

Investor
Meeting
2022

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Investor Meeting 2022

Mobileye Overview

Portfolio, Business Pillars & Growth Engines

Prof. Amnon Shashua
President & CEO



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2021 in Numbers

41

New design wins with
30+ OEMs
Record figure

50M

Pipeline volume of new
design wins (compared
to 37M in 2020)

188

Vehicle models
launched in 2021
with Mobileye inside

4

Industry-first product
launches
(BMW, VW, Honda, Zeekr)

Revenue (m)



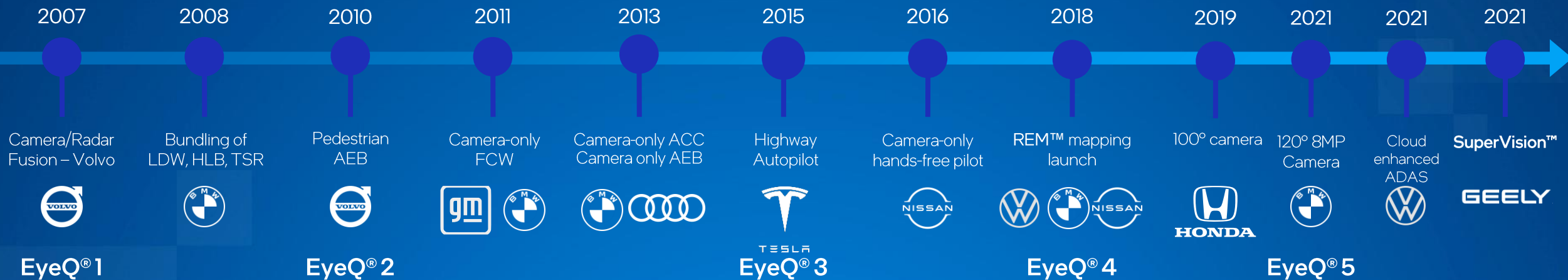
EyeQ Shipped (m)



Mobileye ADAS

Market Leadership for Over a Decade

Industry-first product launches:



Mobileye Strategy

The ADAS \leftrightarrow AV divide
NOT range of capability, but MTBF

TRUE REDUNDANCY™

- + Increase robustness and MTBF
- + Creating an L2+ offering from the camera-only subsystem- SuperVision™



REM™- enabled scalability
AV-Map Key to High MTBF

REM™

- + To make this useful, geo scalability at low cost is imperative
- + Crowdsource data collection followed by auto AV-map creation in the cloud



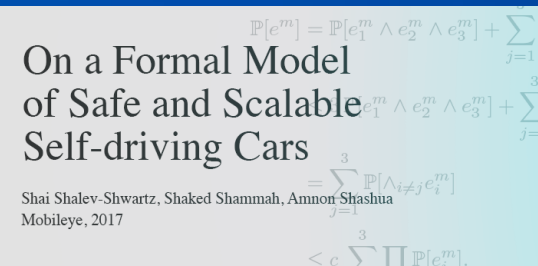
RSS formal safety model
Decision-making governance:

