



CH1 Global Presence

From a global perspective, MediaTek leverage global resources in pursuit of industry leadership.

- 1.1 Brand Vision
- 1.2 Customer Services

ESG Highlights

2 Billion Devices

About 2 billion devices with built-in MediaTek chips are launched worldwide each year.

240 Million People

The “Direct-to-Customer Vertical Business Marketing Program” global outreach campaign reached over 240 million people.

3rd Place in Interbrand

Ranked 3rd in Taiwan Global Brand Value

- / Received the “Outstanding Asia Pacific Semiconductor Company Award” from the GSA”.
- / Selected as one of Clarivate Analytics “Top 100 Global Innovators”



1.1 Brand Vision

1.1.1 Branding

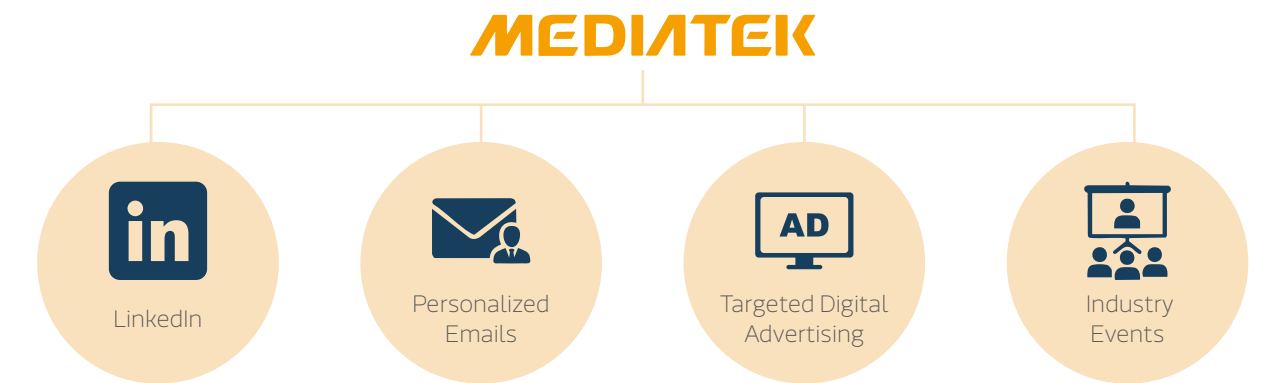
Corporate Brand Campaign: “This Chip”

MediaTek's corporate brand campaign, "This Chip" embodies the Company's core spirit of innovation and excellence. This global campaign is designed for customers, media, and tech influencers, showcasing how MediaTek integrates cutting-edge technology with the outstanding talents of its people to create revolutionary chip products. These chips not only represent the Company's commitment to advanced technology but also enable the public to enjoy the convenience of technology anytime, anywhere. By highlighting the creativity and dedication of its team, "This Chip" demonstrates how MediaTek drives progress in semiconductor technology and enhances everyday life, making high-quality technology more widespread and underscoring the Company's profound global impact.

Direct-to-Customer Vertical Business Marketing Program

MediaTek's Direct-to-Customer Vertical Business Marketing Program targets key and potential customers and focuses on influential purchase decision-makers. This highly targeted approach maximizes brand exposure and demonstrates how MediaTek's products and solutions meet specific needs.

This program covers all core business units, with tailored strategies for each vertical to enhance visibility and drive engagement. By responding flexibly to market dynamics, we deliver compelling value propositions that showcase MediaTek's innovative strengths. As part of our "always on" strategy, this program ensures MediaTek maintains continuous market presence and brand momentum, driving long-term development and strengthening connections with target audiences. We promote business through channels such as LinkedIn, personalized emails, targeted digital ads, and industry events. Through a consistent and strategic approach, we build long-term partnerships and trust with our target audiences and influence their key decisions, thereby enhancing business growth.



This global vertical market program has reached 11 different vertical domains and regions, with a cumulative exposure of 1.365 billion impressions, 41.9 million video views, 45 million interactions, and an audience reach exceeding 243 million.

