

**MEDIATEK**

# Corporate Brand Strategy

Laying the foundation for MediaTek's growth  
across edge to cloud by building world-class  
brand relevance

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VP & GM,  
GLOBAL MARCOM

Innovation  
Leadership

**MEDIATEK**

Enhancing and  
Enriching Life

MAKE GREAT TECHNOLOGY ACCESSIBLE TO EVERYONE  
TO ENHANCE AND ENRICH EVERYDAY LIFE.

# MediaTek. Making connections that matter.



## Dreams, determination

Auler, a 10-year-old from the Mongolian grasslands, dreams of a bigger world. Technology powered by AI helps her pursue her dream of horse racing.



## Powering what matters most

Facing challenges, embracing new beginnings and creating opportunities.



## Turning practice into progress

Where dreams, hard work, and MediaTek-powered tech come together to help young Boston Bolts players grow, connect, and elevate their game.



## Rural Connections

MediaTek-powered technology is sparking imagination, learning, and opportunity for Korku children, helping them transform their communities.

# Strategic Growth Pillars

Innovation and Technology leadership from Edge to Cloud

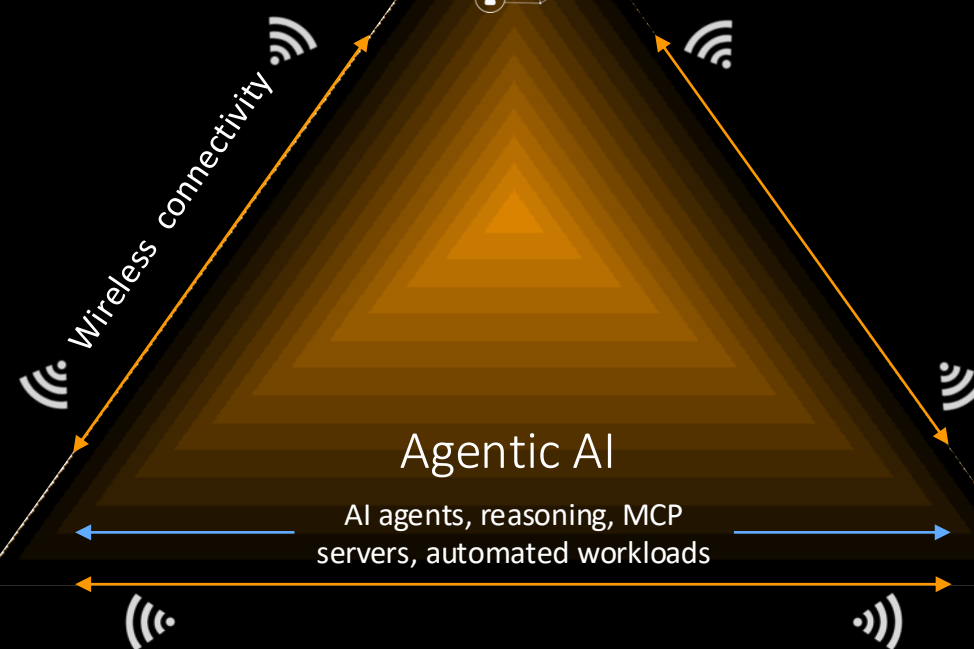
## Edge AI

Real-time inferencing, personalization, sensing and control

AI Phones, Tablets, PCs, IoT Solutions, Automotive



Real-World Users



## Cloud AI

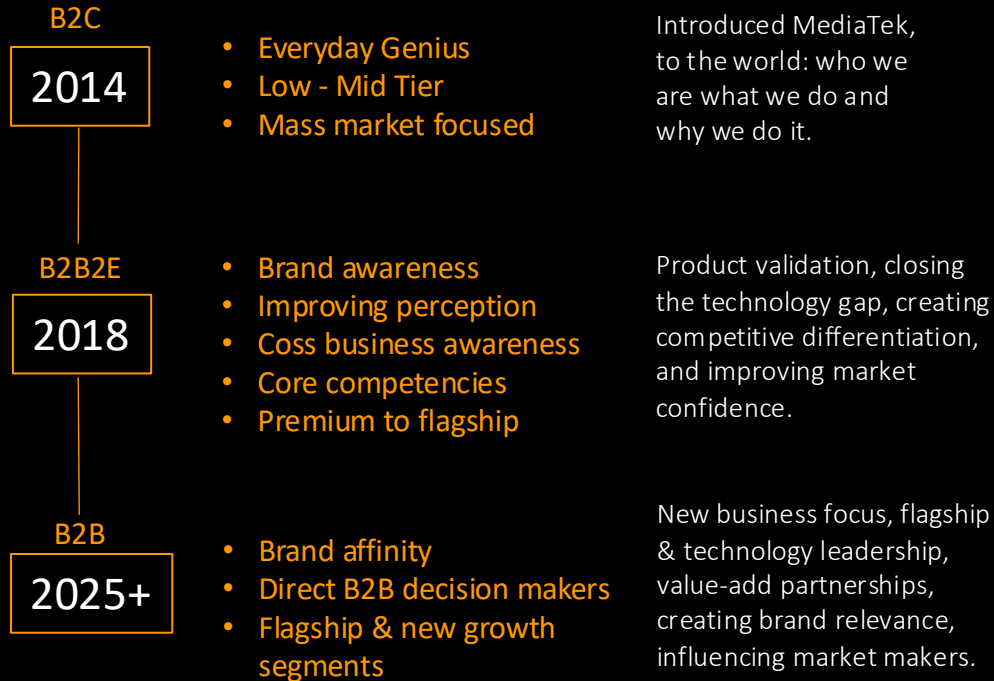
Large inference and training for foundational models

AI Data Centers



# MediaTek Brand Journey

From broad audience awareness to relevance with enterprise customers



AUDIENCE

Consumer centric (broad audience)

Tech media & tech enthusiast, industry analysts, retail partners, finance and business

CSPs – C and V Level decision makers Analysts Investors

CUSTOMERS



TARGET CUSTOMERS (SAMPLE)

CSPs AI Platforms

