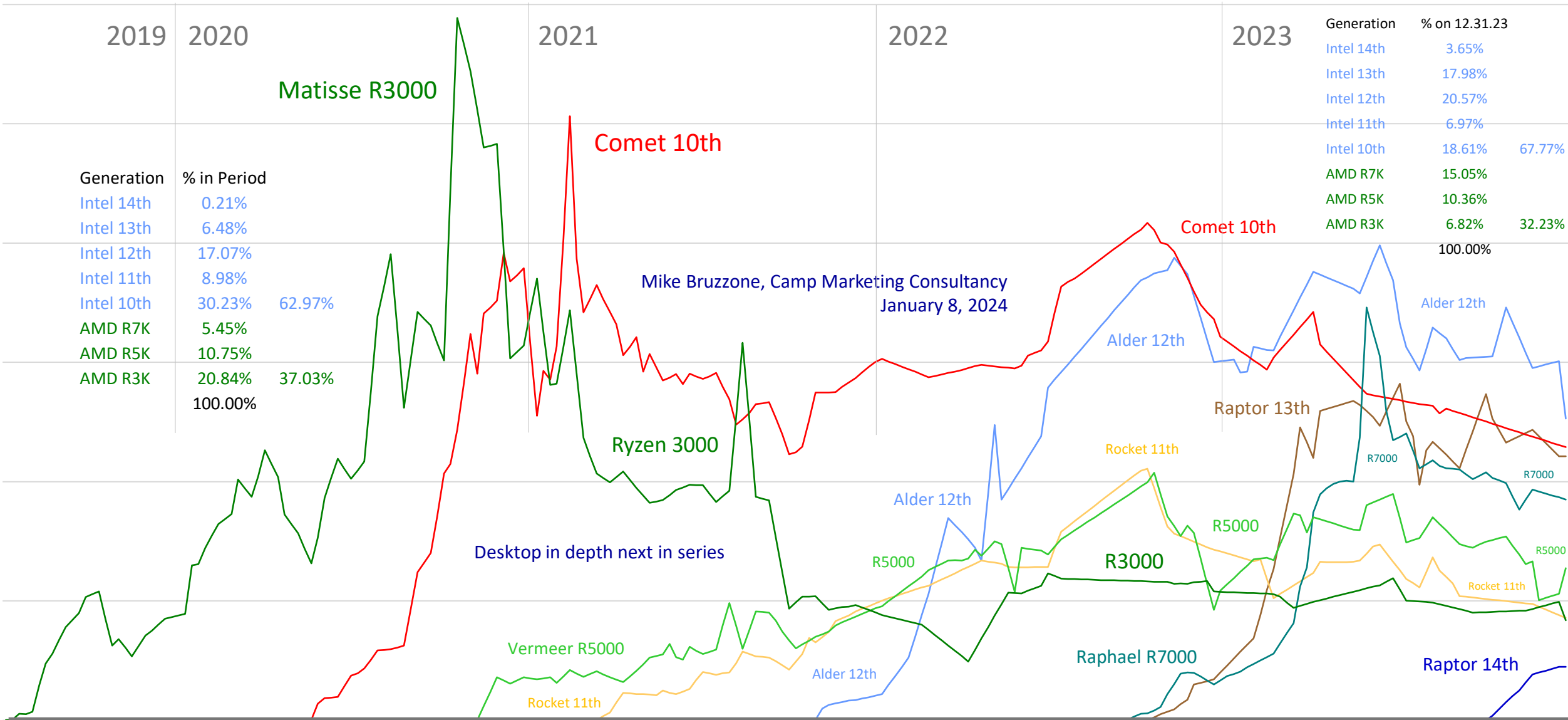


GPU Today CES special edition – January 8, 2024

Desktop; AMD Ryzen 7000, Ryzen 5000, Ryzen 3000 on Intel Raptor 14th, Raptor 13th, Alder 12th, Rocket 11th, Comet 10th



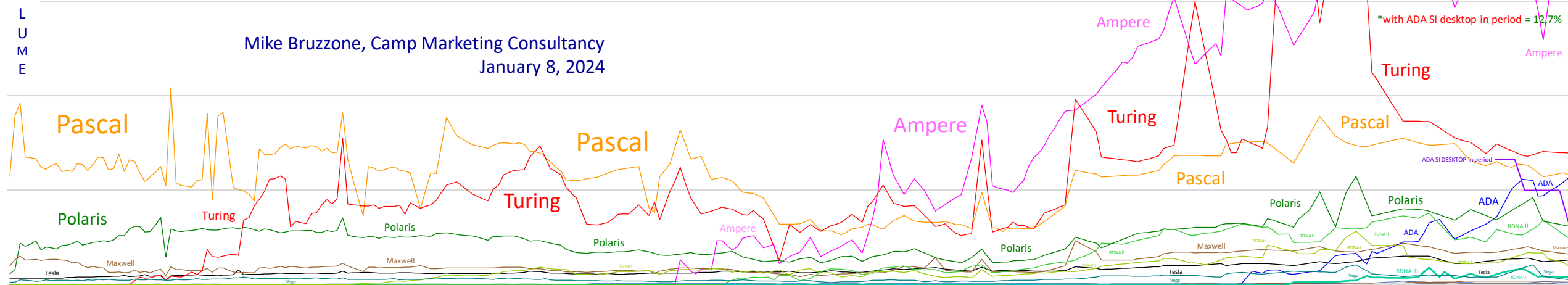
Generation	% on 12.31.23
Intel 14th	3.65%
Intel 13th	17.98%
Intel 12th	20.57%
Intel 11th	6.97%
Intel 10th	18.61%
AMD R7K	15.05%
AMD R5K	10.36%
AMD R3K	6.82%
	32.23%
	100.00%

AMD, Intel, Nvidia GPU supply volume April 2018 through December 31, 2023 – 246 grade SKUs

AMD's original corporate color is green

	2018	2019 supply + 89.2% y/y	2020 supply + 100% y/y	2021 supply < 51.3% y/y	2022 supply + 146% y/y	2023 supply + 47% y/y
CHANNEL	Volta	0.14%	0.10%	0.26%	0.30%	0.16%
	Tesla	3.84%	3.82%	4.40%	4.89%	2.57%
	Maxwell	8.81%	5.66%	4.83%	4.69%	4.20%
	Pascal	60.13%	42.89%	30.81%	21.77%	16.73%
	Turing	2.23%	27.01%	26.42%	23.07%	24.80%
	Ampere	0.00%	0.00%	14.76%	26.41%	32.99%
	Ada	0.00%	0.00%	0.00%	0.00%	0.37%
SUPPLY	ARC	0.00%	0.00%	0.00%	0.00%	0.03%
	Instinct	0.00%	0.0020%	0.03%	0.04%	0.07%
	RDNA III	0.00%	0.00%	0.00%	0.00%	0.01%
	RDNA II	0.00%	0.00%	2.36%	4.53%	6.27%
	RDNA I	0.00%	0.89%	4.16%	3.80%	3.23%
VOLUME	Vega	2.20%	1.97%	1.31%	1.20%	1.25%
	Polaris	22.64%	17.65%	10.65%	9.30%	7.30%
		24.85%	20.52%	18.52%	18.87%	18.14%

Mike Bruzzone, Camp Marketing Consultancy
January 8, 2024



AMD, Intel, Nvidia GPU supply volume April 2018 through December 31, 2023 – 246 grade SKUs

AMD's original corporate color is green

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2018 2019 supply + 89.2% y/y

AMD = 20.52%
Nvidia = 79.48%

2020 supply + 100% y/y

AMD = 18.52%
Nvidia = 81.48%

2021 supply < 51.3% y/y

AMD = 18.87%
Nvidia = 81.13%

2022 supply + 146% y/y

AMD = 18.14%
Intel = 0.03%
Nvidia = 81.83%

2023 supply + 47% y/y

AMD = 17.62%
Intel = 0.23%
Nvidia = 82.15%

Market Share can be determined on any mix of generation's comparison however on a capital basis finds homes replacing prior values = installed base

Generation	% on 12.31.23
Volta	0.21%
Tesla	2.54%
Maxwell	3.15%
Pascal	11.26%
Turing	13.61%
Ampere	43.72%
Ada	11.06%
ARC	0.34%
Instinct	0.06%
RDNA III	0.77%
RDNA II	4.77%
RDNA I	1.84%
Vega	0.49%
Polaris	6.18%

*with ADA SI desktop on 12.31.23 = 12.7%

Supply inflection point

Supply inflection point

Ampere

Ampere secondary return on top of Ada Super refresh

Ampere

Ampere

Turing

Pascal

Pascal

Ampere

Turing

Pascal

Polaris

Turing

Polaris

Turing

Polaris

Polaris

Polaris

Polaris

ADA

ADA

RDNA II

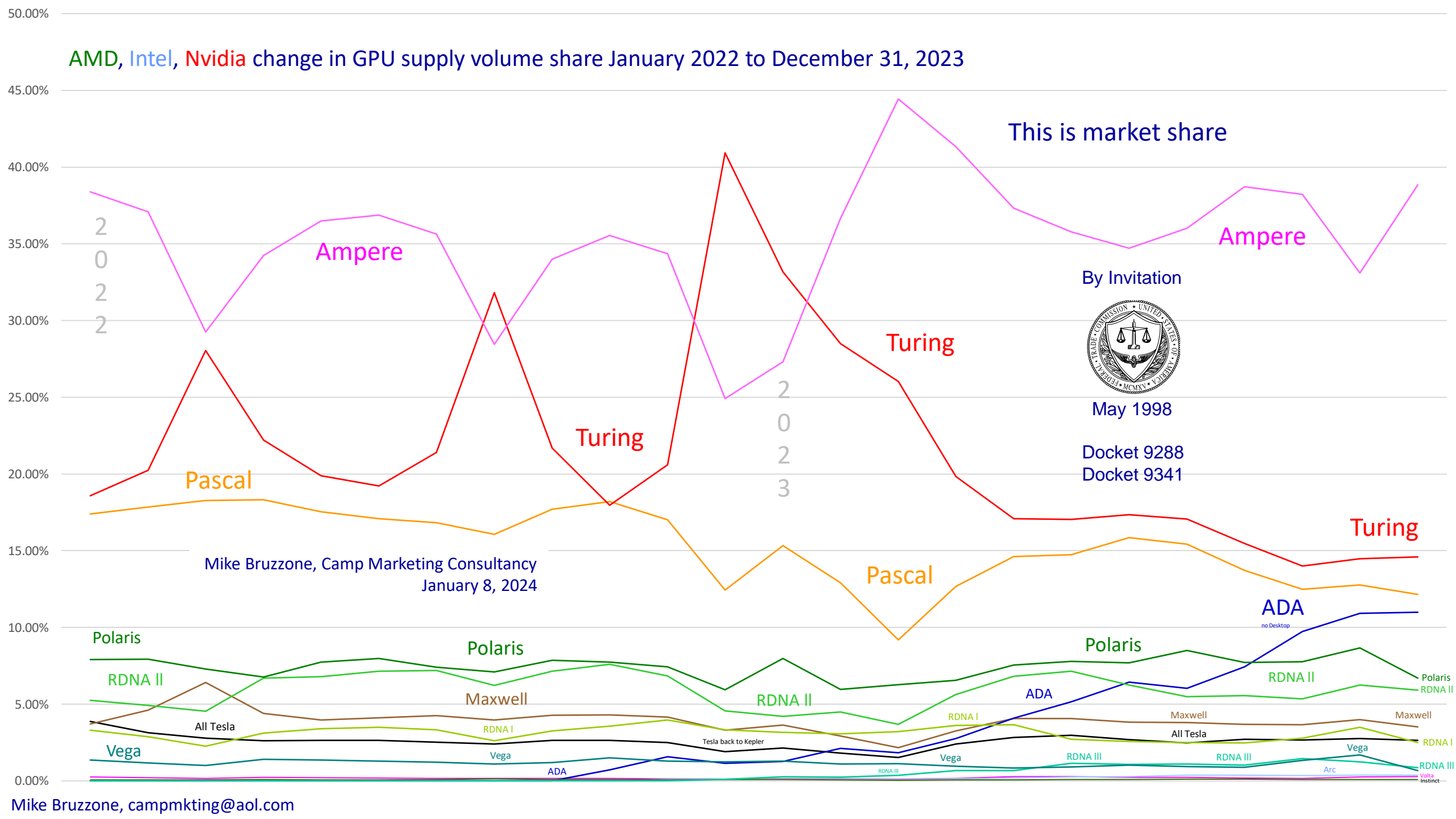
Maxwell

Tesla

RDNA III

Vega

AMD, Intel, Nvidia change in GPU supply volume share January 2022 to December 31, 2023