1.365 Billion Impressions	41.9 Million Video Views	45 Million Engagements	243 Million Reach
---------------------------------	--------------------------------	------------------------------	-------------------------

1.1.2 Product Innovation

MediaTek has made ongoing developments across a wide range of technologies, and consistently leads the way in delivering exceptional experiences:

Dimensity series leads generative AI development:

Dimensity 9400 flagship chip features ultimate performance and power efficiency, with the Dimensity Agent AI engine deepening the AI user experience. Dimensity 9300+, with its advanced All Big Core architecture and generative AI engine, delivers a superior experience for flagship smartphone users and gamers. Dimensity 8400 mobile chip ushers in the era of All Big Core computing for premium smartphones. Dimensity 7300 facilitates AI and gaming experience upgrades for smartphones and foldable devices.

Dimensity Auto empowers AI smart cars:

Dimensity Auto 3nm flagship cockpit platform features a powerful AI processor and an automotive solution portfolio, with high computing power, intelligence, energy efficiency, and reliability as core advantages. This prompts the automotive industry to enter a new era of “AI-defined cockpits”.

High-efficiency 5G broadband technology:

5G CPE products enhance bandwidth with exclusive Three Transmission Antennae (3TX) and Low-Latency, Low-Loss, and Scalable Throughput (L4S) technologies. They feature excellent power consumption performance, 25% lower than other solutions on the market, contributing to the green communication ecosystem.

Advanced wireless connectivity technology:

The release of Wi-Fi 8 White Paper reveals technology trends and strengthens MediaTek Filogic’s market-leading position. We continue to expand the Wi-Fi 7 global ecosystem and strive to create the industry’s most comprehensive Wi-Fi 7 product portfolio.

Ubiquitous AI applications:

AI powers everything from smartphones, tablets, and Chromebooks to IoT devices, TVs, and cars. Through AI, smartphones can effortlessly create graphics, text, and videos. A wide range of end devices transform into smart assistants and can precisely control smart home systems, in-car infotainment and navigation systems, and more. Factories and the retail sector can also build more efficient automation systems.

The Dimensity AI ecosystem continues to grow:

We provide comprehensive developer solutions to the industry and collaborate with mainstream global ecosystem partners to create exciting generative AI applications. Beyond launching the Dimensity AI Developer Kit, MediaTek’s HyperEngine has been comprehensively upgraded. We are also actively engaging in forward-looking technological and strategic collaborations with industry partners, such as Arm, Google, Khronos, and Unreal Engine, continuously empowering the rapidly expanding Dimensity gaming ecosystem.

Dimensity 9400 Flagship Chip:
Ultimate Performance and Energy Efficiency for Enhanced AI Experiences

MediaTek’s latest Dimensity 9400 flagship 5G chip is specifically crafted for edge AI, immersive gaming, and extreme imaging. The Dimensity 9400 features a second-generation All Big Core design, combining the Arm v9.2 CPU architecture combined with advanced GPU and NPU, delivering unparalleled performance and ultra-high power efficiency. It boasts powerful agentic AI capabilities, supports generative AI applications and LoRA training, providing personalized services for users and promoting the widespread adoption of generative AI technology.

Dimensity Auto Platform: 3nm Flagship Cockpit Platform Ushering the Automotive Industry into the AI Era

The Dimensity Auto platform leverages advanced generative AI technology to revolutionize the smart car experience. The smart cockpit platforms, CT-X1, CT-Y1, and CT-Y0, support advanced on-device generative AI, and significantly enhances cockpit innovation and user experience with powerful computing capabilities. The Vehicle-to-Everything (V2X) platform offers extensive smart connectivity and is the first to apply Ku-band 5G NTN satellite broadband technology, along with in-vehicle 3GPP 5G R17 modems, high-performance in-vehicle Wi-Fi, and Bluetooth combo solutions. With global shipments exceeding 20 million units, the Dimensity Auto platform has been adopted by leading global automakers, ushering the automotive industry into a new era of AI-defined cockpits.