# Brand Focus

Strengthen MediaTek's relevance as a premium innovation leader to drive more share of the industry profit pool and enhance brand relevance with stakeholders (Talent, Ecosystem Partners, Customers, Investors)

PRIORITIZE  
FLAGSHIP & HPC  
SEGMENTS



Prioritize Marketing investments to promote high gross margin segments.

ONE MEDIATEK  
EVERYWHERE  
POSITIONING



Position MediaTek's portfolio of solutions – from edge to cloud.

INNOVATION &  
THOUGHT  
LEADERSHIP  
CONTENT



Create rich “substance-based” content across all channels.

TARGETED  
ECO-SYSTEM  
ENGAGEMENT



Leverage highly targeted MARCOM channels to engage ecosystem.

THINK GLOBAL  
ACT LOCAL



Brand is global. Execution on regional opportunities.

# Global Brand Architecture Evolution



B2C

DIMENSITY

MOBILE  
EXPERIENCE

COMPUTE  
EXPERIENCE

AUTOMOTIVE  
EXPERIENCE

B2B

MEDIATEK  
IoT

MEDIATEK  
Personal Devices

MEDIATEK  
Data Center

MEDIATEK  
Compute Platforms

MEDIATEK  
Connectivity

MEDIATEK  
Display

MEDIATEK  
AI Solutions

## MEDIATEK BRAND MOMENTUM

**Competitive Brand Awareness Growth**  
Significant gains in brand recognition.

**Positive Consumer Perception**  
Strong brand image, minimal negativity.

**Driven By Brand Strategy & Innovation**  
Results from sustained brand efforts, ongoing technology advancements, and maturation as a global company.

**Positioned for Continued Success**  
Positive momentum and reputation set stage for further growth and competitive strength in key regions.

Perception does  
not shift on its  
own. It's built.

## MEDIATEK BRAND AS A STRATEGIC GROWTH DRIVER

Marketing and Brand are no longer support functions—they are critical engines for business transformation.

The Challenge:	Perception lags reality
The Opportunity:	Bridge the gap
The Mandate:	Lead the narrative

Perception does not shift on its own

It's built — deliberately, strategically, and continuously.  
That work starts here.

Making  
our mark.