AMD, Intel, Nvidia change in GPU supply volume share January 2022 to December 31, 2023

Product Category	Jan 2022	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan 2023	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	
Volta	0.25%	0.19%	0.14%	0.23%	0.20%	0.17%	0.16%	0.15%	0.17%	0.15%	0.14%	0.12%	0.14%	0.14%	0.11%	0.15%	0.28%	0.28%	0.23%	0.23%	0.19%	0.16%	0.24%	0.27%	
All Tesla	3.86%	3.13%	2.77%	2.61%	2.63%	2.64%	2.52%	2.39%	2.64%	2.64%	2.49%	1.89%	2.14%	1.81%	1.53%	2.39%	2.83%	2.96%	2.69%	2.47%	2.70%	2.66%	2.76%	2.63%	
Maxwell	3.69%	4.59%	6.41%	4.39%	3.95%	4.09%	4.25%	3.97%	4.26%	4.29%	4.16%	3.30%	3.63%	2.91%	2.17%	3.24%	4.05%	4.05%	3.81%	3.80%	3.67%	3.65%	3.99%	3.50%	
Pascal	17.40%	17.83%	18.27%	18.30%	17.54%	17.08%	16.82%	16.07%	17.70%	18.19%	17.02%	12.44%	15.33%	12.91%	9.17%	12.67%	14.61%	14.74%	15.84%	15.43%	13.71%	12.48%	12.76%	12.15%	
Turing	18.57%	20.23%	28.05%	22.21%	19.87%	19.21%	21.39%	31.82%	21.69%	17.97%	20.59%	40.92%	33.17%	28.48%	26.01%	19.83%	17.09%	17.04%	17.34%	17.06%	15.48%	13.99%	14.48%	14.59%	
Ampere	38.39%	37.08%	29.25%	34.23%	36.50%	36.87%	35.63%	28.44%	33.99%	35.54%	34.36%	24.91%	27.30%	36.66%	44.44%	41.34%	37.32%	35.78%	34.71%	36.02%	38.73%	38.22%	33.10%	38.84%	
Ada	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.71%	1.57%	1.14%	1.26%	2.11%	1.82%	2.76%	4.09%	5.16%	6.43%	6.04%	7.42%	9.73%	10.92%	11.00%	
Arc	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.01%	0.01%	0.04%	0.11%	0.08%	0.10%	0.10%	0.09%	0.14%	0.18%	0.25%	0.28%	0.37%	0.38%	0.35%	0.37%	0.37%	
Instinct	0.06%	0.07%	0.06%	0.08%	0.05%	0.05%	0.08%	0.13%	0.08%	0.09%	0.06%	0.08%	0.07%	0.07%	0.04%	0.05%	0.05%	0.08%	0.08%	0.10%	0.11%	0.09%	0.09%	0.08%	
RDNA III	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.25%	0.24%	0.35%	0.66%	0.66%	1.13%	1.07%	1.09%	1.02%	1.45%	1.23%	0.84%	
RDNA II	5.24%	4.91%	4.52%	6.68%	6.78%	7.15%	7.20%	6.23%	7.15%	7.60%	6.83%	4.57%	4.21%	4.48%	3.68%	5.63%	6.82%	7.15%	6.24%	5.48%	5.54%	5.35%	6.25%	5.90%	
RDNA I	3.29%	2.88%	2.26%	3.11%	3.40%	3.49%	3.33%	2.60%	3.25%	3.56%	3.96%	3.32%	3.16%	3.05%	3.19%	3.61%	3.66%	2.70%	2.57%	2.49%	2.48%	2.78%	3.48%	2.49%	
Vega	1.35%	1.16%	0.99%	1.41%	1.35%	1.28%	1.22%	1.09%	1.19%	1.50%	1.29%	1.23%	1.27%	1.09%	1.13%	0.96%	0.84%	0.90%	1.01%	0.93%	0.88%	1.33%	1.69%	0.66%	
Polaris	7.90%	7.93%	7.28%	6.75%	7.73%	7.97%	7.40%	7.10%	7.86%	7.73%	7.43%	5.93%	7.96%	5.96%	6.26%	6.56%	7.54%	7.78%	7.69%	8.49%	7.71%	7.76%	8.65%	6.69%	
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.03%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

AMD, Intel, Nvidia GPU supply volume April 2018 through December 31, 2023 – 246 grade SKUs by week

2018

2019

2020

2021

2022

2023

In AMD nomenclature this is called Emerald city

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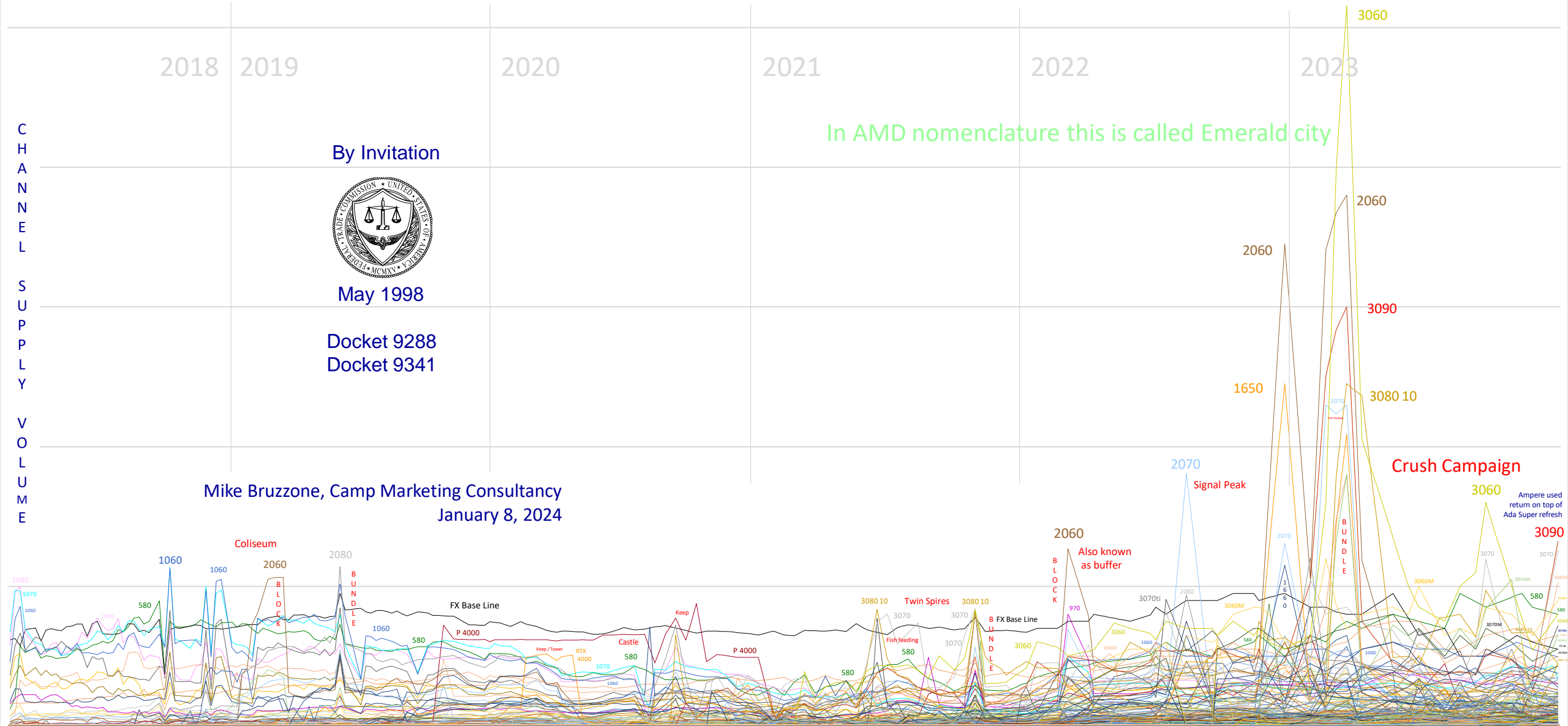


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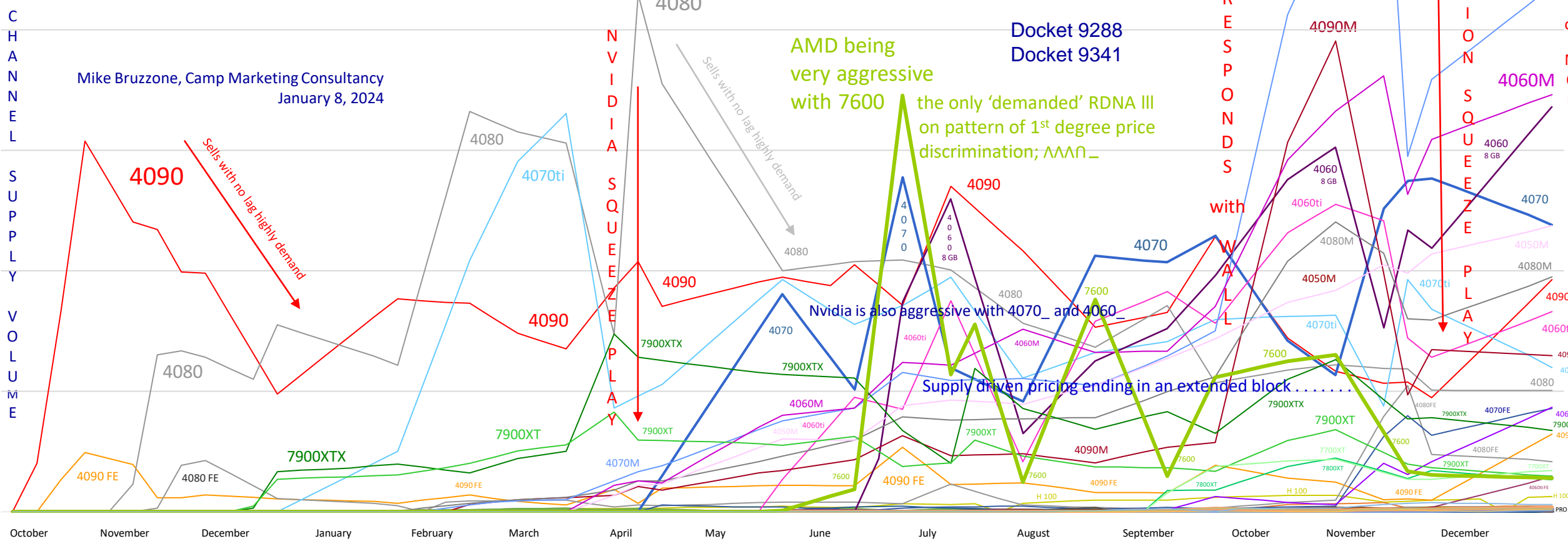
Mike Bruzzone, Camp Marketing Consultancy
January 8, 2024

Crush Campaign



Nvidia ADA on AMD RDNA III October 8, 2022 to December 31, 2023

Product	% to Date
H100	0.3512%
H800	0.0766%
A6000	0.0369%
A5500	0.0028%
A5000	0.0201%
A5000 SFF	0.0345%
ASK Max-q	0.0017%
A4500	0.0041%
A4000	0.0383%
A4000 SFF	0.0234%
A3500 SFF	0.0502%
A3000 SFF	0.0000%
A2000 SFF	0.0094%
4090	12.19%
4090 FE	1.51%
4080	11.73%
4080 FE	1.06%
4070ti	8.70%
4070 FE	0.80%
4070	7.39%
4060ti	5.31%
4060ti FE	0.14%
4060 16	0.60%
4060 8	6.41%
4090M	4.31%
4080M	4.86%
4070M	9.05%
4060M	7.72%
4050M	5.32%
Pro W7900	0.03%
Pro W7800	0.05%
Pro W7700	0.00%
Pro W7600	0.04%
Pro W7500	0.04%
7900XTX	4.77%
7900XT	2.73%
7800XT	0.57%
7700XT	0.63%
7600	3.27%
7700S	0.01%
7600M XT	0.01%
7600S	0.09%
Over all	87.75%
Over all	26.95%
Over all	0.03%
Over all	0.05%
Over all	0.00%
Over all	0.04%
Over all	0.04%
Over all	4.77%
Over all	2.73%
Over all	0.57%
Over all	0.63%
Over all	3.27%
Over all	0.01%
Over all	0.01%
Over all	0.09%
Over all	12.25%



