

## ABOUT US

Applied Ventures, LLC is the venture capital fund of Applied Materials, Inc., (NASDAQ: AMAT), the global leader in nanomanufacturing technology solutions for the electronics industry with a broad portfolio of innovative equipment, service, and software products. At Applied Materials, we apply nanomanufacturing technology to improve the way people live.

Applied Ventures invests in *early-stage technology* companies that promise to deliver *high growth* and exceptional returns. Our charter is to profitably invest in companies that provide a window on technologies that advance or complement Applied Materials' core expertise. Our investments help develop technologies and markets that provide natural extensions to Applied Materials' core business and stimulate the growth of applications for semiconductors, displays, solar PV, and related products and services.

## INVESTMENT APPROACH

Our mission is to invest in companies that provide a window on technologies that will push the semiconductor, display, solar PV, and related industries beyond the cutting edge. We put our experience, engineering talent, and broad asset base to work assisting young companies in formulating marketable ideas from concept to commercialization. Mutual value is created as Applied supports portfolio companies through strategic insights into the most promising market segments for disruptive technologies.

## BENEFITS TO ENTREPRENEURS

- Leverage Applied's extensive technical & business expertise, global reach, long-term relationships, and assets like the Maydan Technology Center (a 300mm R&D center located in Sunnyvale, CA)
- Maximize Applied's value to portfolio companies through mutually-derived, well-managed projects

## BENEFITS TO CO-INVESTORS

- Leverage Applied's due diligence capabilities
- Access our streamlined investment process which complements the decision-making flexibility of traditional investors
- Collaborate with a consistent co-investor with a long-term, financial view of investing as an integral facet of our overall growth strategy

# Applied Ventures

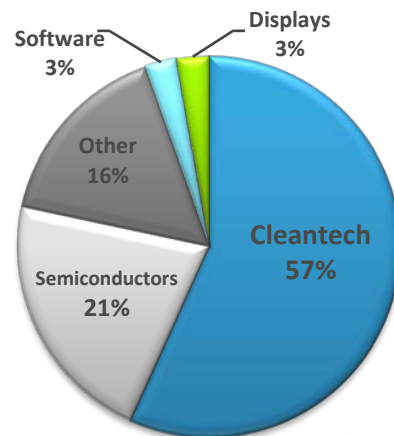


the Venture Fund of APPLIED MATERIALS®

## INVESTMENT AREAS

- Advanced materials
- Display technologies
- Energy conversion & storage
- Data storage
- Medical diagnostic and technologies
- Process advancements
  - Process advances beyond 32nm node
  - Advanced packaging
  - Advanced patterning
  - Metrology and inspection
  - Software
- Solid state lighting
- Sustainability & conservation
  - Emission reduction
  - Energy efficiency
  - Water filtration, purification, desalination

## INVESTMENTS BY FOCUS AREA



(As of 10/2010)

## FUND CHARACTERISTICS

- Invest up to \$50M in new companies annually
- Invest between \$500,000 and \$3M per round
- Co-Invest with industry-leading venture firms and other corporate-strategic investors
- Invest globally

### Applied Ventures, LLC

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