Responsibility-Sensitive Safety

- + Generalized driving policy with formal safety guarantees
- + VisionZero

On a Formal Model of Safe and Scalable Self-driving Cars

Shai Shalev-Shwartz, Shaked Shammah, Amnon Shashua
Mobileye, 2017



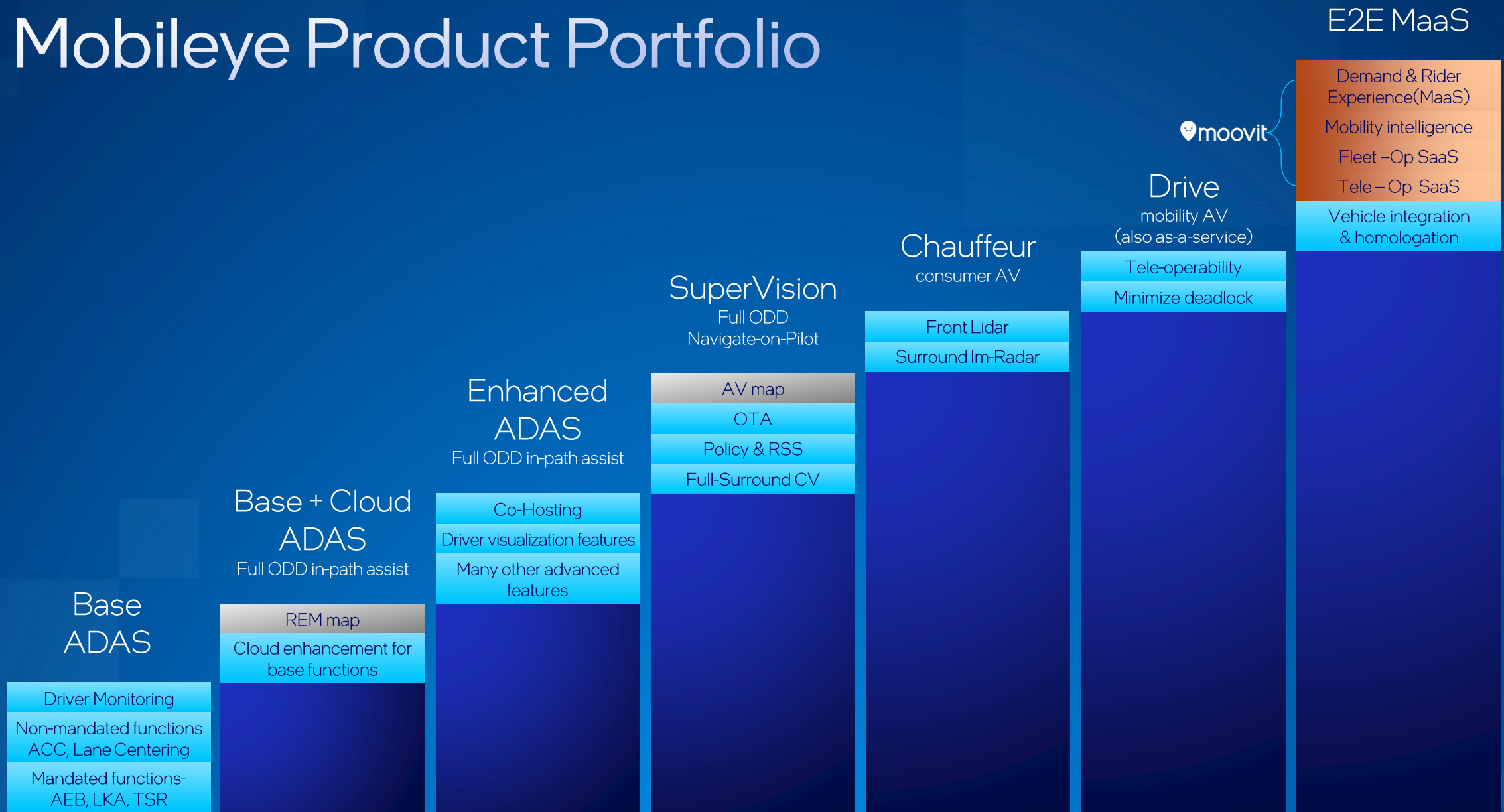
Purpose-built SoCs

THE EYEQ® FAMILY

- + HW and SW co-designed, along with heterogeneous accelerators
- + Unparalleled efficiency- requiring fewer TOPS and consuming less power



Mobileye Product Portfolio



The ADAS Market

SuperVision
Full ODD Navigate-on-Pilot

| | Base ADAS | Base + Cloud ADAS | Enhanced ADAS | SuperVision |
|---------------------------|---|---|---|--|
| | <p>Driver Monitoring</p> <p>Non-mandated functions ACC, Lane Centering</p> <p>Mandated functions- AEB, LKA, TSR</p> | <p>REM map</p> <p>Cloud enhancement for base functions</p> | <p>Co-Hosting</p> <p>Driver visualization features</p> <p>Many other advanced features</p> | <p>AV map</p> <p>OTA</p> <p>Policy & RSS</p> <p>Full-Surround CV</p> |
| Camera configuration | | | | |
| Compute | *Or EyeQ4M | *Or EyeQ4M/H | *Or EyeQ5H | *Or 2x EyeQ5H |
| Price point | \$ 2-digit low | \$ 2-digit high | \$ 3-digit low | \$ 4-digit low |
| Notable programs/products | - | <ul style="list-style-type: none"> + VW Travel Assist 2.5 + Ford BlueCruise + Nissan Pro Pilot 2.0 | <ul style="list-style-type: none"> + BMW ADCAM + Audi MFK5 + NIO Pilot | Geely -Zeekr |

