

Qualcomm and Mercedes-AMG PETRONAS F1 Team Collaborate to Create Innovative and Disruptive Experiences

San Diego, CALIF. – February 15, 2023 – Qualcomm Technologies, Inc. and the Mercedes-AMG PETRONAS F1 Team announced a multi-year agreement featuring the Snapdragon brand.

The strategic collaboration will leverage the power of the Snapdragon® platform to create unique fan experiences, both in-person and digitally. The team will explore opportunities to leverage Snapdragon and other Qualcomm® technologies to accelerate its digital transformation and create a world-leading smart space at the team's campus in the UK.

Snapdragon is Qualcomm Technologies' consumer product brand. Snapdragon platforms power experiences across many of the world's premium smartphones, gaming and XR devices, connected cars, PCs, and wearables.

The Snapdragon logo proudly features on the team's 2023 car, the Mercedes-AMG F1 W14 E PERFORMANCE, which was unveiled at the Silverstone circuit in the UK today. Snapdragon branding will also feature on the drivers' race suits, the clothing of senior personnel and within the garage and team environment's trackside.

"Snapdragon delivers premium experiences, and our partners are best in class. The Mercedes-AMG PETRONAS Formula One Team is the leading tech-forward team in F1, making them the ideal partner of choice for the Snapdragon brand," said Don McGuire, SVP and CMO of Qualcomm Technologies, Inc. "Together, we are committed to reimagining the fan experience by bringing Snapdragon to fans around the world."

"Innovation is core to our business. It is just as important in connecting with our fans, and building the workplace of the future, as it is in the design and creation of our race cars," said Toto Wolff, Team Principal and CEO of the Mercedes-AMG PETRONAS Formula One Team. "With the Snapdragon brand, we have the perfect partner to innovate and transform. We look forward to creating unique and bold solutions as we push ahead in these areas."

"We are pleased to announce our collaboration with Qualcomm Technologies, and welcome them into our expanding partner ecosystem," said Richard Sanders, Chief Commercial Officer of the Mercedes-AMG PETRONAS Formula One Team. "With several exciting projects planned, our shared passion for technology and innovation will bring noticeable benefits to our fans, our partners, and our team. It is great to welcome the Snapdragon brand and to see the logo on our newly launched 2023 car. We look forward to broadening our collaboration as we embark on our renewed partnership."

About Qualcomm

Qualcomm is enabling a world where everyone and everything can be intelligently connected. Our one technology roadmap allows us to efficiently scale the technologies that launched the mobile revolution – including advanced connectivity, high-performance, low-power compute, on-device intelligence and more – to the next generation of connected smart devices across industries. Innovations from Qualcomm and our family of Snapdragon platforms will help enable cloud-edge convergence, transform industries, accelerate the digital economy, and revolutionize how we experience the world, for the greater good.

Qualcomm Incorporated includes our licensing business, QTL, and the vast majority of our patent portfolio. Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of our engineering, research and development functions, and substantially all of our products and services businesses, including our QCT semiconductor business. Snapdragon and Qualcomm branded products are products of Qualcomm Technologies, Inc. and/or its subsidiaries. Qualcomm patented technologies are licensed by Qualcomm Incorporated.

Qualcomm and Snapdragon are trademarks or registered trademarks of Qualcomm Incorporated.

About Mercedes-AMG PETRONAS Formula One Team

The Mercedes-AMG PETRONAS F1 Team is the works team of Mercedes-AMG, competing at the pinnacle of motorsport – the FIA Formula One™ World Championship.

Formula One is a sport like no other. Combining elite teamwork, cutting-edge technologies and innovation, high-performance management and exceptional driving skill, teams develop race cars capable of competing against their rivals in a high-octane environment that spans upwards of 20 races across five continents throughout each season.

The Mercedes-AMG PETRONAS Formula One Team, based across Technology Centres at Brackley and Brixworth in the United Kingdom, brings together over 1,000 dedicated and determined people that design, develop, manufacture and race the cars driven by seven-time World Champion Lewis Hamilton and Grand Prix winner, George Russell.

Winning seven consecutive double Drivers' and Constructors' World Championships from 2014 to 2020 and securing a record-breaking eighth consecutive Constructors' Championship success in 2021, the Team is one of the most successful in the sport's history.

Between returning as a Constructor in 2010 and the end of the 2022 season, the Mercedes-AMG works team has scored 116 wins, 264 podium finishes, 128 pole positions, 91 fastest laps and 54 one-two finishes from 259 race starts.

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