First Filogic Wi-Fi 7 Certified Products Unveiled: Continuously Expanding the Global Ecosystem

As one of the first companies in the world to have adopted Wi-Fi 7 technology, MediaTek has launched its initial batch of Wi-Fi 7 certified Filogic chipsets. These are suitable for a wide array of devices, including home gateways, routers, televisions, and smartphones, delivering high-speed and stable connectivity. MediaTek actively participates in Wi-Fi standard setting, optimizes product certification processes, and facilitates the influence of technology on consumer electronics, broadband networking, enterprises, and automotive technology. This commitment to wireless connectivity is evident, and demonstrates the Filogic platform's comprehensive market strategy, ranging from flagship to mainstream markets.

Leading Global 5G Broadband Technology, Promoting Green Communication Ecosystem

MediaTek continuously innovates in 5G broadband with superior technology, architecture, and power management. Its 5G CPE products consume 25% less power than other market solutions, earning widespread acclaim from global customers and partners. Since their launch, these products have cumulatively reduced carbon emissions by nearly 130,000 metric tons, equivalent to the carbon sequestration of 2 million tree seedlings^{Note}. MediaTek's 5G wireless broadband products feature exclusive 3TX and L4S technologies, offering 1.9 times the throughput and nearly zero latency compared to products using only 2TX technology. Collaborating with global partners, MediaTek develops high-performance, low-power 5G FWA and 5G MiFi products, collectively fostering a greener communication ecosystem and advancing toward a sustainable future.

^{Note}: Source – U.S. Environmental Protection Agency

Advanced 5G RedCap Solution with Integrated RF Chip for High Integration and Efficiency

MediaTek's 5G RedCap T300 solution incorporates M60 modem chip supporting 3GPP Release-17, featuring a simplified antenna design and integrated RF system. This provides 5G devices with more reliable connections and extended battery life, while reducing product development cycles and costs. The T300 offers 5G's advantages of high speed, high reliability, and low latency, meeting the stringent requirements of IoT devices for cost and power consumption. With downlink speeds up to 227Mbps and uplink speeds up to 122Mbps, it brings the advantages of high-efficiency 5G NR communication to a wide range of consumer, enterprise, and industrial IoT applications.

1.1.3 Global Branding Events

Branding for MediaTek is balanced between internal and external communications. Internally, we help every employee understand the brand development process, brand positioning, and the importance of embodying our brand spirit, thereby building a consensus around the MediaTek brand. Externally, based on our brand values, we develop products and deliver high-performance solutions, making technology accessible to the masses and further enhancing our brand's popularity.

MediaTek shapes a consistent brand image through external branding and long-term brand building initiatives. We present our corporate and product brand positioning and commitments globally via various communication channels and participation in global exhibitions. We are committed to leveraging technological leadership and operational advantages to create a premium brand image, demonstrating strong brand competitiveness in the face of intense global competition. Through a wide range of promotional activities, owned channels, and social media, we showcase MediaTek's technological innovation and competitive products to key influencers, global analysts and media, as well as consumers.

1 Next-Generation Technologies Showcased at MWC 2024

February 2024



At the 2024 Mobile World Congress (MWC 2024), MediaTek showcased its latest innovations under the theme "Connecting the AI-verse." The exhibits included Pre-6G satellite broadband, 6G ambient computing, 5G RedCap IoT solutions, live 5G CPE real-world functionalities, the industry's first edge generative AI video application, and Dimensity Auto automotive ecosystem collaboration achievements. MediaTek maintains a leading position in multiple key areas, outpacing peers with advanced technological capabilities and forward-looking strategies.



2 MediaTek × NASCAR 2024 Events

March & October 2024

MediaTek partnered with Grupo Top to launch the 2024 NASCAR season in Mexico City in March 2024, and unveiled the #46 race car driven by Irwin Vences. The event featured a performance by Jass Reyes of Playa Limbo. This collaboration demonstrated MediaTek's commitment to advanced technology and enhancing fan experience, garnering widespread media attention with over 40 news articles.