REM-enhanced Lane Centering



Traffic light-to-lane association based on REM map



Consumer Vehicles - Customers Functions

Base ADAS

- + Collision Mitigation Support Front (VD/PD)
- + Front Cross Traffic Alert
- + Lane Keeping Aid (LDW/LDP/ELKA)
- + Adaptive Cruise Control
- + HLB/GFHB
- + Traffic Sign Information - ISA

Base + Cloud ADAS

- + Lane-Centering
 - All Road Types
 - no visible lane marks
 - Diverse weather
 - Degraded visibility
- + High curvature Steering & Speed control Assist
- + Lane change support (next lane DP, Merges, split)
- + Red TFL Breaking/warning
- + No Entry/Stop/Yield Braking
- + ISA to common speed
- + Hazard warning (stopped vehicle, traffic jam, Obstacle, Accident)
- + Driving path through junction and Roundabout
- + CA Foresight and Driving Path through CA
- + Tollgate and Other Barrier support
- + Performance Enhancements
 - Improved CIPV selection and lane assignment (ACC)
 - No Entry/Stop/Yield sign Warning
 - TFL Relevancy, Red TFL Warning
 - Cross Walk warning (partly occluded)

Enhanced ADAS

- + Collision Mitigation Support Front (GO, Animal, Hazard, crossing traffic)
- + Closed Barrier Warning
- + Open Avoidance
- + Traffic Sign Information – General
- + Highway Assist (ACC,LC,ISA, driver-initiated LC)
- + Evasive Maneuver Assist
- + Traffic Sign Information
- + Emergency Lane Occupation Warning
- + Emergency Vehicle Warning
- + Magic Carpet
- + Visualization for parking, augmented reality, e-mirror, etc.

SuperVision L2+ Point to Point

- + Highway Assist
- + Rural Assist
- + Arterials Assist
- + Urban Assist

The ADAS Market- Mobileye's Competitive Edge

- + **Powerful computer vision** to effectively support all features
- + **200PB of driving data**, 500K peak CPU cores, 100PB being processed every month
- + **Scalable purpose built SoCs**, from EyeQ6L (behind-windshield) to EyeQ6H – best cost/performance efficiency
- + **REM mapping**- unparalleled asset (crowd and tech) that enables to “drive everywhere”
- + **Lean driving policy** (based on RSS)
- + **Full stack provider**- allows for sublinear org scale (as opposed to service companies)

The Future of Autonomy and Mobileye's Role

The autonomous mobility market may unfold in two forms



Consumer AV → Robotaxi
PTO/TNCs buy AVs and just add the service layer on top

Robotaxi → Consumer AV
Geo scalability and consumer-level cost (<\$5K BoM at scale) are **"weak spots"** for the Robotaxi companies

There are strong synergies between Robotaxi and Consumer AV

Maximizing the learnings from Robotaxi operation can serve as a stepping stone for Consumer AV.