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NVIDIA RESPONDS
 WITH A
 FULL
 COMPLIANCE
 PLAN

AMD
 is
 OUT
 of
 MOBILE

Nvidia ADA on AMD RDNA III October 8, 2022 to December 31, 2023

Product	% to Date
H100	0.3512%
H800	0.0766%
A6000	0.0369%
A5500	0.0028%
A5000	0.0201%
A5000 SFF	0.0345%
ASK Max-q	0.0017%
A4500	0.0041%
A4000	0.0383%
A4000 SFF	0.0234%
A3500 SFF	0.0502%
A3000 SFF	0.0000%
A2000 SFF	0.0094%
4090	12.19%
4090 FE	1.51%
4080	11.73%
4080 FE	1.06%
4070ti	8.70%
4070 FE	0.80%
4070	7.39%
4060ti	5.31%
4060ti FE	0.14%
4060 16	0.60%
4060 8	6.41%
4090M	4.31%
4080M	4.86%
4070M	9.05%
4060M	7.72%
4050M	5.32%
Pro W7900	0.03%
Pro W7800	0.05%
Pro W7700	0.00%
Pro W7600	0.04%
Pro W7500	0.04%
7900XTX	4.77%
7900XT	2.73%
7800XT	0.57%
7700XT	0.63%
7600	3.27%
7700S	0.01%
7600M XT	0.01%
7600S	0.09%
Commercial	0.66%
Consumer	55.84%
Mobile	26.95%
Over all	87.75%
Commercial	0.17%
Consumer	11.97%
Mobile	0.11%
Over all	12.25%

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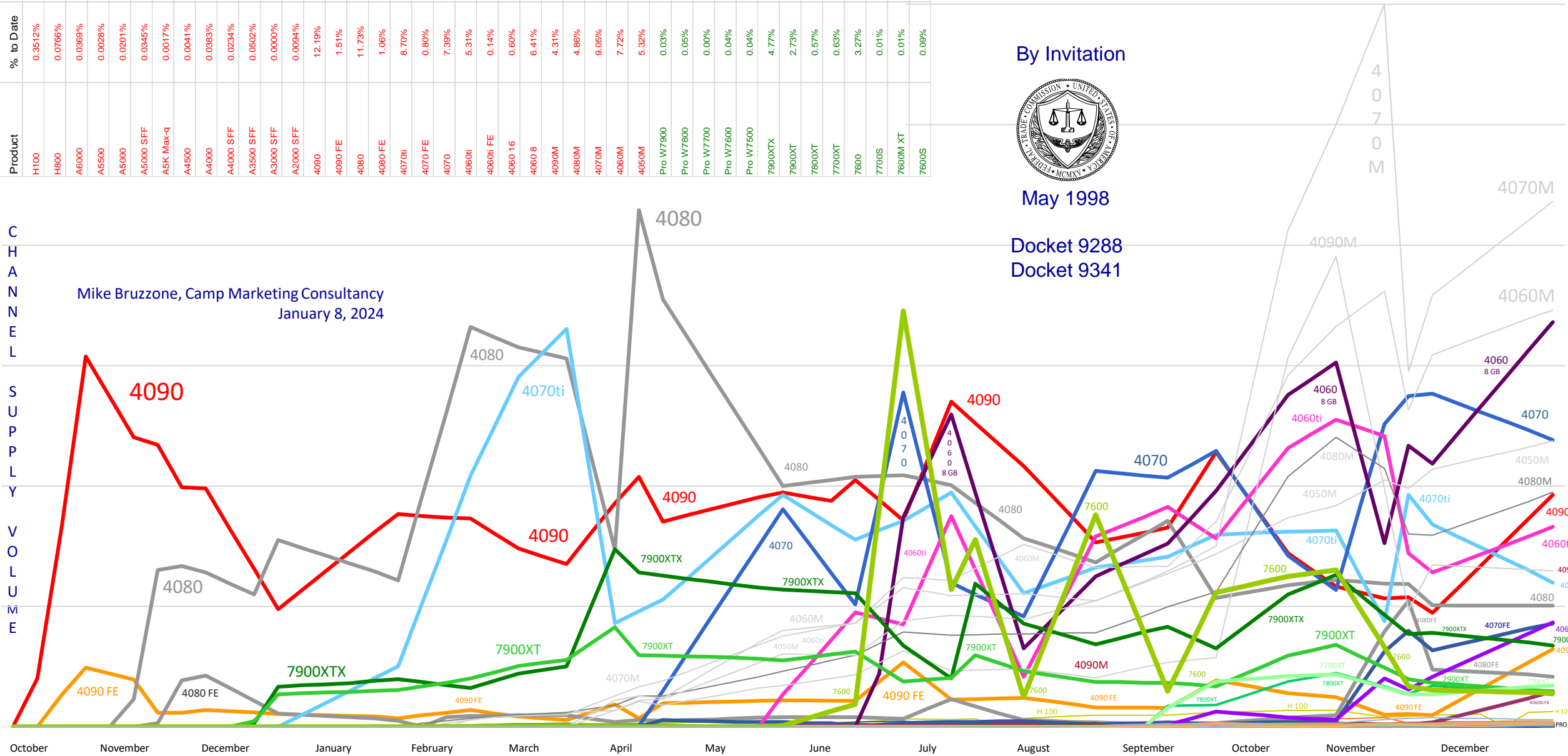


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CHANNEL SUPPLY VOLUME

Mike Bruzzone, Camp Marketing Consultancy
January 8, 2024



4070M

4060M

4090

4070

4080M

4090M

4080

4060 8 GB

4070FE

4060 16

PRO

Nvidia ADA on AMD RDNA III current dGPU primary generation October 8, 2022 to December 31, 2023 run to date

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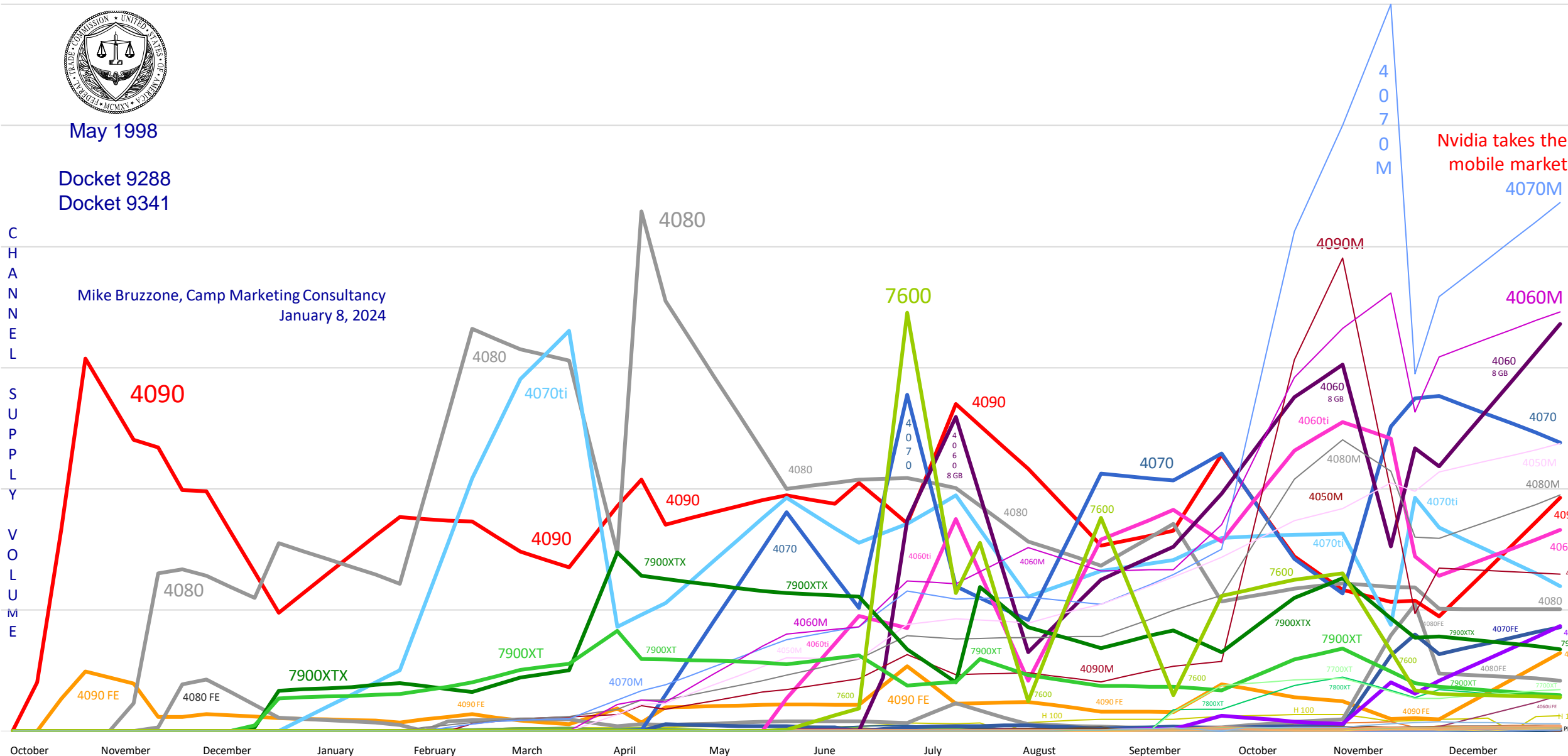
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January 8, 2024

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Nvidia takes the mobile market
4070M

4
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M

4070M

4060M

4060 8 GB

4070

4080M

4090

4090 FE

PRO

Nvidia Turing RTX desktop long run less Geforce, Pro and mobile - August 10, 2018 to December 31, 2023 full run

Product	% full run	
Titan	1.50%	
2080ti	11.55%	
2080	19.44%	
2070	19.07%	
2060	29.61%	81.17%
2080S	5.48%	
2070S	8.28%	
2060S	5.07%	18.83%
	100.00%	

By Invitation Considering the question of how much Ada Super . . .



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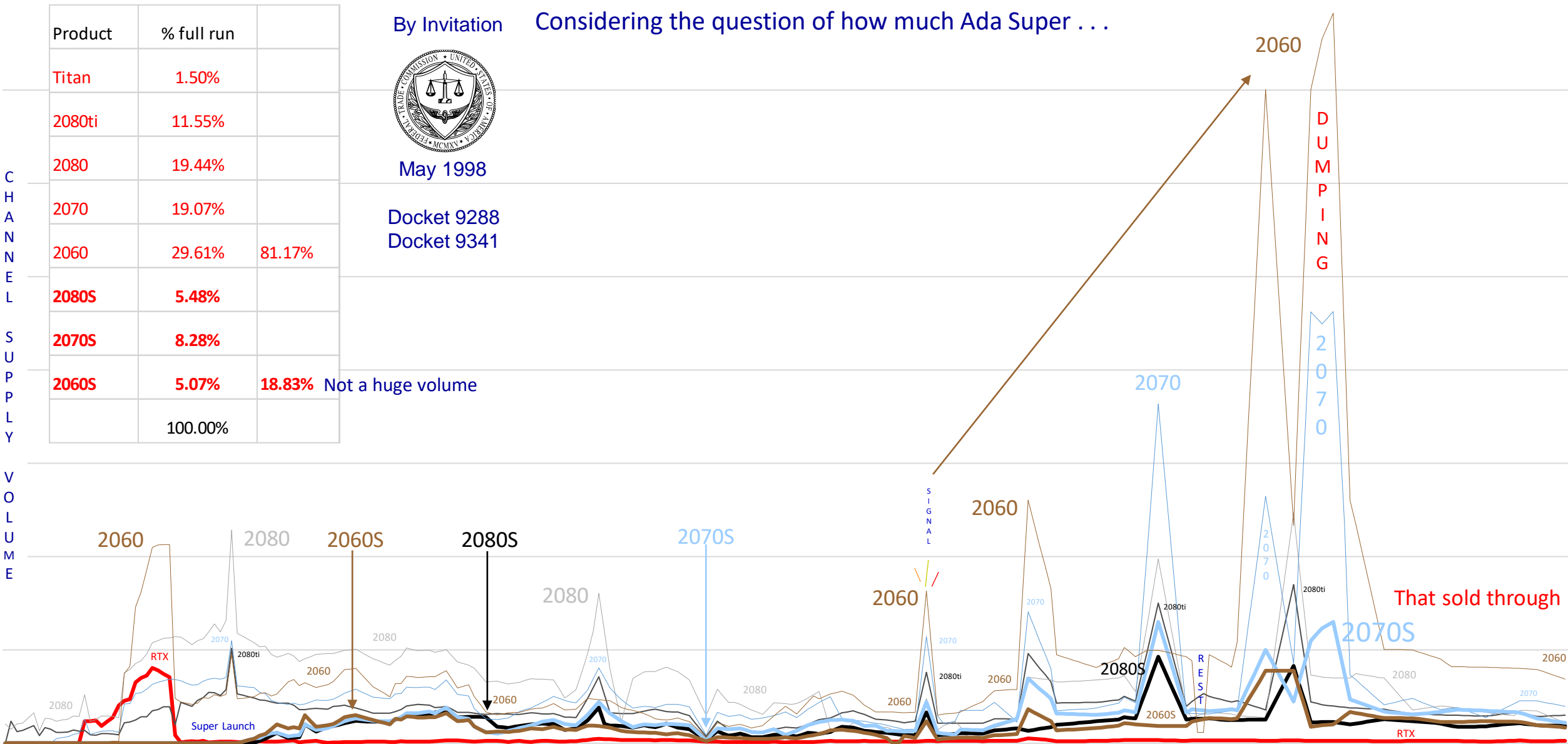
Not a huge volume

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That sold through

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Nvidia ADA placed ahead of Turing Super full run volume portrays into 2025 volume curve?