In October 2024, Xiaomi launched its Xiaomi 14T and 14T Pro smartphones, powered by MediaTek Dimensity processors, at a media event. Subsequently, MediaTek also sponsored the NASCAR Mexico race in Puebla. The event, which combined new product introductions and a racing experience, attracted significant attention, with 10 media reports, including Uno TV's coverage of the race and El Universal TechBit's first review of the Xiaomi 14T Pro.



3 Dimensity Auto Platform Launch and Media Interviews

April 2024

During the Beijing International Automotive Exhibition, MediaTek held a media briefing to unveil new products, including CT-X1, CT-Y1, and CT-Y0. We engaged in in-depth discussions with 25 top-tier media outlets to enhance their understanding of the Dimensity Auto platform's leading position. Of these, 15 media outlets published original in-depth articles on platforms such as WeChat and websites, discussing core topics like "the industry's strongest 3nm flagship cockpit chip" and "AI-defined cockpits" from product, technology, partnership, and strategy perspectives. On the same day, MediaTek officially released a new product press release, leading to over 1,000 online reports. We also strategically leveraged social media: on Weibo, the hashtag #Strongest Car Chip garnered 4.57 million views; on Toutiao, the headline #MediaTek Releases 3nm Automotive Smart Cockpit Chip reached TOP5 in the technology ranking; and on Zhihu, discussions such as "How is MediaTek's Dimensity Auto 3nm cockpit chip, and what are its highlights?" climbed to TOP8 on Zhihu's hot topics list. Overall, there were more than 1,400 online reports, with over 20 million cumulative views.



4 MediaTek Dimensity Developer Conference 2024 (MDDC 2024)

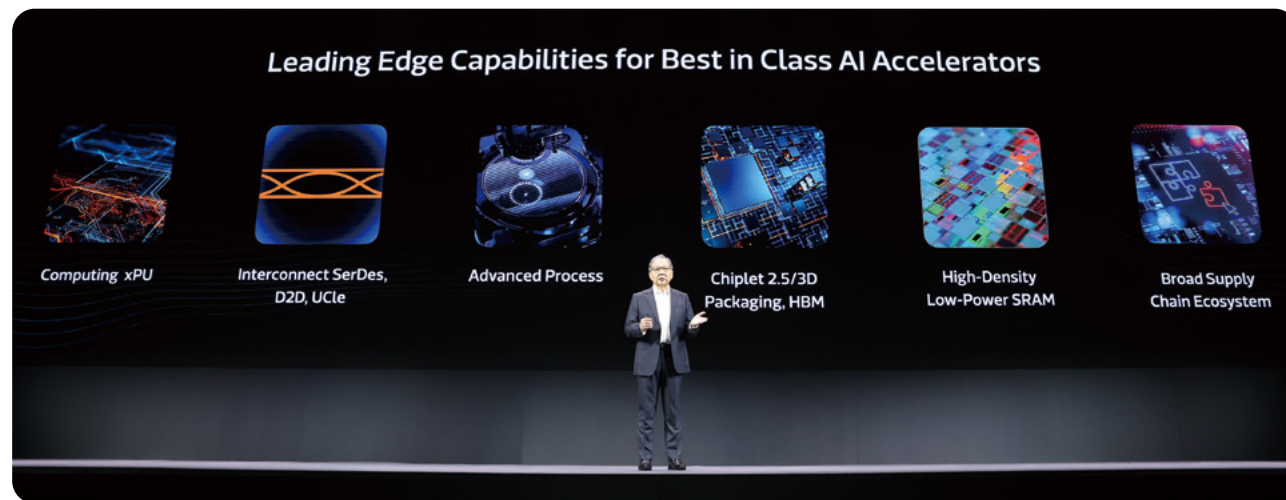
May 2024



The first MDDC 2024 was held in 2024 under the theme "AI for Everything" to explore the transformative changes and new opportunities that AI technology brings to the mobile ecosystem. The conference attracted over 500 attendees, including developers, distinguished guests, industry partners, and media. The official live stream accumulated over 7 million views, with 25,378 online reports. Nineteen media outlets (from finance, AI, and general technology sectors) published exclusive interviews, with a total of 1.86 million views, offering in-depth discussions from perspectives of ecosystem strategy, product technology, and developer support on MediaTek's role as a "leader in generative AI smartphones and an on-device AI ecosystem builder". Thirty exhibition experience videos produced by the media accumulated over 1.77 million views, helping MDDC become a major annual event in the tech community.