Industry Recognized

**#2**  
Fastest  
Growing  
Semi Brand  
2025  
BRAND FINANCE



**#5**  
Strongest  
Semi Brand  
2025  
BRAND FINANCE

**#3**  
Best Taiwan  
Global Brands  
2025  
INTERBRAND

# 2026 Brand Update

Enters **TOP 10** most valuable semiconductor brands for the first time

## Brand Finance®

Rank 2026	Rank 2025	Logo	Name	Country	Brand Value 2026	Brand Value 2025	Brand Rating 2026	Brand Rating 2025
1 =	1		NVIDIA		\$184.32B	\$87.87B	AAA+	AAA
2 =	2		TSMC		\$39.41B	\$34.24B	AA-	AA+
3 ▲	5		Broadcom		\$21.07B	\$11.63B	A+	AA-
4 ▲	6		AMD		\$19.19B	\$10.97B	AAA-	AA+
5 ▼	4		SK Hynix		\$15.76B	\$13.68B	A	AA-
6 ▼	3		Intel		\$13.89B	\$14.28B	AAA+	AAA-
7 ▲	9		Micron		\$12.74B	\$7.84B	AA-	AA
8 ▼	7		Qualcomm		\$8.68B	\$8.91B	AA	AA+
9 ▼	8		ASML		\$7.85B	\$7.86B	AA-	A+
10 ▲	11		MediaTek		\$5.70B	\$5.00B	AA+	AA+

BRAND VALUE UP

13.9%

BRAND VALUE

\$5.7 Billion

BRAND RATING 2026

AA+

TECHNOLOGY 100

71/100

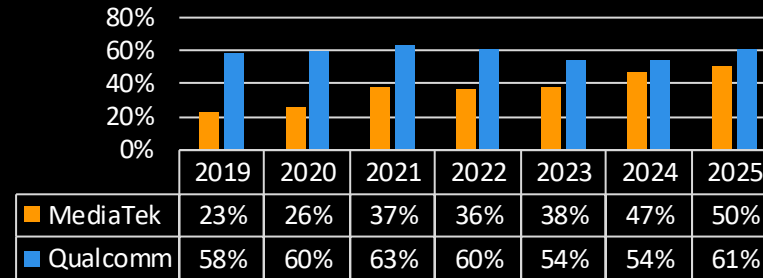
Globally

# Consumer tested.

## MEDIATEK CONSUMER BRAND AWARENESS

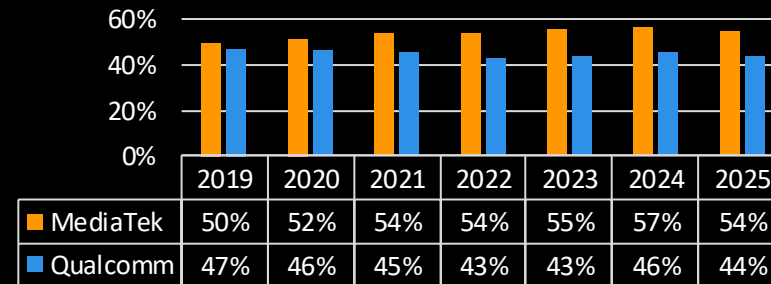
Data based on biannual Attest Survey of 1,000 Tech Savvy respondents per region with 95% confidence level, the margin of error is approximately ±3%.

US  
MediaTek Vs. Qualcomm



**50%**  
US MediaTek  
Brand Awareness  
(Up from 23% in 2019)

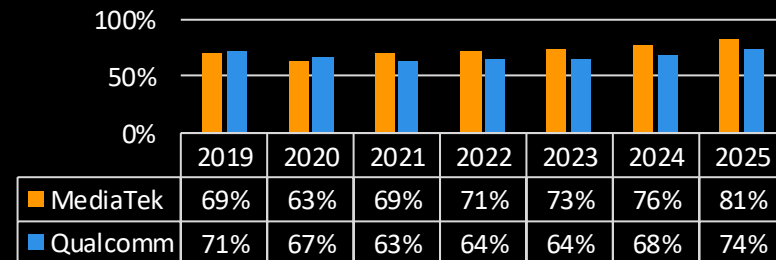
EU / UK (Avg.)  
MediaTek Vs. Qualcomm



**54% Avg.**  
EU / UK MediaTek  
Brand Awareness  
(Up from 50% in 2019)

*Includes: UK, FR, DU, SP, IT*

India  
MediaTek Vs. Qualcomm



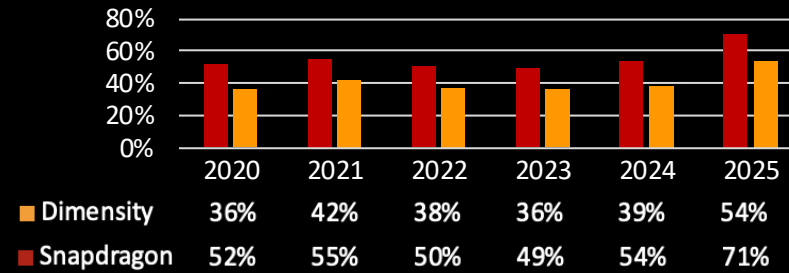
**81%**  
India MediaTek  
Brand Awareness  
(Up from 69% in 2019)