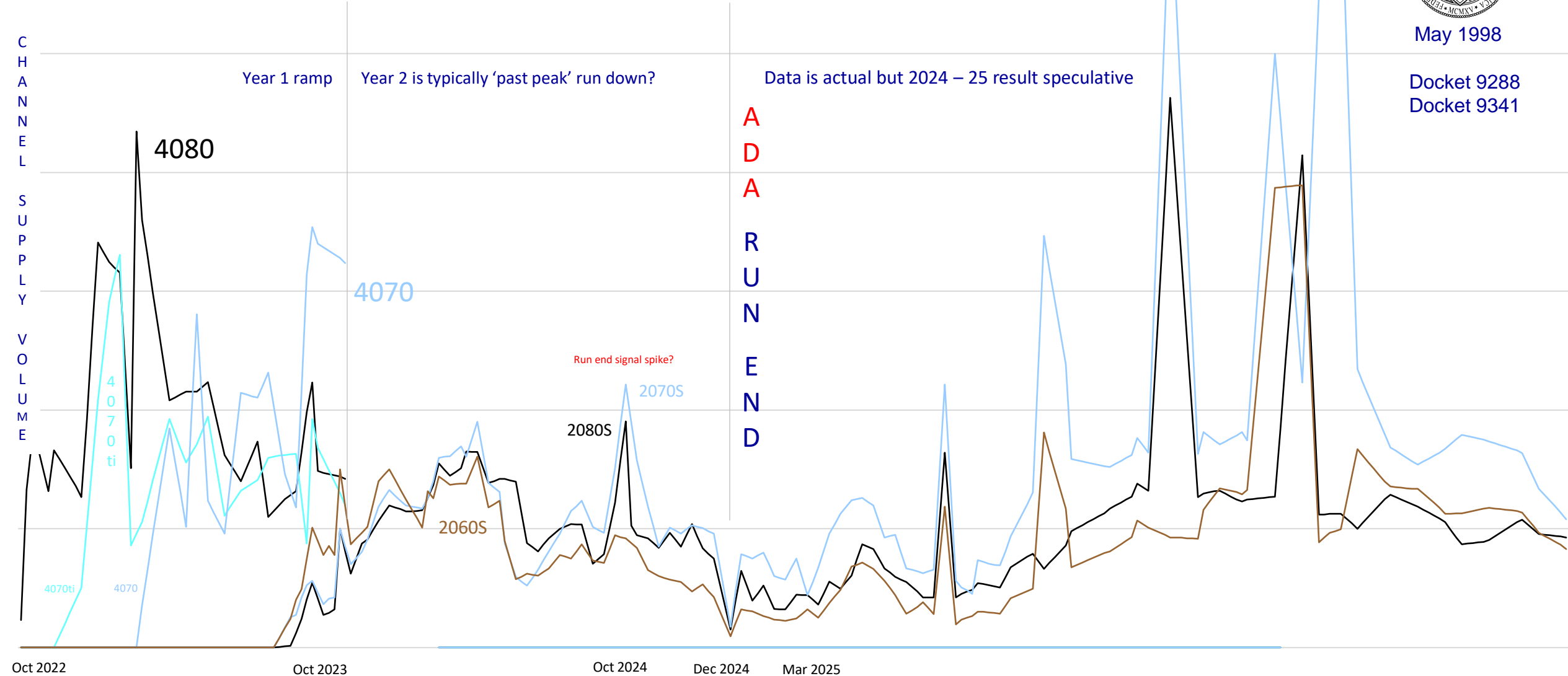
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Nvidia ADA aligned supply day 1 and overlaid Ampere RTX 3090 titan, 3080_, 3070_, 3060_, 3050 desktop

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Product	% in 57 wks
3090ti	3.24%
3090	9.52%
3080_	13.92%
3070_	15.83%
3060	17.92%
3050	7.62%
4090	7.25%
4080	7.30%
4070_	10.01%
4060_	7.39%
	100.00%

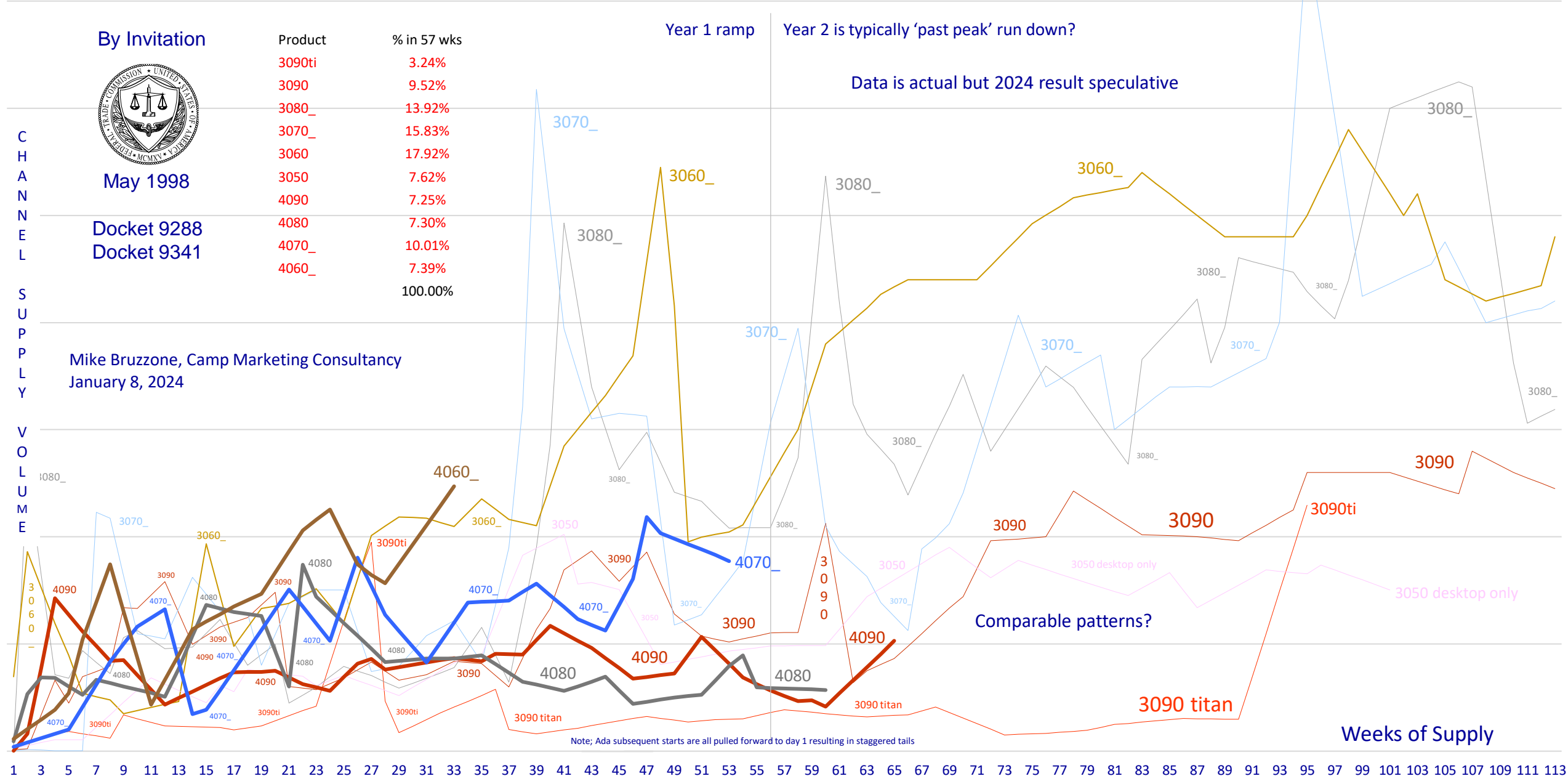
Year 1 ramp

Year 2 is typically 'past peak' run down?

Data is actual but 2024 result speculative

Comparable patterns?

Weeks of Supply



Note: Ada subsequent starts are all pulled forward to day 1 resulting in staggered tails

Nvidia ADA aligned supply day 1 and overlaid Turing RTX Titan, 2090, 2080_, 2070_, 2060

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2080_

Year 1 ramp

Year 2 is typically 'past peak' run down?

Data is actual but 2024 result speculative

Product % in 57 weeks

TITAN RTX 3.43%

2080_ 25.39%

2070_ 12.49%

2060_ 19.24%

4090 8.96%

4080 9.01%

4070_ 12.36%

4060_ 9.12%

100.00%

2080_

Comparable patterns?

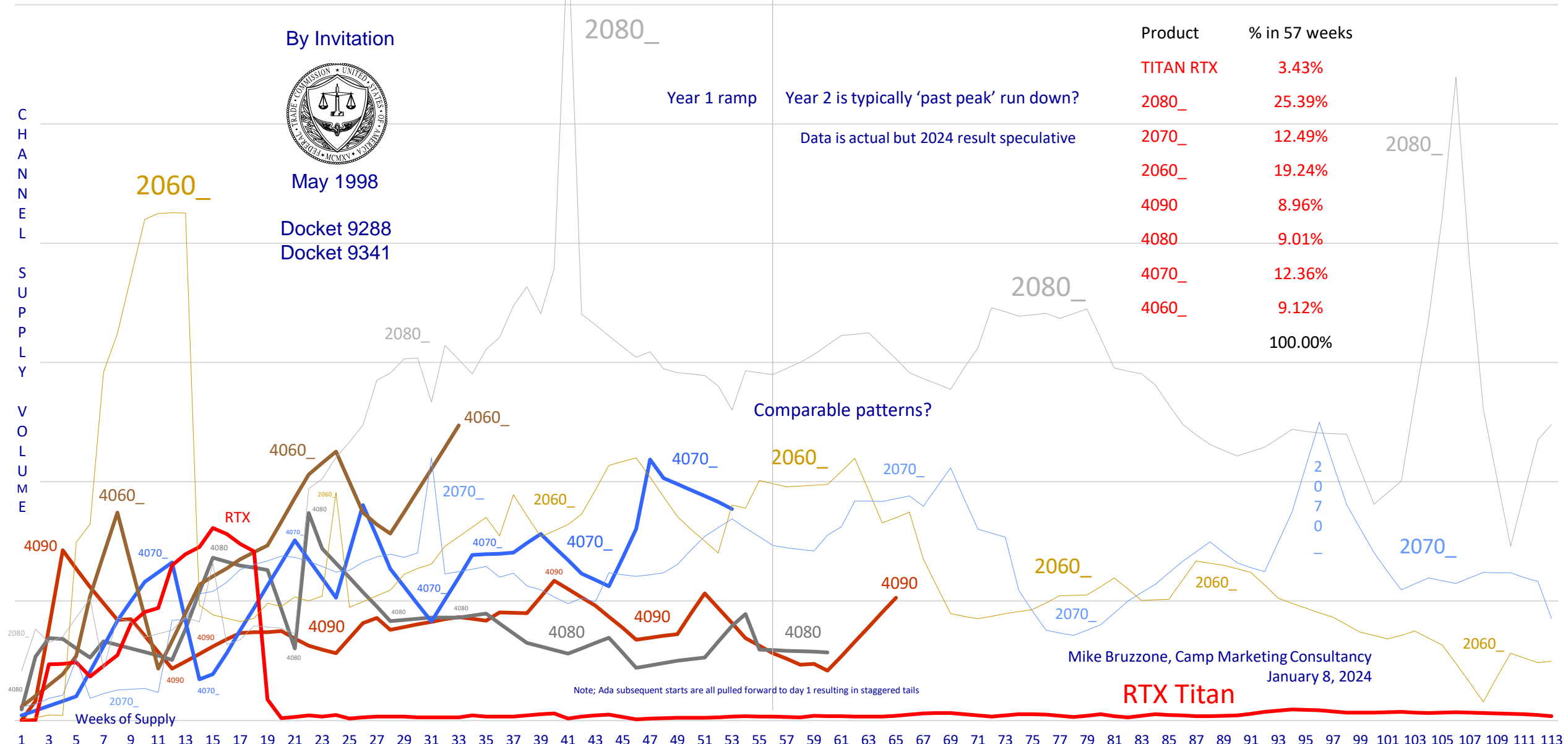
2070_

2070_

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January 8, 2024

RTX Titan

Note: Ada subsequent starts are all pulled forward to day 1 resulting in staggered tails