5 COMPUTEX 2024 Keynote Unveiling Future Technological Innovations and Applications - "Ubiquitous AI: Intelligence Everywhere" June 2024



On June 4th, at the COMPUTEX 2024 Keynote, Rick Tsai, Vice Chairman and CEO of MediaTek, discussed how advances in semiconductor development and connectivity standards are making AI ubiquitous. Current AI computing already delivers a more personalized and intuitive experience. CEO Tsai shared how generative AI continues to shape innovations across smart mobility, transportation, smart homes, enterprise, and industry, emphasizing the importance of popularizing AI to create new opportunities worldwide. During COMPUTEX, MediaTek showcased its AI applications in diverse fields, including automotive electronics, IoT, televisions, Chromebooks, and wireless connectivity, demonstrating tremendous progress in key technological areas.



6 Discovery × MediaTek "Beyond the Extreme, See the Core" Dimensity Imaging Exhibition June 2024



MediaTek partnered with Discovery Channel, a global leader in factual entertainment, to host the "Beyond the Extreme, See the Core" Dimensity Imaging Exhibition in Yangshuo, Guilin. This event showcased the magnificent landscapes of Yangshuo through the lens of smartphones powered by Dimensity 9300 series flagship chips, capturing rock climbers pushing their limits from unique perspectives with professional filming techniques. With a professional and fearless spirit, MediaTek Dimensity continues to make breakthroughs in flagship imaging technology, delivering visually stunning mobile photography that reflects humanity's passion for exploring extremes and the eternal theme of harmonious coexistence between humans and nature. The Exhibition generated a total of 2,331 online posts, with official press releases estimated to have garnered over 19.31 million views. The related hashtag #DimensityImaging on Weibo accumulated over 51.38 million total reads.



7 Dimensity 9400 Flagship 5G Agentic AI Chip Launch Event

October 2024



Coinciding with Dimensity's 5th anniversary, the Dimensity 9400 flagship 5G Agentic AI chip was officially launched. With its second-generation All Big Core CPU, industry-leading GPU, and NPU, the chip received widespread market acclaim. The launch event featured the first public appearance of "Dimensity World Ambassador" Xin Zhilei, drawing significant online attention. Professional media provided comprehensive reviews focusing on the Dimensity 9400's architecture, performance, power efficiency, and gaming capabilities, successfully establishing its image as the "Power Efficiency King / Triad Technology / Unrivaled Champion." Industry media analyzed the chip's market significance and position from the perspectives of architectural innovation, gaming evolution, and Agentic AI, widely promoting the market perception of "flagship experience with Dimensity / choosing Dimensity for AI smartphones". Concurrently, storytelling through the brand ambassador effectively conveyed Dimensity's brand spirit of innovation, fearlessness, and continuous improvement. Over 300 media outlets (including digital, semiconductor, AI, entertainment, and finance) attended the event. Within 72 hours, 3,804 reports were published, generating over 110,000 online mentions. Related topics dominated trending lists on major online media platforms.



8 MediaTek SEA Media Gathering

June 2024

The MediaTek SEA Media Gathering returned in 2024, held in person in Indonesia and Vietnam, and online for the Philippines and Thailand. The Indonesia session was a key highlight, featuring Arga Simanjuntak, PR Head of OPPO Indonesia, as a special guest sharing insights into the collaboration between MediaTek and OPPO in Indonesia and future prospects. MediaTek representatives also introduced the latest corporate developments, 5G innovations, and local partnership plans. Compared to the previous year, Indonesian participation nearly doubled, and media coverage increased by approximately 85%. The event attracted 69 media representatives and tech influencers, with 107 reports and 14 social media posts.



