

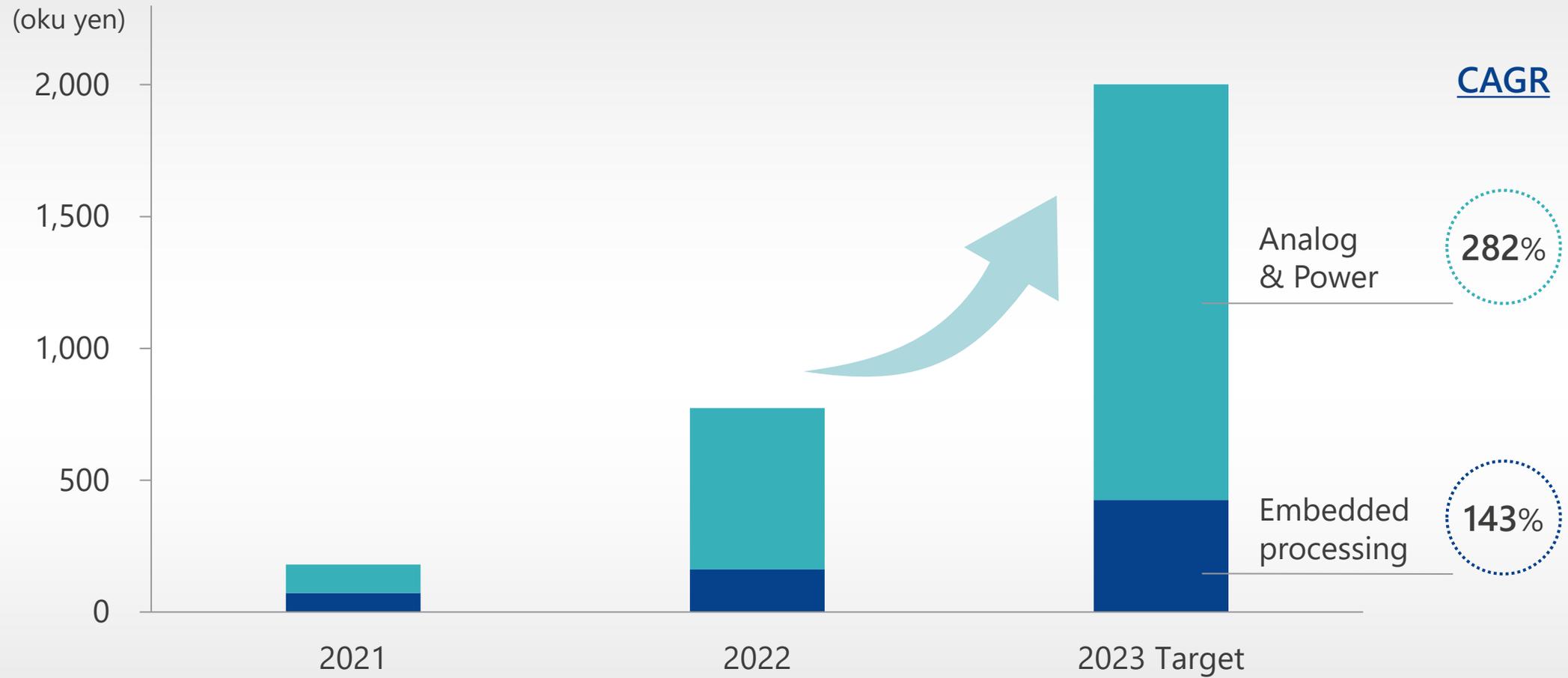
x-SG cross selling

More / All Renesas products to all customers, Automotive, Industrial, Infrastructures and IoT

