

Advanced Micro Devices workstation, desktop and mobile channel supply, trade-in and sales trend prior six weeks ending 4.21

Threadripper 7K clears down < 7.5% and workstation as a product category in good health albeit 7K is primary at cost sales close on channel on financial assessment.

7995WX 96C = 13.6% < 4.3%  
7985WX 64C = 10.5% < 32%  
7980X 64C = 8% < 28%  
7975WX 32C = 14.28% < 4.2%  
7970X 32C = 13.6% and flat  
7965WX 24C = 12.4% < 7.5%  
7960X 24C = 11.8% < 13.8%  
7955WX 16C = 6.8% + 57.5%  
7945WX 12C = 8.6% + 64.8%

Threadripper 5K gains + 17.6% shows trade-in

5995WX 64C = 22.5% + 11.9%  
5975WX 32C = 27.4% + 39.8%  
5965WX 24C = 14.8% + 6.6%  
5955WX 16C = 17.7% + 48.6%  
5945WX 12C = 17.4% < 11.2%

Threadripper 3K clears down < 6.2%

3995WX 64C = 12.3% < 17.2%  
3990X 64C = 15.8% < 14.9%  
3975WX 32C = 10.2% + 30.3%  
3970X 32C = 23.4% < 14.2%  
3960X 24C = 20.3% < 3.9%  
3955WX 16C = 8.7% + 4.6%  
3945WX 12C = 9% + 9.3%

TR2K + 16.2%

32C and 24C + 32.5% and 37.7% respectively  
16C and 12C + 6.9% and 2.2% respectively

TR1K + 21.2%

16C and 12C + 10% each  
8C + 82.5%

Threadripper channel available all up;

TR7K = 12%  
TR5K = 20.1%  
TR3K = 38.58%  
TR2K = 14.25%  
TR1K = 15%

Ryzen 7000 Performance Desktop + 56.6% in the prior six weeks floods the channel parallel Intel Raptor desktop flooding the channel. AMD performance desktop appears healthy on primarily DIY demand albeit there is an AM5 saturation question coming into play.

For Intel desktop and mobile in channel see in comment string;  
<https://seekingalpha.com/article/4695906-intel-the-selloff-makes-no-sense>

Raphael R7K + 56.6%

7950X3D 16C = 8.1% + 14.2%  
7950X 16C = 13.35% + 30.3%  
7900X3D 12C = 4.69% + 1.9%  
7900X 12C = 20% + 99.8%  
7900 12C = 0.53% < 24.5%  
7800X3D 8C = 18.8% + 65%  
7700X 8C = 14.27% + 59.5%  
7700 8C = 2.16% + 13%  
7600X 6C = 18% + 157.8%  
7600 6C = 1.28% < 50%  
7500F 6C = 0.69% + 12%

Vermeer R5K + 13.4%

5950X 16C = 7.43% + 5.5%  
5945 16C = 0.09% + 40%  
5900X 12C = 16.18% + 1.4%  
5900 12C = 0.45% + 57.9%

5845 8C = 0.04% < 70%  
5800X3D 8C = 3.47% + 16.5%  
5800X 8C = 15.76% + 30%  
5800 8C = 0.01% < 87.5%  
5700X3D 8C = 6.29% + 879% restock and one week earlier ending 4.13 + 182%  
5700X 8C = 5.0% < 52%  
5600X3D 6C = 0.13% + 28.5%  
5600X 6C = 18.25% + 1.2%  
5600 6C = 26% + 33.5%  
5600GT 6C = 0.52% + 94.4%  
5500GT = 0.27% < 25%

Matisse R3K + 27.5%

3950X 16C = 2.23% < 7.2%  
3900XT 12C = 0.78% + 28.7%  
3900X 12C = 5.31% + 1.3%  
3800XT 8C = 0.63% + 16.6%  
3800X 8C = 4.9% + 14.9%  
3700X 8C = 19.32% + 14.38% the reason R7/R5 8C increase  
3600XT 6C = 0.72% + 39.5%  
3600X 6C = 9.23% + 31.3%  
3600 6C = 49.47% + 70.6% the reason R7/R5 6C increase  
3500X 6X = 1.96% + 1.5%  
3300X 4C = 1.54% + 10.3%  
3100 4C = 3.89% < 4.4%

Pinnacle R2K + 9.6% note on volume 2700X 8C + 13.3%, 2600X 6C + 23%,  
Summit R1K + 7.6% note on volume 1700 8C + 20.5%, 1400 4C + 19%

Performance desktop channel available all up;

R7K = 35.6%  
R5K = 34.9%  
R3K = 17.3%  
R2K = 5%  
R1K = 7%

APU desktop;

Hawk R8K < 2.8% and a yawn volume and yawn movement  
Hawk 8C = 36.2% and 6C = 63.7%

Cezanne R5K APU < 14.3%

5750G 8C = 0.54% and flat  
5700G 8C = 35% < 10.6%  
5650G 8C = 1.13% < 32.5%  
5600G 6C = 47.2% < 18.1%  
5600GE 6C = 0.003% + 300%  
5500 6C no iGPU = 6% + 30%  
5350G 4C = 0.003% < 35%  
5300G 4C = 9.9% < 30.8%

Note Intel 13500 and down stack, 12500 and down stack, Rocket, Comet, R5K APU there is a burgeoning sub \$600 gaming PC trend escalating and accelerating to offer PS/5 and Xbox console alternatives for a similar price / performance point. This trend continues through year end into q1 2025.