9 Experience India

November 2024

MediaTek hosted the "Experience India" event in New Delhi, with 28 media personnel and content creators from the United States and United Kingdom. The event focused on India's rapidly developing technology sectors, including 5G, satellite communications, IoT, and the automotive industry, and explored their revolutionary impact. The two-day event featured multiple panel discussions where global media representatives engaged with experts from telecommunications, semiconductors, smartphones, and the automotive industry. A discussion on "Women Driving the Indian Techade" provided deep insights into how women are advancing India's technological progress. Additionally, the "Expect Incredible Awards 2024" were announced during the event, and the Samsung Tab S10 Ultra received the "Best Overall" award, among others. The event had 28 participants, conducted 6 on-site interviews, generated 940 social media posts, and garnered an estimated over 105 million views.



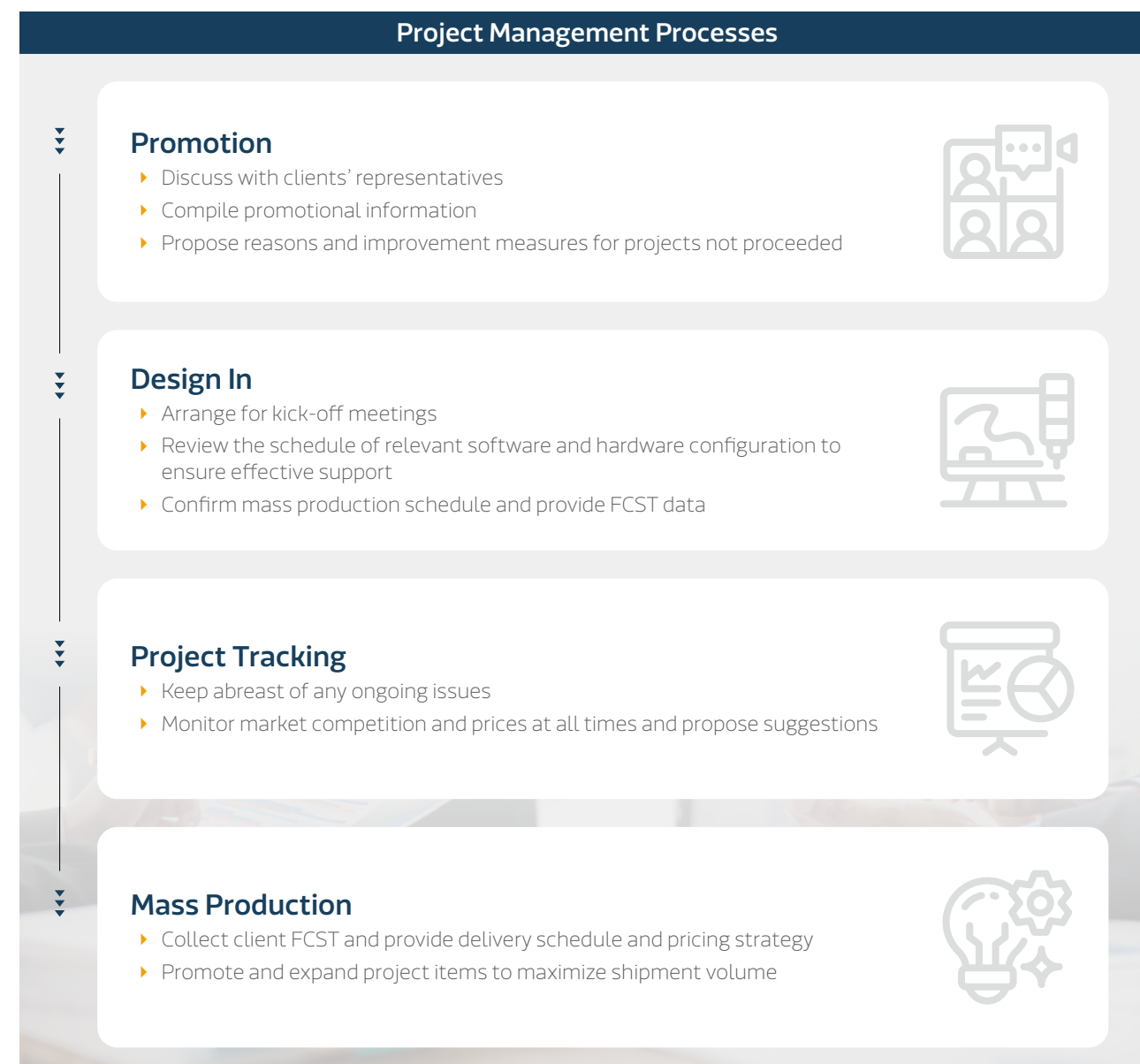
1.2 Customer Services

SDG 8.3

1.2.1 Innovative Project Management Processes

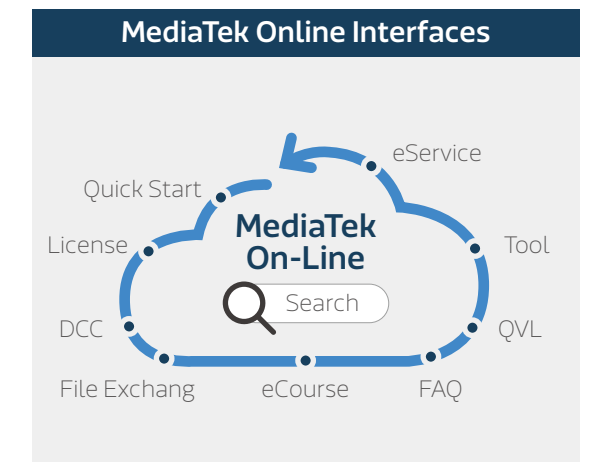
Customer focus has always been one of MediaTek's core values. To support this, the company established a customer service management policy that prioritizes thinking from the customer's perspective and enhancing customer satisfaction. This mindset also emphasizes the importance of the end-user experience and proactively supports customers in creating added value. MediaTek views its customers as business partners and works to anticipate their future needs. In recent years, this approach has expanded to include service management across the broader ecosystem of partnerships.

MediaTek continually strengthen customer services platform, and our project management processes are initiated from the moment we contact a client. All questions and suggestions from customers are compiled, followed up and updated regularly. Further, we provide proper feedback to clients so they can be benefited from MediaTek's rigorous attention to detail in product service processes. For more information on our project management processes, please refer to the table below.



1.2.2 High-Quality Service Tools