Reducing design barrier for customer

Enabling customer to design better and faster their system and create loyalty

X-SG CROSS D-IN TREND



Embedded processing: MCU+SoC Analog & Power: including connectivity

ADVANCING OUR DIGITAL SUCCESS



Digital Experience

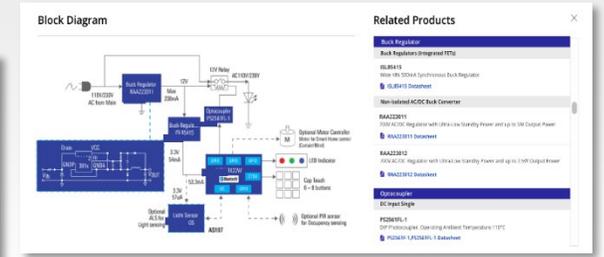
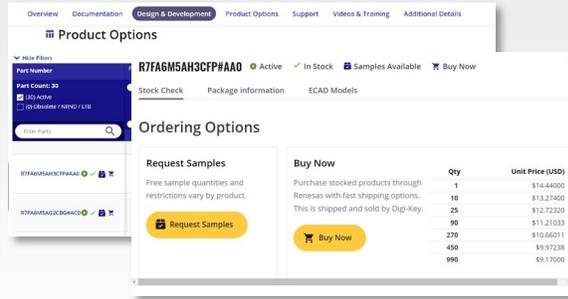
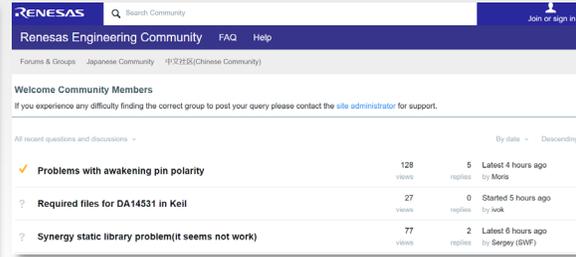
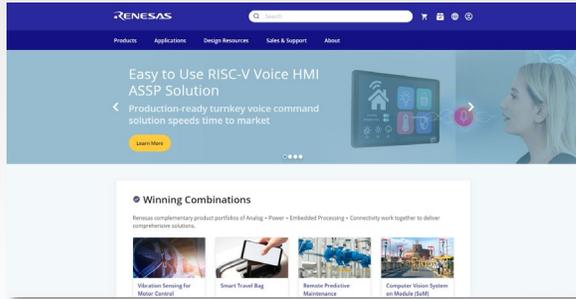
Speed online customer success



Data & Intelligence

Use data to better serve customers

RENESAS.COM ENHANCEMENTS



Design and functional improvements

Engineering community

Online store *New!*

Interactive block diagrams *Coming soon*



2x
website visits



2x
web team size



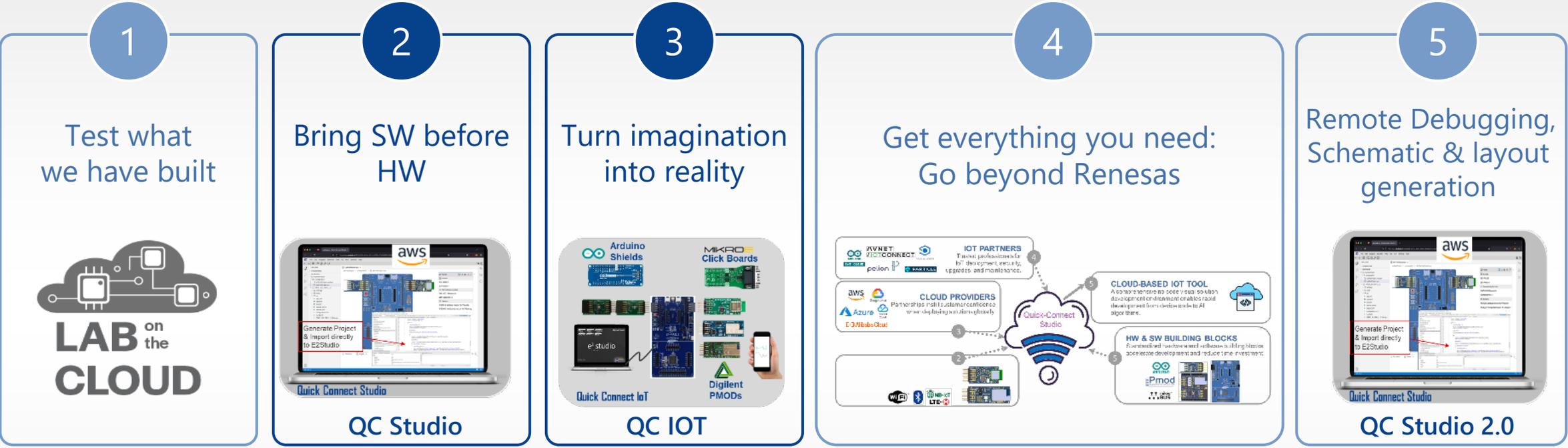
58,000
participants



3,500
products

Dynamically generated parts list to launch on new Winning Combos pages.