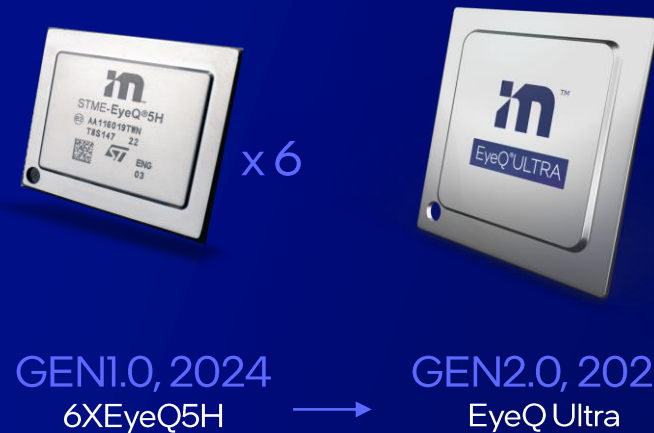
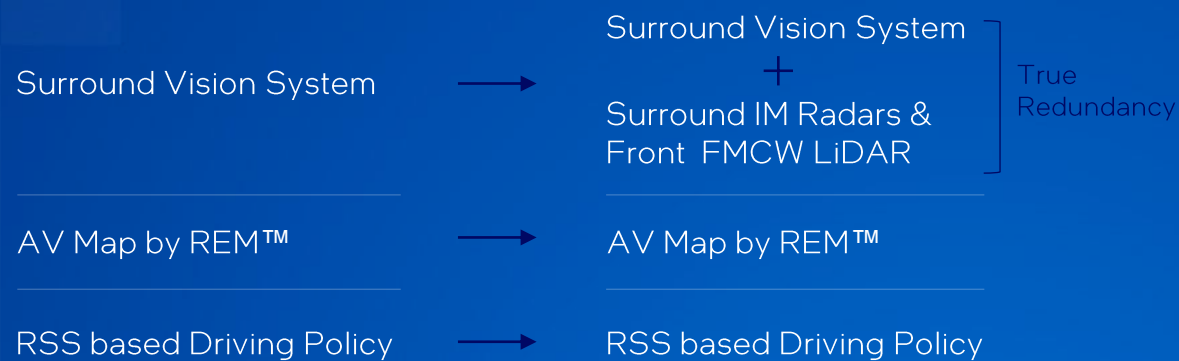
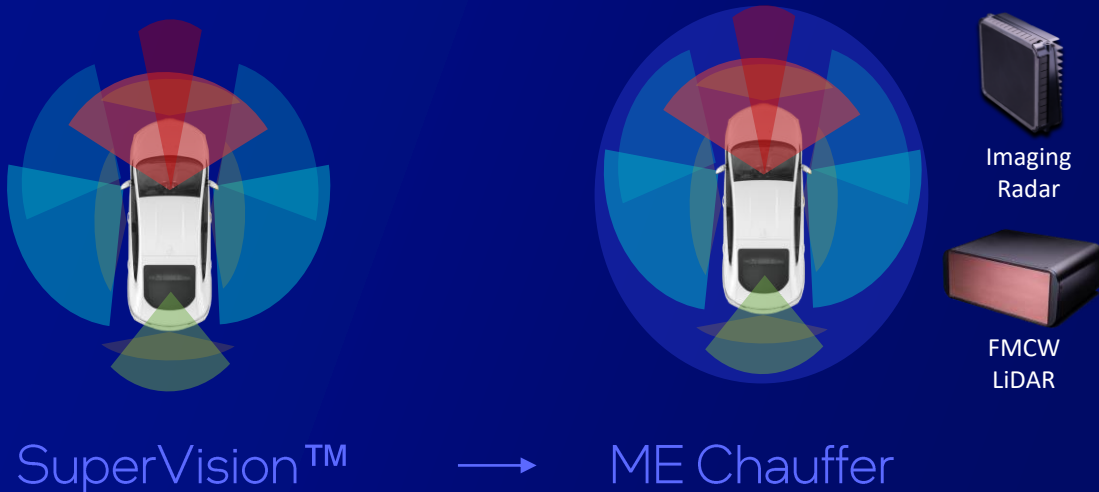
Robotaxi scaling could take a decade, therefore financial endurance is key

Doing both is not just about hedging

Mobileye Chauffeur

Supports True Consumer Autonomy anywhere and with mass market economies

Upward scalable from SuperVision



Functionality

- + Hands-off, Eyes-off, mind-off driving
- + Covering all Road types
- + Continuous Over The Air updates
- + Autonomous Valet Parking and slow speed maneuvers

First Design Win

Consumer L4 Platform

Powered by 6 **EyeQ[®]5 High**
SoP early 2024



ZEEKR



Mobileye Chauffeur- Competitive Edge:

- + AV-on-Chip: the purpose built SoC EyeQ™ Ultra running full sense/plan/act
- + REM™ AV mapping- “drive everywhere”
- + Next gen SW-defined imaging radars- using only one front Lidar
- + All the above enable a BOM below \$5K (compute and sensors) with ~\$10K MSRP-
A TRUE GAMECHANGER

Mobileye Drive™

Supports True Consumer Autonomy anywhere and with mass market economies

Sensor configuration



GEN 1.0, 2022



GEN 2.0, 2025

CV subsystem

+

R/L subsystem- Lidars (3 long range, 6 short range), radars



CV Subsystem

+

Surround IM Radars & Front FMCW LiDAR

Teleoperability



Teleoperability

Minimizing deadlocks (compared to Chauffeur)