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Weeks of Supply

1 3 5 7 9 11 13 15 17 19 21 23 25 27 29 31 33 35 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 81 83 85 87 89 91 93 95 97 99 101 103 105 107 109 111 113

AMD RDNA III on RDNA II on Nvidia ADA on Ampere by grade SKU from September 5, 2020 through December 31, 2023

2020

2021

2022

2023

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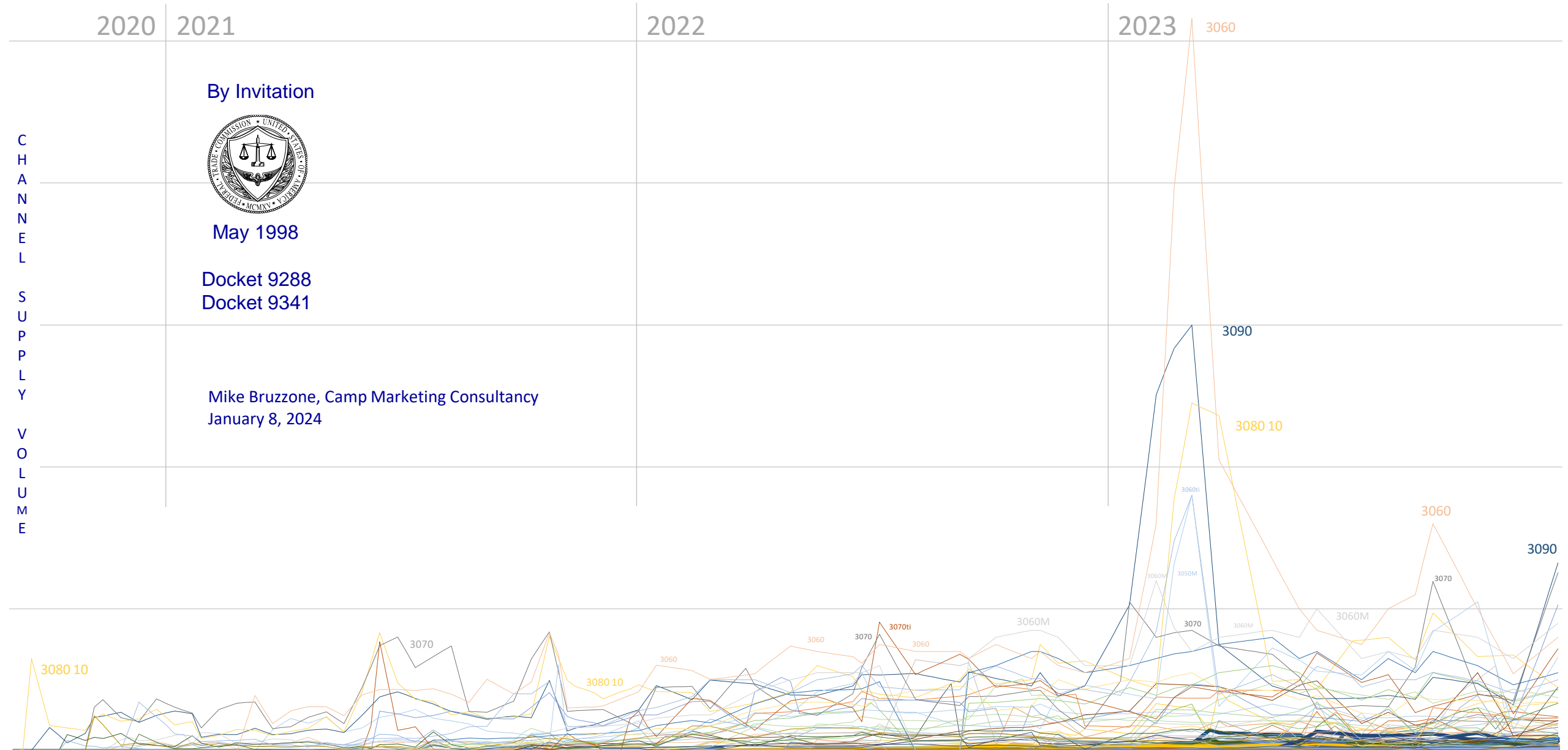
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January 8, 2024

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AMD RDNA III on RDNA II on Nvidia ADA on Ampere by grade SKU from September 5, 2020 through December 31, 2023

2020

2021

2022

2023

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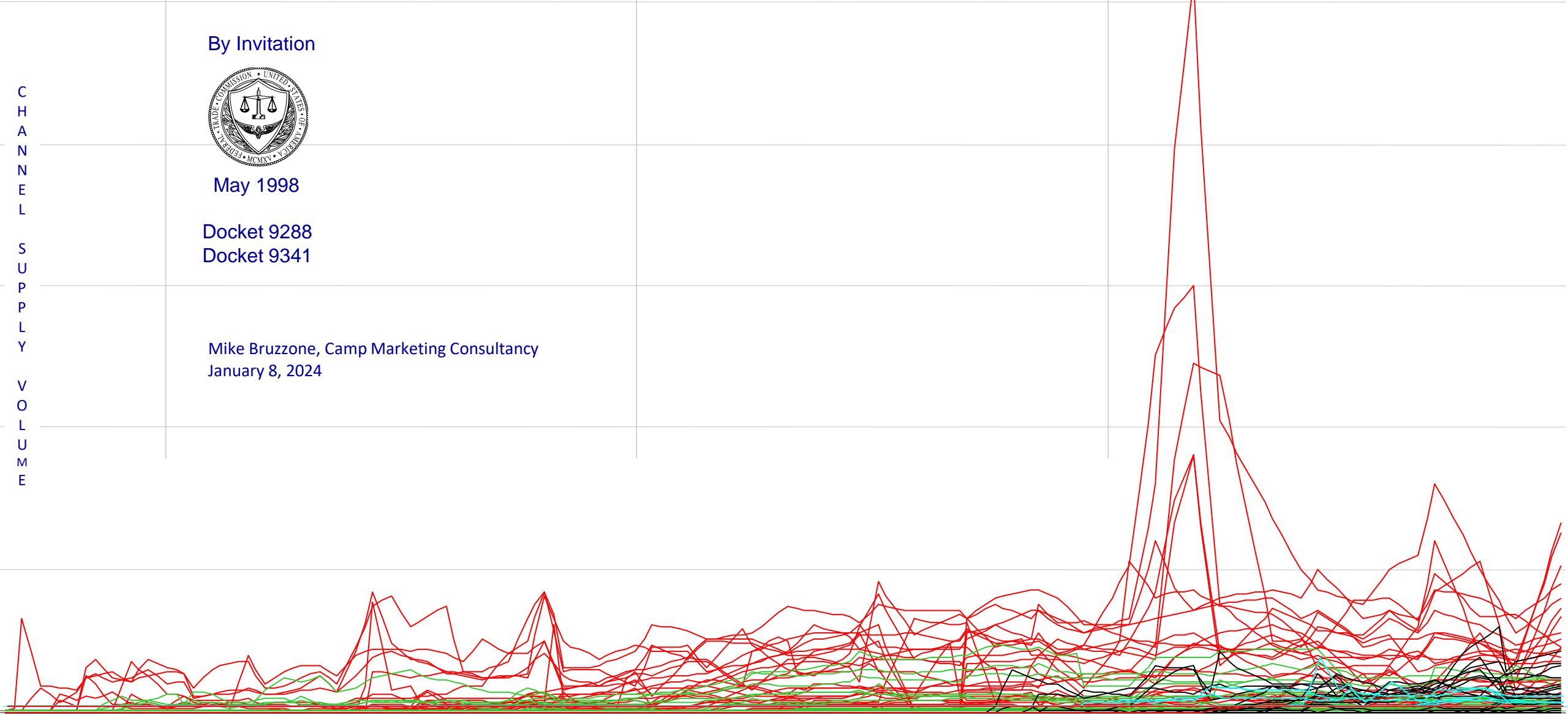
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January 8, 2024

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AMD mobile back to Polaris and Nvidia in part mobile back to Pascal by grade SKU from April 2018 through December 31, 2023 – 60 SKUs

2018

2019

2020

2021

2022

2023

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Mobile data query in part grows mostly complete at Turing

3050M

Ramp Signal

3050M

3060M

3070M

3080M

3060M

3070M

3080M

3090M

3060M

3070M

3080M

3090M

3060M

3070M

3080M

3090M

3060M

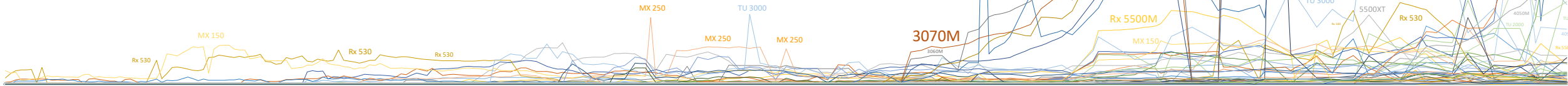
3070M

3080M

3090M

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January 8, 2024



AMD mobile back to Polaris and Nvidia mobile in part back to Pascal by grade SKU from September 5, 2020 through December 31, 2023

2020

2021

2022

2023

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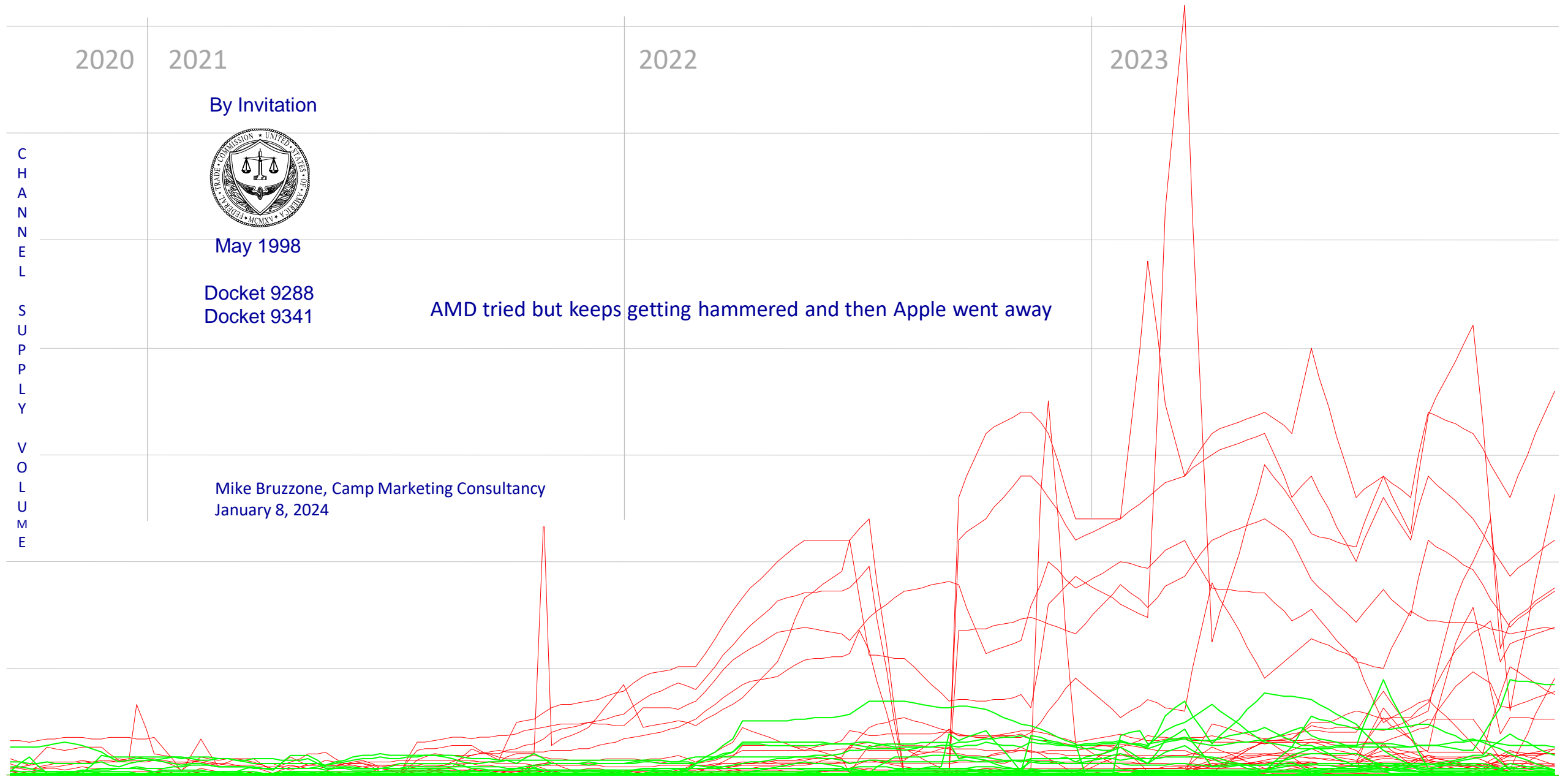
AMD tried but keeps getting hammered and then Apple went away