CHIP TO CLOUD ECOSYSTEM: SIMPLIFYING THE DESIGN PROCESS

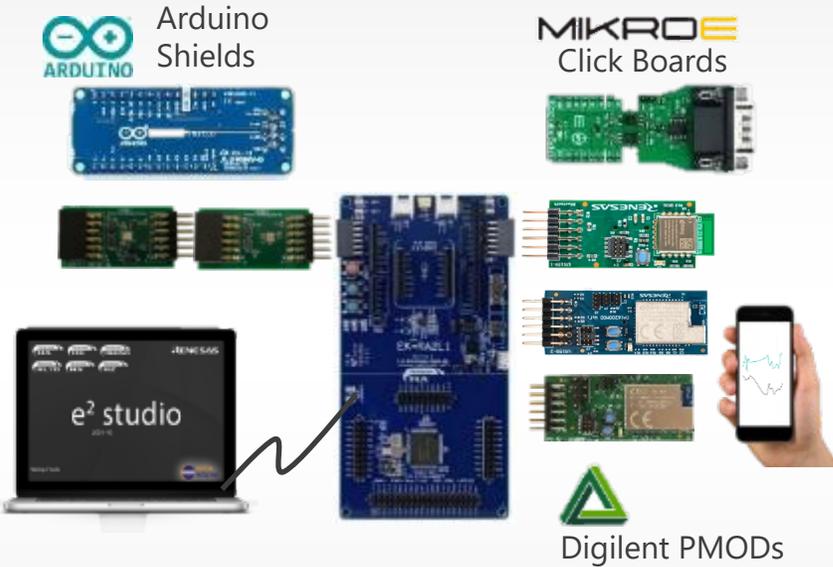
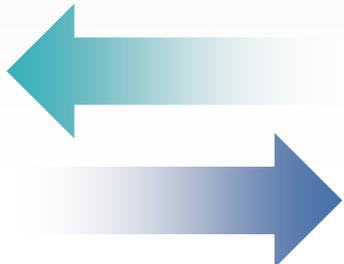
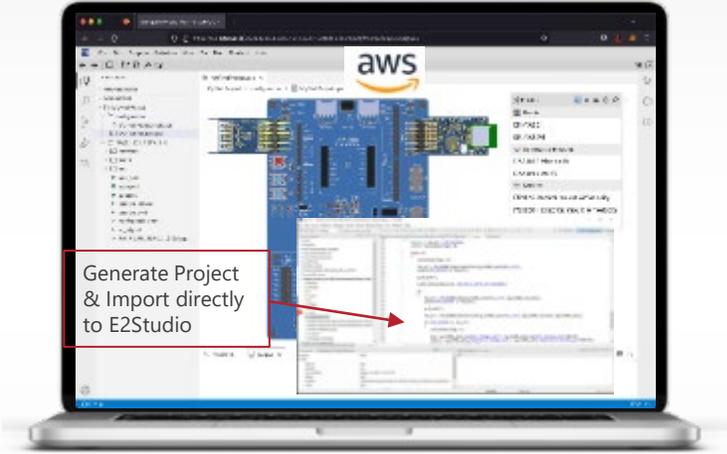


Ensure risk mitigation and faster time to market in system development

QC-IoT & QC-STUDIO: ACCELERATE YOUR DESIGN CYCLE

Quick-Connect Studio

Quick-Connect IoT



Reduce risk by testing system HW & SW before committing

SUMMARY:

HOW DO WE DRIVE CONSISTENT LONG TERMS GROWTH

Our Deeper and Broader execution playbook for growth is based on increasing content per customer and selling to more customers leveraging winning combinations

The x-SG cross selling represents a significant opportunity to accelerate growth in our 4 key vertical segment and regional sales expansion

Investing to enable our customers more and more digitally to create loyalty through ease of use and reduced design barrier





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.

This presentation is based on the economic, regulatory, market and other conditions as in effect on the date hereof. It should be understood that subsequent developments may affect the information contained in this presentation, which neither we nor our advisors or representatives are under an obligation to update, revise or affirm.