Minimizing deadlocks (compared to Chauffeur)

Compute

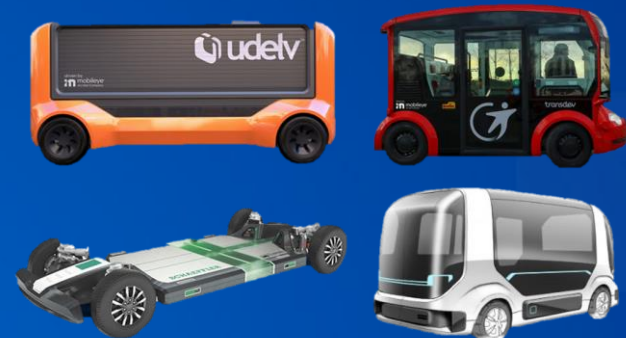


GEN 1.0, 2024
8XEyEQ5H

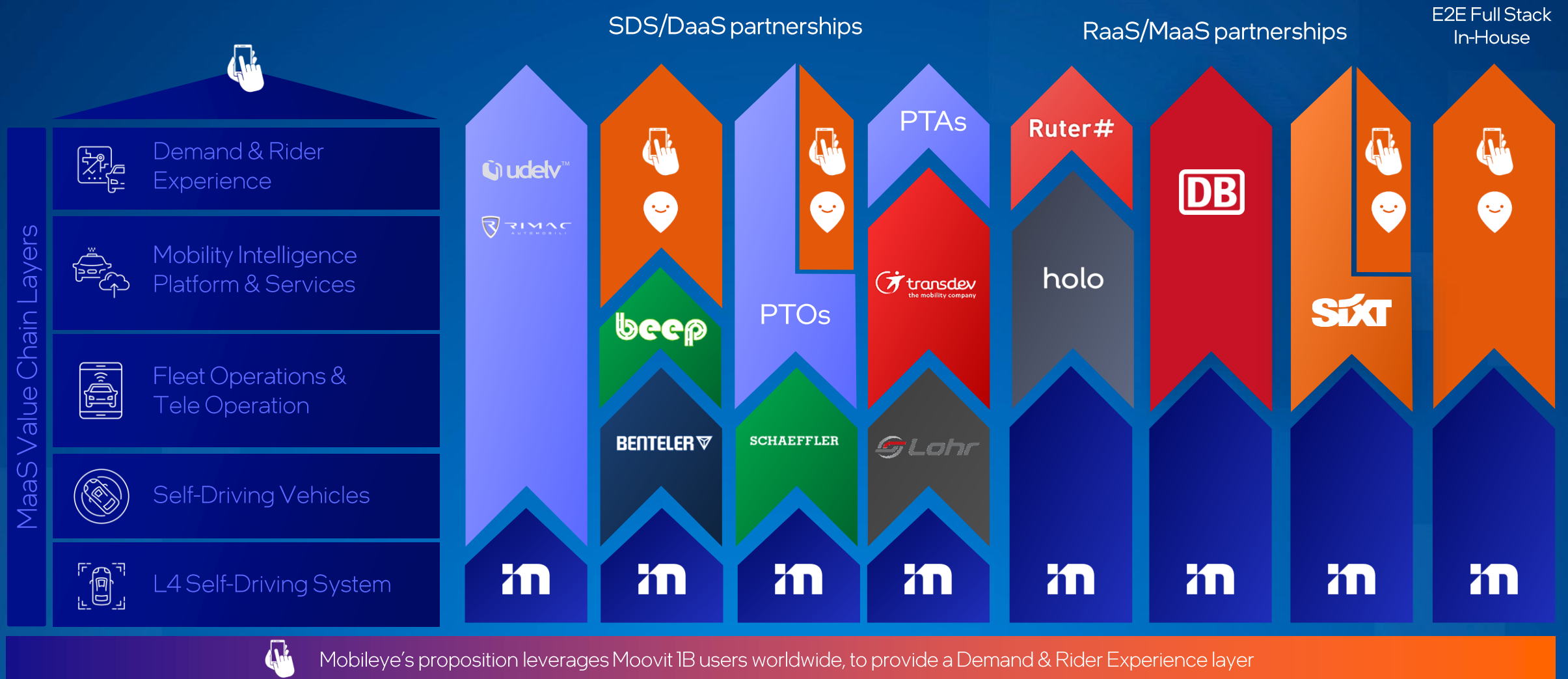


GEN 2.0, 2026
EyeQ Ultra

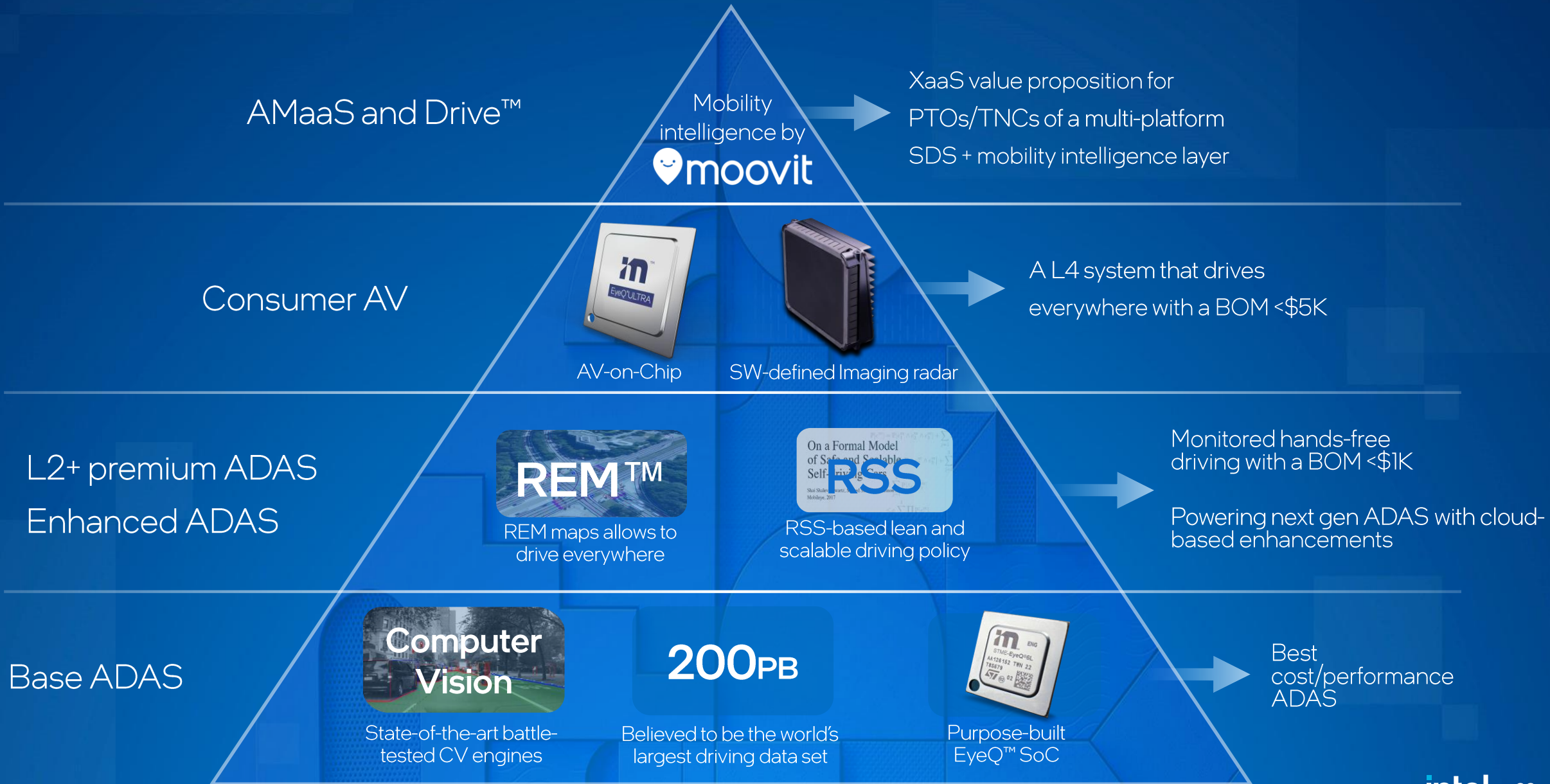
Available for a variety of AV applications:



MaaS partnering / business relationships along value chain



Mobileye's Unique Assets Disrupt Every ADAS/AV Domain



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