# Closing the gap.

## MEDIATEK DIMENSITY CONSUMER BRAND AWARENESS

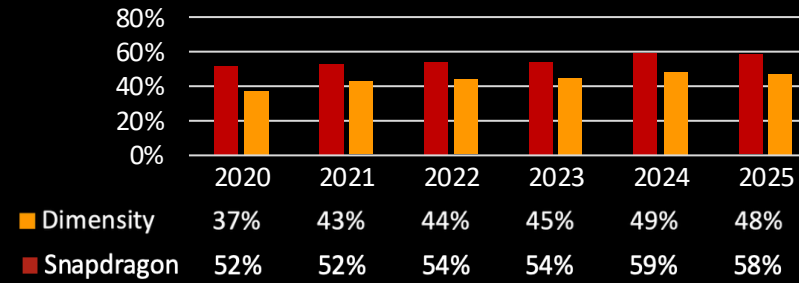
Data based on biannual Attest Survey of 1,000 Tech Savvy respondents per region with 95% confidence level, the margin of error is approximately ±3%.

US  
Dimensity Vs. Snapdragon



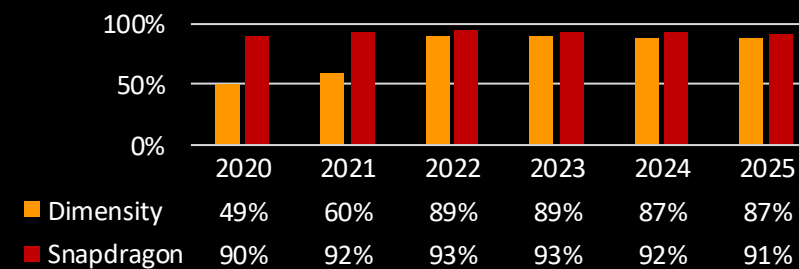
**54%**  
US Dimensity  
Brand Awareness  
(Up from 36.1% in 2020)