MediaTek On-Line was established to simplify client administrative processes and enhance efficiency through improved user-friendliness. The platform contains a variety of system functions, including software authorization, document management, file transfers, online courses, FAQ, lists of recommended vendors, software downloads, and online Q&A. The platform helps MediaTek attain an accurate view of client needs, and can speed product development, shorten product commercialization time, and fulfill client expectations for product functions.



When clients have questions or suggestions regarding our products or services, they can consult with us via the e-Service online support function. Dedicated personnel are responsible for handling client queries and designating queries to responsible units based on their attributes. Professional personnel help solve client problems related to product development in a systematic and timely manner.

1.2.3 Local Services

MediaTek's chips drove 2 billion devices in 2024. We believe that, in addition to innovation-focused product design and great product quality, maintaining good communication channels and understanding client needs are the only path to successful customer services. Therefore, we must provide customers in each region with the most timely and tailored services by continual investment in customer service. The company operates under the leadership of senior vice president who guide managers and staff at all levels. Our service teams, comprising both local and headquarters personnel, work closely with customers through regular weekly, monthly, and quarterly reviews to assess project progress and requirements while aligning short-term, medium-term, and long-term objectives between both parties. To provide proximity-based customer service, the company has established dedicated customer service offices across multiple regions including Taiwan, Japan, Korea, the United States, the Middle East, and Europe. The company has also established clear channels and procedures for handling complaints. Customers can share their feedback and communicate B2B concerns through the [online business contact email](#) or by reaching out to MediaTek's audit team.

MediaTek communicates with clients weekly and increases communication frequency as needed, while connecting front-end client requirements with back-end teams to provide immediate support. In 2024, the number of employees continued to increase, thereby raising the proportion of local staff in various regions.