Mike Bruzzone, Camp Marketing Consultancy
January 8, 2024

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AMD, Nvidia Commercial / Professional / Top consumer GPU supply April 2018 through December 31, 2023 – 95 grade SKUs

2018

2019

2020

2021

2022

2023

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January 8, 2024

3090

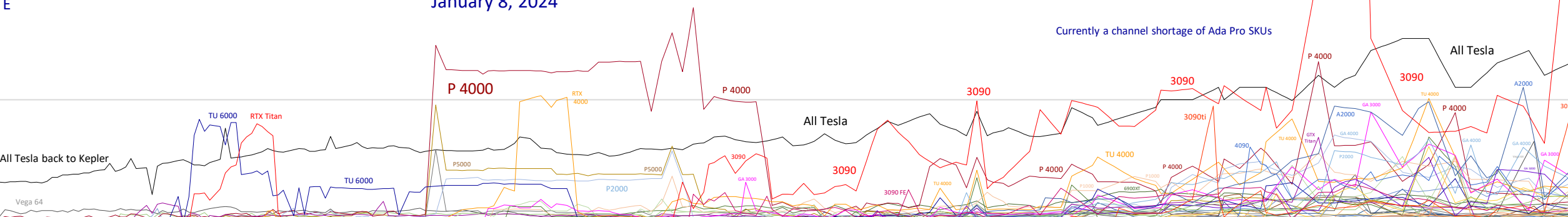
3090

Currently a channel shortage of Ada Pro SKUs

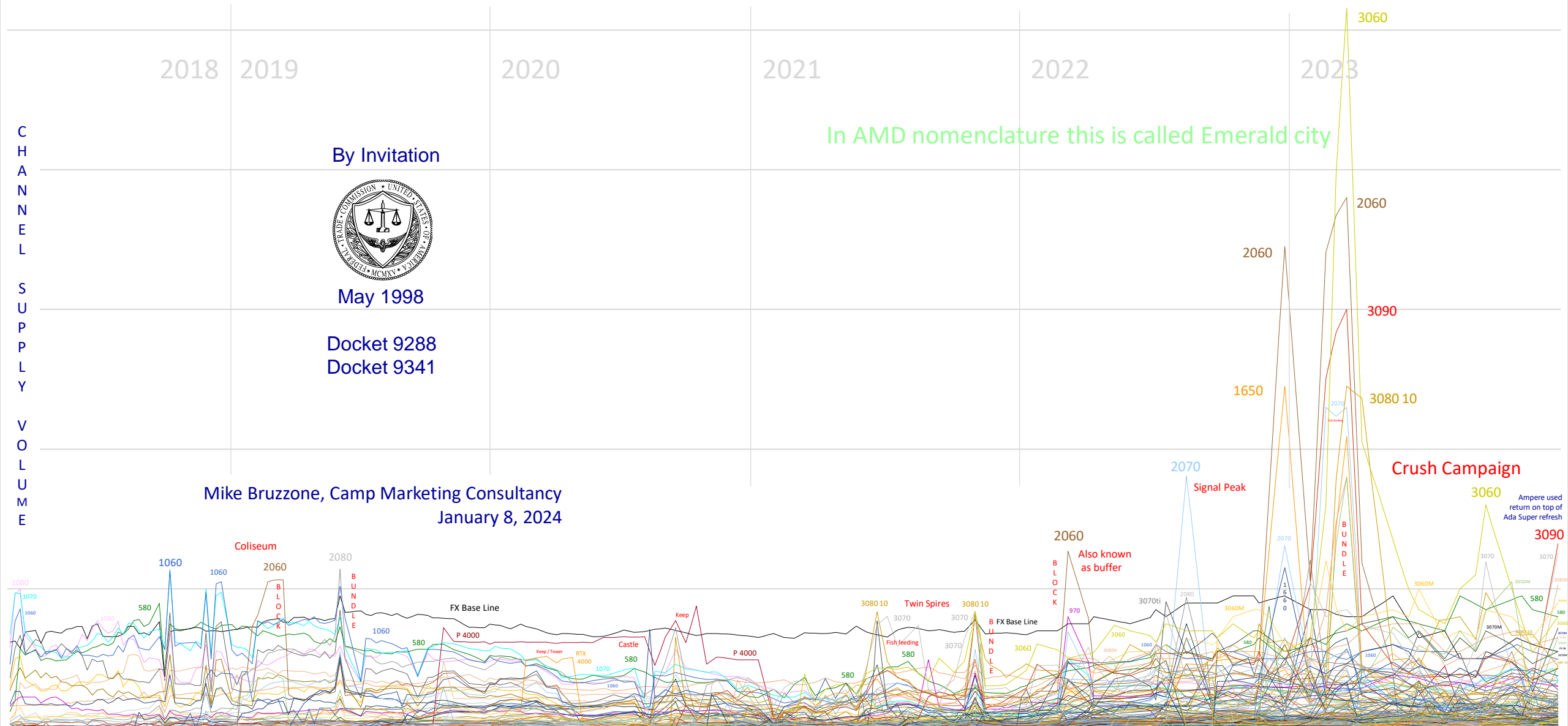
All Tesla

All Tesla back to Kepler

Vega 64



AMD, Intel, Nvidia GPU supply volume April 2018 through December 31, 2023 – 246 grade SKUs by week



Product	% 8.17.23
7900XTX	0.3025%
7900XT	0.1634%
ProW 7900 48	0.0022%
ProW 7800 32	0.0155%
7600S	0.0022%
7600	0.7771%
6950XT	0.1016%
6900XT LIQUID	0.0000%
Pro W6900X	0.0000%
6900XT	0.3886%
6800XT	0.3665%
6800	0.2826%
Pro W6800X	0.0243%
Pro W6800	0.0155%
6750XT	0.1303%
6700XT	1.0332%
6600XT	0.8169%
6650XT	0.0993%
6600	0.3444%
Pro W6600	0.0530%
6500XT	0.3488%
PRO W6400	0.0177%
6400	0.1479%
6850M XT	0.0375%
6800M	0.1038%
6800S	0.4680%
6700S	0.3290%
6700M	0.1060%
6650M	0.0265%
6600M	0.0662%
6500M	0.0706%
6450M	0.0000%
6300M	0.0000%
V620	0.0044%
5700XT	0.0000%
Pro W5700X	0.0795%
Pro W5700	0.1126%
Pro W5700X DUO	0.0132%
5700XT 50th	1.0641%
5700	0.1435%
5600XT	0.4548%
5600M	0.1148%
5500XT	0.2804%
5500M	0.1126%
5300XT	0.0000%
Pro W5500	0.0729%
Pro W5500M	0.0000%
Mi160	0.0088%
Mi150	0.0155%
Mi125	0.0419%
Mi100	0.0132%
Mi16	0.0022%
Mi32	0.0044%
Mi8	0.0066%
V340	0.0155%
Pro WX9100	0.0442%
Prop WX8200	0.0464%
Pro SSG 16	0.0155%

Vega II Duo 32	0.0022%
Pro 7	0.0331%
Radeon VII	0.1303%
VEGA 64	0.1391%
Vega Frontier	0.0508%
VEGA 56	0.2296%
Vega 48	0.0022%
Pro Vega 20	0.1303%
Pro Vega 16	0.0000%
Pro WX7100	0.0861%
Pro WX5100	0.1038%
Pro WX3200	0.0905%
R590	0.3599%
R580	4.1947%
R570	1.3489%
R560	0.4084%
R550	0.6778%
R580x	0.0508%
R570x	0.0022%
R560x	0.9780%
R540	0.0265%
R540x	0.0706%
R530	0.2539%
R520	0.1082%
V100	0.1236%
Titan V	0.0993%
Tesla all inclusive	2.4285%
Titan X	0.3201%
980	0.6138%
980ti	0.2539%
970	1.4505%
960	0.9140%
950	0.2384%
MX 130	0.0044%
P100	0.0993%
GP 100	0.0375%
P6000	0.1700%
P5000	0.2318%
P4000	0.6138%
P2200	0.2649%
P2000	0.9604%
P1000	0.7815%
P620	0.8213%
P520	0.2892%
GTX TITAN	0.2671%
1080ti	0.8809%
1080	1.5476%
1070	1.2054%
1070ti	1.0023%
1060	2.2077%
1050	0.2848%
1050ti	1.2849%
1030	0.5365%
1010	0.0000%
MX 350	0.2605%
MX 330	0.1678%
MX 250	0.5851%
MX 230	0.0839%
MX 150	0.0397%

T8000	0.1214%
T6000	0.2914%
T5000	0.3157%
T4000	0.5497%
T3000	0.5343%
T2200	0.8721%
T1200	0.3201%
T1000	0.8699%
T620	0.0000%
T600	0.1016%
T500	0.0000%
T400	0.2693%
RTX TITAN	0.0508%
2080ti	0.6601%
2080 FE	0.0442%
2080S	0.3841%
2080	0.7882%
2070S	0.7904%
2070	0.7506%
2070 FE	0.0949%
2060S	0.4990%
2060	1.7044%
2060 12	0.0022%
1660S	0.9295%
1660ti	0.7043%
1660	1.4571%
1650ti	0.3554%
1650	0.8831%
1650S	0.3047%
1630	0.1148%
2060ti	0.0000%
2050	0.6954%
T5000 Max-q	0.0000%
2080 Max-q	0.1303%
2080S	0.0155%
2070 Max-q	0.1038%
2060 Max-q	0.1170%
1650 Max-q	0.0839%
MX 570	0.1038%
MX 550	0.2031%
MX 450	0.3047%
AG100	0.0397%
AG800	0.0353%
GA40	0.0044%
GA30	0.0000%
CMP 170HX	0.0486%
CMP 100HX	0.0000%
CMP 90HX	0.0397%
CMP 50HX	0.0155%
CMP 40HX	0.0287%
CMP 30HX	0.0199%
AG6000	0.6248%
AG5500	0.1303%
AG5000	0.3731%
AG4500	0.4504%
AG4000	1.3997%
AG3000	0.4725%
AG2000	1.2032%
3090ti	0.1391%