EU / UK (Avg.)  
Dimensity Vs. Snapdragon



**48%**  
EU / UK Dimensity  
Brand Awareness  
(Up from 37% in 2020)

India  
Dimensity Vs. Snapdragon

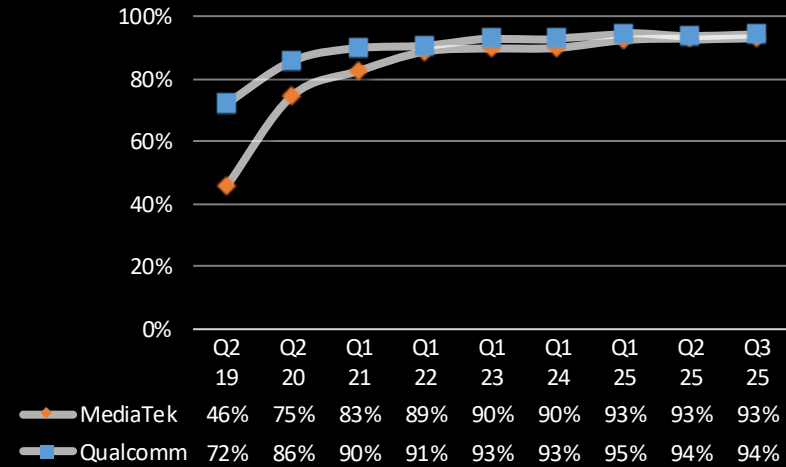


**87%**  
India Dimensity  
Brand Awareness  
(Up from 36.8% in 2020)

# China. From follower to leader.

**STRONG BRAND AWARENESS**

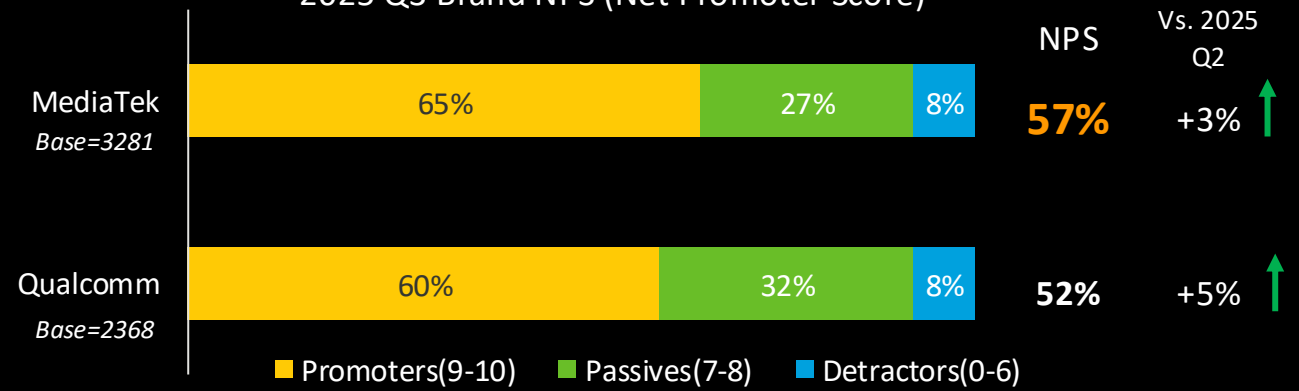
2025 Q3 Brand Awareness



**93%**  
China MediaTek  
Brand Awareness  
(Up from 46% in 2019)

Q3 2025 Base: 2000, All Respondents

2025 Q3 Brand NPS (Net Promoter Score)

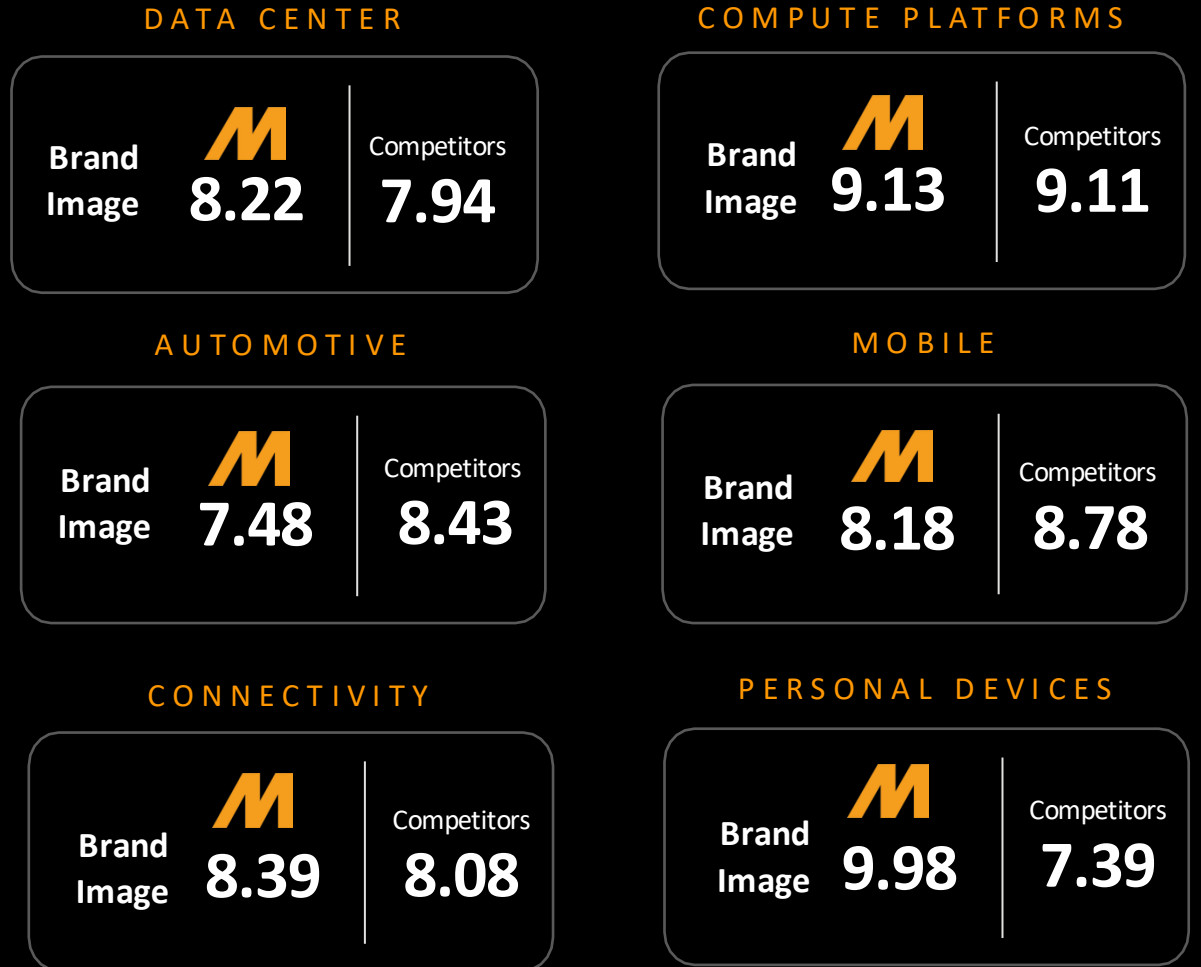


# Customer rated.

CUSTOMER VALIDATION  
OF GROWING BRAND VALUE  
AND RELEVANCE

2025 Customer Survey – MediaTek Brand Image Strong,  
Growing & Passing Competition

Score: rating from 1 – 10, 10 = "extremely satisfied"

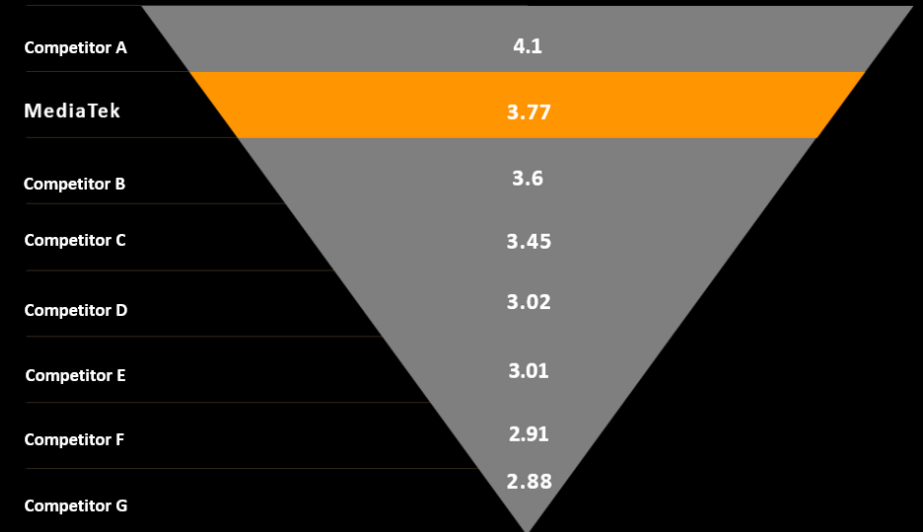