3090ti FE	0.0419%
3090	1.7265%
3090 FE	0.3003%
3080ti 12	1.3026%
3080 12	3080ti and 12 are combined
3080 FE	0.1104%
3080 10	3.5324%
3080 10 FE	0.3378%
3080M	1.9097%
3070ti FE	0.1104%
3070ti FE	2.3777%
3070	1.3754%
3070 FE	0.2429%
3070M	2.8701%
3060ti FE	0.2009%
3060ti FE	2.2276%
3060	4.4155%
3060M	3.0908%
3050ti M	1.1039%
3050 M	3.0908%
3050 desktop	1.6028%
H100	0.0419%
H800	0.0022%
AD6000	Samples, n/a on 8.17
AD6000	0.0000%
AD5000 Max-q	0.0000%
AD4500	0.0022%
AD4000	Sparse, n/a on 8.17
AD4000 SFF	0.0066%
AD3500 SFF	0.0066%
AD3000 SFF	0.0000%
AD2000 SFF	0.0000%
4090	0.6756%
4090 FE	0.0706%
4080	0.6027%
4080 mfe	0.0155%
4070TI	0.5828%
4070 FE	0.0088%
4070	0.9383%
4060ti	0.6976%
4060ti FE	0.0044%
4060 16	0.0000%
4060 8	0.5519%
4090M	0.1788%
4080M	0.3444%
4070M	0.4614%
4060M	0.5828%
4050M	0.4614%
A370M	0.1192%
A350M	0.0177%
A40 Pro	0.0022%
A30 Pro	0.0000%
A780	0.0000%
A770	0.0795%
A750	0.1016%
A380	0.0530%
A350	0.0177%
	100.00%

Channel Inventory by product brand August 17,2023

AMD Share = 18.78%
Intel Share = 0.39%
Nvidia Share = 80.82%

By Invitation



May 1998

Docket 9288
Docket 9341

Use of this data and all data in this brief does please require attribution to Mike Bruzzone at Camp Marketing including any evolution of this data to achieve any other evolutionary or improving result or deliverable. You're extended analysis from these tables and charts is your own determining an extended find, for example, August through December sales trend, but base data is Bruzzone and attributed, thank you. mb

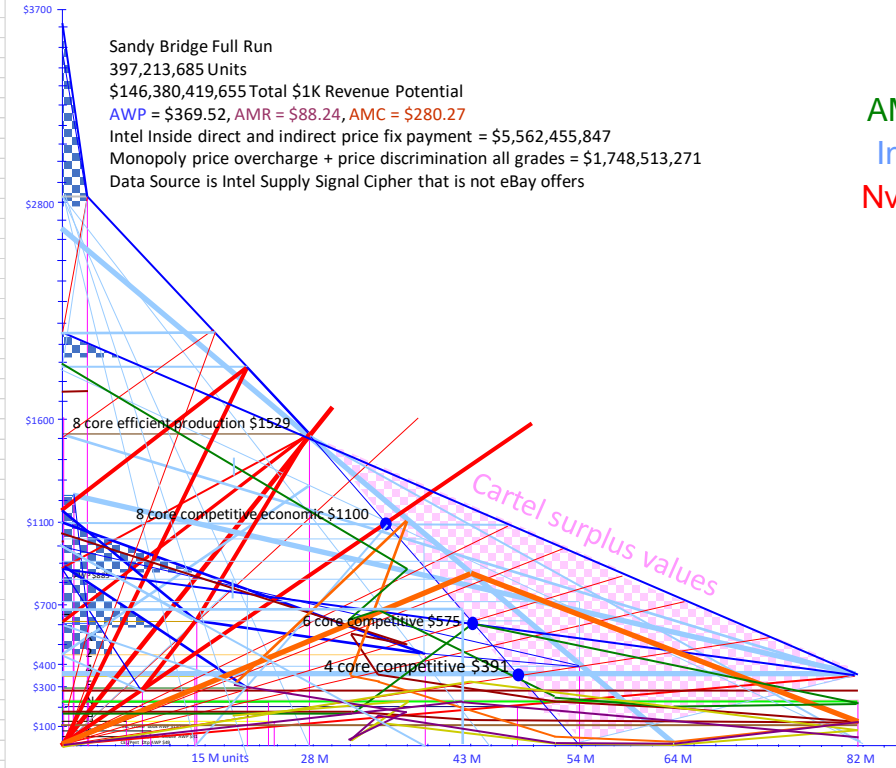
Product	% 12.31.23
ProW 7900 48	0.00360%
ProW 7800 32	0.01440%
ProW 7700	0.00720%
Pro W7600	0.01260%
Pro W7500	0.00900%
7900XTX	0.24297%
7900XTX SI Prebuilt	0.18538%
7900XT	0.10619%
7900XT SI Prebuilt	0.16198%
7800XT	0.09539%
7800XT SI Prebuilt	0.01080%
7700XT	0.12239%
7700XT SI Prebuilt	0.06839%
7600	0.10079%
7600 SI Prebuilt	0.02700%
7700S	0.00540%
7600M XT	0.00540%
7600S	0.02160%
Pro W6900X	0.00180%
Pro W6800X	0.00540%
Pro W6800	0.02880%
Pro W6600	0.01080%
PRO W6400	0.01800%
6950XT	0.08279%
6900XT	0.25197%
6800XT	0.27177%
6800	0.14578%
6750XT	0.09359%
6700XT	0.75231%
6600XT	0.49854%
6650XT	0.07019%
6600	0.82790%
6500XT	0.21777%
6400	0.09359%
6850M XT	0.09359%
6800M	0.03600%
6800S	0.03600%
6700S	0.76131%
6700M	0.04499%
6650M	0.01620%
6600M	0.02520%
6500M	0.00360%
6450M	0.00000%
6300	0.00000%
6300M	0.00000%
V620	0.00180%
5700XT 50th	0.00180%
Pro W5700X	0.00180%
Pro W5700	0.05399%
Pro W5700X DUO	0.00180%
Pro W5500	0.04679%
Pro W5500M	0.00000%
5700XT 50th	0.62633%
5700	0.23217%
5600XT	0.27177%
5600M	0.04140%
5500XT	0.24117%
5500M	0.16738%
5300XT	0.00540%
Mi160	0.00360%
Mi150	0.01800%
Mi125	0.01800%
Mi100	0.00360%

Mi16	0.00180%
Mi32	0.00000%
Mi8	0.00360%
V340	0.00720%
Pro WX9100	0.02700%
Prop WX8200	0.02520%
Pro SSG 16	0.00180%
Vega II Duo 32	0.00900%
Pro 7	0.05039%
Radeon VII	0.06479%
VEGA 64	0.08819%
Vega Frontier	0.03600%
VEGA 56	0.13858%
Vega 48	0.00000%
Pro Vega 20	0.00000%
Pro Vega 16	0.00000%
Pro WX7100	0.07739%
Pro WX5100	0.08639%
Pro WX3200	0.08459%
R590	0.25017%
R580	2.87967%
R570	1.36964%
R560	0.36356%
R550	0.54354%
R580x	0.00000%
R570x	0.00000%
R560x	0.01980%
R540	0.00900%
R540x	0.00540%
R530	0.00000%
R520	0.00000%
V100	0.13318%
Titan V	0.05939%
Tesla all inclusive	2.33973%
Titan X	0.11159%
980	0.45895%
980ti	0.15478%
970	1.0870%
960	0.77571%
950	0.22857%
MX 130	0.08279%
Quadeo FX base Lir	1.97977%
P100	0.12059%
GP 100	0.04499%
P6000	0.12419%
P5000	0.21058%
P4000	0.30416%
P2200	0.12779%
P2000	0.57953%
P1000	0.48234%
P620	0.64073%
P520	0.18178%
GTX TITAN	0.04140%
1080ti	0.52734%
1080	0.96649%
1070	1.23466%
1070ti	0.31316%
1060	1.77639%
1050	0.53094%
1050ti	0.93049%
1030	0.61193%
1010	0.00000%
MX 350	0.10079%
MX 330	0.07379%
MX 250	0.21597%

MX 230	0.04679%
MX 150	0.17818%
T8000	0.08819%
T6000	0.20518%
T5000	0.32576%
T4000	0.50574%
T3000	0.67852%
T2200	0.82070%
T1200	0.22679%
T1000	0.91429%
T620	0.00000%
T600	0.25917%
T500	0.00000%
T400	0.29157%
RTX TITAN	0.04140%
2080ti	0.54174%
2080 FE	0.07019%
2080S	0.33296%
2080	0.33656%
2070S	0.38875%
2070	0.61373%
2070 FE	0.09539%
2060S	0.29877%
2060	1.10327%
2060 12	0.12958%
1660S	0.71452%
1660ti	0.43915%
1660	1.00608%
1650ti	0.16738%
1650	0.81711%
1650S	0.21777%
1630	0.10619%
2060ti	0.00000%
2050	0.18178%
T5000 Max-q	0.00000%
2080 Max-q	0.07559%
2080S	0.01620%
2070 Max-q	0.08639%
2060 Max-q	0.06479%
1650 Max-q	0.08099%
MX 570	0.03600%
MX 550	0.17638%
MX 450	0.07739%
AG100	0.01980%
AG800	0.01800%
GA40	0.00000%
GA30	0.00000%
CMP 170HX	0.07199%
CMP 100HX	0.00000%
CMP 90HX	0.05039%
CMP 50HX	0.03780%
CMP 40HX	0.04859%
CMP 30HX	0.07019%
AG6000	0.37436%
AG5500	0.17098%
AG5000	0.33296%
AG4500	0.37796%
AG4000	0.64073%
AG3000	0.39775%
AG2000	0.76671%
3090ti	1.61261%
3090ti FE	0.45175%
3090	4.76045%
3090 FE	0.18718%
3080ti 12	3.69857%

3080 FE	0.26097%
3080 10	1.60361%
3080 10 FE	0.24117%
3080 Max-q	1.54782%
3070ti FE	0.10619%
3070ti	2.59350%
3070	4.51568%
3070 FE	0.16378%
3070 Max-q	1.97977%
3060ti FE	0.28077%
3060ti	1.79979%
3060	2.87967%
3060 Max-q	3.23962%
3050ti M	1.23286%
3050 M	2.36673%
3050 desktop	1.35164%
H100	0.04499%
H800	0.01620%
AD6000	0.00180%
AD5500	0.00180%
AD5000	0.00360%
AD5000 SFF	0.00000%
AD5000 Max-q	0.00000%
AD4500	0.00000%
AD4000	0.01080%
AD4000 SFF	0.00540%
AD3500 SFF	0.00000%
AD3000 SFF	0.00000%
AD2000 SFF	0.00000%
4090	0.69292%
4090 FE	0.23217%
4090 SI Prebuilt	1.09067%
4080	0.36176%
4080 FE	0.14938%
4080 SI Prebuilt	1.16087%
4070TI	0.43015%
4070ti SI Prebuilt	0.92329%
4070 FE	0.30776%
4070	0.85670%
4070 SI Prebuilt	1.20226%
4060ti	0.59753%
4060ti FE	0.10619%
4060ti SI Prebuilt	0.43915%
4060 16	0.31136%
4060 8	1.20946%
4060 SI Prebuilt	0.70192%
4090M	0.46615%
4080M	0.70192%
4070M	1.57122%
4060M	1.24546%
4050M	0.85490%
Flex 170	0.00000%
Pro A40	0.00000%
Pro 60M	0.00180%
Pro A30M	0.00000%
A370M	0.09539%
A350M	0.00900%
A780	0.00000%
A770	0.04499%
A750	0.05939%
A580	0.00540%
A380	0.04679%
A350	0.00540%
A310	0.00540%
	100.00%

Channel Inventory by product brand December 31, 2024



Sandy Bridge Full Run
 397,213,685 Units
 \$146,380,419,655 Total \$1K Revenue Potential
 AWP = \$369.52, AMR = \$88.24, AMC = \$280.27
 Intel Inside direct and indirect price fix payment = \$5,562,455,847
 Monopoly price overcharge + price discrimination all grades = \$1,748,513,271
 Data Source is Intel Supply Signal Cipher that is not eBay offers

AMD Share = 13.46%
 Intel Share = 0.274%
 Nvidia Share = 85.26%

By Invitation



May 1998

Docket 9288
 Docket 9341

“The central fact of industrial economics is not profit but loss - not the expectation of ending up with a surplus, its justification, and the legitimacy of the claims to a share in it; but the inevitable and real risk of ending up with an *impoverishing deficit*, and the need, the absolute need, to avoid this loss by providing against the risks”.