# Strong brand awareness among Data Center decision makers.

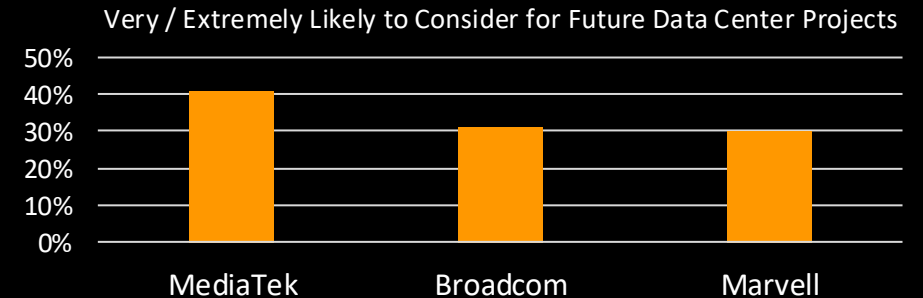
MediaTek is already in the data center conversation

- MediaTek achieves **parity awareness and familiarity** with established data center incumbents, confirming we are already part of the competitive set.
- **41% of decision-makers say they are very or extremely likely to consider MediaTek for future data center projects — outperforming Broadcom (31%) and Marvell (30%).**
- Results indicate a **halo effect from MediaTek’s corporate brand strategy**, with trust and perception carrying into the data center category.

## BRAND AWARENESS



## CONSIDERATION



# 4 Key Takeaways

FOCUS ON  
MISSION

Enhance &  
Enrich Life

LEADERSHIP  
IN FLAGSHIP  
AND HPC

ECOSYSTEM  
COLLABORATION

ONE  
MEDIATEK

Edge to Cloud AI  
Accelerator  
Company

**MEDIATEK**