Peter Drucker. The New Society, 1950

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Rank	Product SKU	% 8.17.23
1	3060	4.4155%
2	R580	4.1947%
3	3080 10	3.5324%
4	3060M	3.0908%
5	3050 M	3.0908%
6	3070M	2.8701%
7	Tesla all inclusive	2.4285%
8	3070ti FE	2.3777%
9	3060ti FE	2.2276%
10	1060	2.2077%
11	3080M	1.9097%
12	3090	1.7265%
13	2060	1.7044%
14	3050 desktop	1.6028%
15	1080	1.5476%
16	1660	1.4571%
17	970	1.4505%
18	AG4000	1.3997%
19	3070	1.3754%
20	R570	1.3489%
21	3080ti 12	1.3026%
22	1050ti	1.2849%
23	1070	1.2054%
24	AG2000	1.2032%
25	3050ti M	1.1039%
26	5700XT	1.0641%
27	6700XT	1.0332%
28	1070ti	1.0023%
29	R560x	0.9780%
30	P2000	0.9604%
31	4070	0.9383%
32	1660S	0.9295%
33	960	0.9140%
34	1650	0.8831%
35	1080ti	0.8809%
36	T2200	0.8721%
37	T1000	0.8699%
38	P620	0.8213%
39	6600XT	0.8169%
40	2070S	0.7904%
41	2080	0.7882%
42	P1000	0.7815%
43	7600	0.7771%
44	2070	0.7506%
45	1660ti	0.7043%
46	4060ti	0.6976%
47	2050	0.6954%
48	R550	0.6778%
49	4090	0.6756%
50	2080ti	0.6601%
51	AG6000	0.6248%
52	980	0.6138%
53	P4000	0.6138%
54	4080	0.6027%
55	MX 250	0.5851%
56	4070TI	0.5828%
57	4060M	0.5828%
58	4060 8	0.5519%

59	T4000	0.5497%
60	1030	0.5365%
61	T3000	0.5343%
62	2060S	0.4990%
63	AG3000	0.4725%
64	6800S	0.4680%
65	4070M	0.4614%
66	4050M	0.4614%
67	5600XT	0.4548%
68	AG4500	0.4504%
69	R560	0.4084%
70	6900XT	0.3886%
71	2080S	0.3841%
72	AG5000	0.3731%
73	6800XT	0.3665%
74	R590	0.3599%
75	1650ti	0.3554%
76	6500XT	0.3488%
77	6600	0.3444%
78	4080M	0.3444%
79	3080 10 FE	0.3378%
80	6700S	0.3290%
81	Titan X	0.3201%
82	T1200	0.3201%
83	T5000	0.3157%
84	1650S	0.3047%
85	MX 450	0.3047%
86	7900XTX	0.3025%
87	3090 FE	0.3003%
88	T6000	0.2914%
89	P520	0.2892%
90	1050	0.2848%
91	6800	0.2826%
92	5500XT	0.2804%
93	T400	0.2693%
94	GTX TITAN	0.2671%
95	P2200	0.2649%
96	MX 350	0.2605%
97	R530	0.2539%
98	980ti	0.2539%
99	3070 FE	0.2429%
100	950	0.2384%
101	P5000	0.2318%
102	VEGA 56	0.2296%
103	MX 550	0.2031%
104	3060ti FE	0.2009%
105	4090M	0.1788%
106	P6000	0.1700%
107	MX 330	0.1678%
108	7900XT	0.1634%
109	6400	0.1479%
110	5700	0.1435%
111	VEGA 64	0.1391%
112	3090ti	0.1391%
113	6750XT	0.1303%
114	Radeon VII	0.1303%
115	Pro Vega 20	0.1303%
116	2080M	0.1303%
117	AG5500	0.1303%
118	V100	0.1236%

119	T8000	0.1214%
120	A370M	0.1192%
121	2060M	0.1170%
122	5600M	0.1148%
123	1630	0.1148%
124	Pro W5700	0.1126%
125	5500M	0.1126%
126	3080 FE	0.1104%
127	3070ti FE	0.1104%
128	R520	0.1082%
129	6700M	0.1060%
130	6800M	0.1038%
131	Pro WX5100	0.1038%
132	2070	0.1038%
133	MX 570	0.1038%
134	6950XT	0.1016%
135	T600	0.1016%
136	A750	0.1016%
137	6650XT	0.0993%
138	Titan V	0.0993%
139	P100	0.0993%
140	2070 FE	0.0949%
141	Pro WX3200	0.0905%
142	Pro WX7100	0.0861%
143	MX 230	0.0839%
144	1650M	0.0839%
145	Pro W5700X	0.0795%
146	A770	0.0795%
147	Pro W5500	0.0729%
148	6500M	0.0706%
149	R540x	0.0706%
150	4090 FE	0.0706%
151	6600M	0.0662%
152	Pro W6600	0.0530%
153	A380	0.0530%
154	Vega Frontier	0.0508%
155	R580x	0.0508%
156	RTX TITAN	0.0508%
157	CMP 170HX	0.0486%
158	Prop WX8200	0.0464%
159	Pro WX9100	0.0442%
160	2080 FE	0.0442%
161	Mi125	0.0419%
162	3090ti FE	0.0419%
163	H100	0.0419%
164	MX 150	0.0397%
165	AG100	0.0397%
166	CMP 90HX	0.0397%
167	6850M XT	0.0375%
168	GP 100	0.0375%
169	AG800	0.0353%
170	Pro 7	0.0331%
171	CMP 40HX	0.0287%
172	6650M	0.0265%
173	R540	0.0265%
174	Pro W6800X	0.0243%
175	CMP 30HX	0.0199%
176	PRO W6400	0.0177%
177	A350M	0.0177%

178	A350	0.0177%
179	ProW 7800 32	0.0155%
180	Pro W6800	0.0155%
181	Mi150	0.0155%
182	V340	0.0155%
183	Pro SSG 16	0.0155%
184	2080S	0.0155%
185	CMP 50HX	0.0155%
186	4080 mfe	0.0155%
187	Pro W5700X DUO	0.0132%
188	Mi100	0.0132%
189	Mi160	0.0088%
190	4070 FE	0.0088%
191	Mi8	0.0066%
192	AD4000 SFF	0.0066%
193	AD3500 SFF	0.0066%
194	V620	0.0044%
195	Mi32	0.0044%
196	MX 130	0.0044%
197	GA40	0.0044%
198	4060ti FE	0.0044%
199	ProW 7900 48	0.0022%
200	7600S	0.0022%
201	Mi16	0.0022%
202	Vega II Duo 32	0.0022%
203	Vega 48	0.0022%
204	R570x	0.0022%
205	2060 12	0.0022%
206	H800	0.0022%
207	AD4500	0.0022%
208	A40 Pro	0.0022%
209	6900XT LIQUID	0.0000%
210	Pro W6900X	0.0000%
211	6450M	0.0000%
212	6300M	0.0000%
213	5700XT 50th	0.0000%
214	5300XT	0.0000%
215	Pro W5500M	0.0000%
216	Pro Vega 16	0.0000%
217	1010	0.0000%
218	T620	0.0000%
219	T500	0.0000%
220	2060ti	0.0000%
221	TU 5000M	0.0000%
222	GA30	0.0000%
223	CMP 100HX	0.0000%
224	AD6000	0.0000%
225	AD6000	0.0000%
226	AD5000M	0.0000%
227	AD4000	0.0000%
228	AD3000 SFF	0.0000%
229	AD2000 SFF	0.0000%
230	4060 16	0.0000%
231	A30 Pro	0.0000%
232	A780	0.0000%
		100.00%

Channel Inventory by product SKU inventory RANKED December 31, 2023

By Invitation



May 1998

Docket 9288
Docket 9341

Note; Camp Marketing channel data is extrapolated from eBay offers but it is not Terapeak and filtered to avoid duplication,

- 1) leads Steam survey
- 2) by SKU is as much or more complete
- 3) trade data unaffected by retail games
- 4) trade data unaffected by mfg. spiffs
- 5) is AMD, Intel, Nvidia data
- 6) shows sales management admin
- 7) by AMD, Intel, Nvidia
- 8) GPU trade data is superior to JPR brand manufacturer derived

Use of this data and all data in this brief does please require attribution to Mike Bruzzone at Camp Marketing including any evolution of this data to achieve any other evolutionary or improving result or deliverable. You're extended analysis from these tables and charts is your own determining an extended find, for example, August through December sales trend, but base data is Bruzzone and attributed, thank you. mb

Table with 4 columns: Rank, Product SKU, % 12.31.23, and change indicator. Rows include products like 3090, 3070, 3080ti 12, etc.

Table with 4 columns: Rank, Product SKU, % 12.31.23, and change indicator. Rows include products like 174, 3090ti FE, 1660ti, etc.

Table with 4 columns: Rank, Product SKU, % 12.31.23, and change indicator. Rows include products like 126, 1630, 127, 3070ti FE, etc.

Table with 4 columns: Rank, Product SKU, % 12.31.23, and change indicator. Rows include products like 194, 7800XT SI Prebuilt, 195, Pro W6600, etc.

Channel Inventory by product
SKU inventory RANKED
December 31, 2023

By Invitation



May 1998

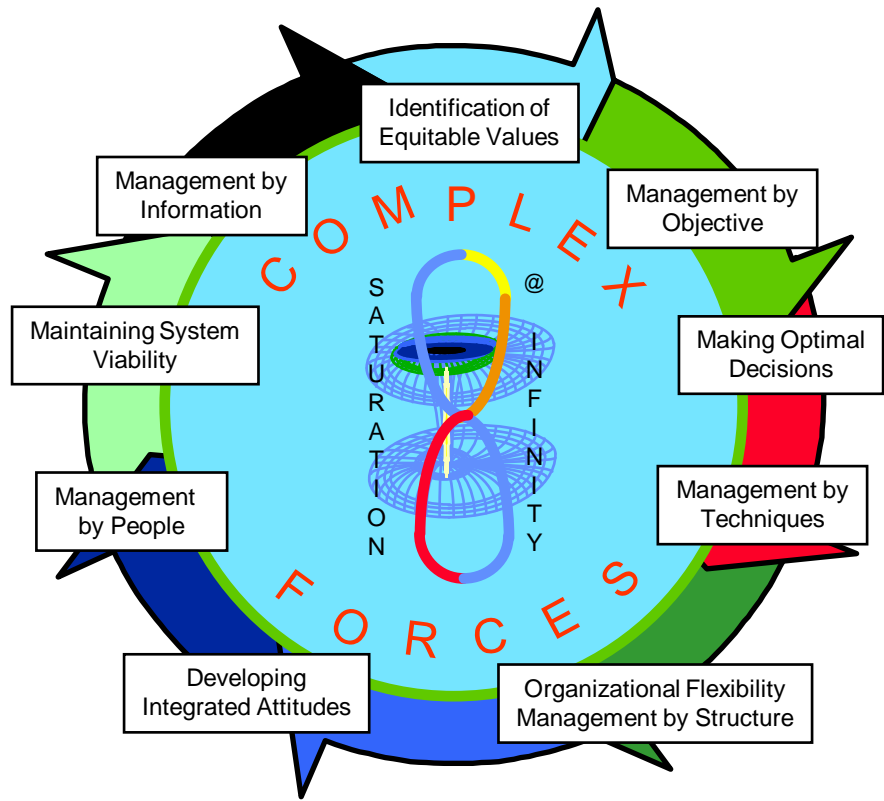
Docket 9288
Docket 9341

... wherever it is possible and the plan is not endangered, every effort must be made to maintain the primary form of freedom - freedom for individual adjustment. This was legitimately retained at the stage of invention."

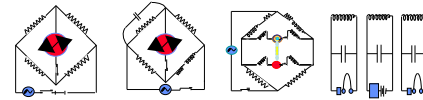
Freedom Under Planning, Karl Mannheim, 1941

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Camp Marketing Consulting



Project Framework:



Move beyond the box they paint for you.

To give intelligent, responsible and capable direction for sustainable business within industry for society.

As a prerequisite for planning that serves customers and society as efficiently and effectively as possible.

Understanding technology and business possibilities to meet the needs of customers and society as *cost effectively* as possible.

With exemplar stewardship cognizant of social welfare.

By enlarging the capabilities of the operation; melding together people, process, design, fabrication and utility knowledge for competitive advantage.

To assess equal opportunity for complimentary participation; partnership, cost and reward sharing.

To recognize the obligation to investors; planning for an *adequate* economic return on their investment.

To address economic responsibility as a design and process steward in the countries of industry operation.

To further the well being of the global electronics industry as an advocate of responsible, stable and sustainable growth models that make economic sense.

MIKE BRUZZONE – Camp Marketing Consultancy

Kaizen culture, practitioner of Benkyou, no politics, get the job done. Specializing in operational research, market relations, segment management, product evangelism, planning & tactical implementation, competitor and cluster strategy, product commercialization.