Renoir R4K APU + 10%  
Picasso R3K APU + 6.5%  
Raven R1K APU < 19.1%

Performance desktop plus APU desktop channel available all up;

R7K = 28.95% and R7K being the every other generation DIY likely upgrade  
R5K = 28.41% relatively balanced to new generations flooding the channel  
R3K = 14.09% gaining on trade-in to R5K on AM3/AM4 easy processor upgrade  
R2K = 4.13%  
R1K = 5.70%  
R8K APU = 0.56%  
R5K APU = 9.37%  
R4K APU = 2.42%  
R3K APU = 2.90%  
R1K APU = 3.45%

Mobile APU;

R8K Hawk H + 106%

8945HS 8C = 19.4% + 66.6%  
8845HS 8C = 36.3% + 115%  
8840HS 8C = 9% + 47.3%  
Pro 8840HS 8C = 7.8% + 300%  
8645HS 6C = 16.8% + 108%  
Pro 8645HS 6C = 2.6% + 300%  
8640HS 6C = 7.8% + 166.6%  
Pro 8640HS 6C = 5.2% + 300%

Hawk U + 285% however at only 35% of H and all Hawk mobile minimal at 4% of all R7K APU mobile.

8840U 8C = 29.6% + 300%  
Pro 8840U 8C = 22.2% + 300%  
8840U 8C GDP Win 4 = 14.8% + 128%  
8640U 6C = 11.1% + 300%  
8540U 6C = 14.8% + 300%  
Pro 8540U = 7.4% newly available

R7K APU mobile that is a mish mash of current and back generation product + 11.1%.

Dragon (Phoenix) H\_ + 1.5%

All 8C at 91.6% + 3.4% trading across SKUs relatively flat  
All 6C at 8.4% < 16% and mover down 7640HS < 17.7% at 8.5% of H\_ available

Phoenix U laptop = flat and the only mover down is Rog Ally game player < 49%

Rembrandt Refresh H\_ = flat lined as in long term rejected at current ask price.

Rembrandt Refresh U is + 93% that is not moving out.

Barcelo Refresh #3 + 23.5% presents the low price option demonstrating the entire R7K generation was meant to flood the channel?

Mendocino + 7% there are no evident generation movers down on supply data and it's a price issue on Rembrandt original and Cezanne having to clear first.

Analyst describes Ryzen 7K mobile beyond Dragon/Phoenix as 'avoidable cost'.

Rembrandt H\_ mobile at 43.1% of total gen < 14.1% shows clearing.

6980HX 8C = 0.29% and flat

Pro 6950H 8C = 0.15% and flat

6900HX 8C = 33% < 6%

6900HS 8C = 12.8% < 20.4%

Pro 6850H 8C = 3.6% + 83.8% suspect lease return

6800H 8C = 33.3% < 33%

6800HS 8C = 8.4% and flat

Pro 6650H 6C = 1% + 116% suggests Pro are lease return

6600H 6C = 6.8% < 28.6%

6600HS 6C = 0.44% < 56.6%

Rembrandt U mobile at 56.8% of total gen < 16.8% shows clearing

Pro 8650U 8C = 6% < 15%

6800U 8C = 4% < 18.3%

5825U 8C = 30.8% < 14.9% there's hope Barcelo Refresh clearing?

6650U 6C = 4.97% < 22%

6600U 6C = 2.4% < 14.6%

5625U 6C = 46.6% < 13.2%

5425U 4C = 5% < 41.2%

Cezanne H\_ mobile at 26.2% of total gen < 13.1% shows clearing

5980HX 8C = 1.8% < 30.7%

5980HS 8C = 0.44% < 48.5%

5900HX 8C = 26.17% < 19.1%

5900HS 8C = 16.8% < 2.5%

5800H 8C = 33.8% < 12.9%

5800HS 8C = 6.3% < 20.6%

5600H 6C = 14.6% < 12.4%

Cezanne U mobile at 73.8% of total gen + 8.8% are headed for bargain basement

Pro 5875U 8C = 0.58% < 28.6%

Pro 5850U 8C = 3.37% + 13.7%

5825U 8C = 11.78% < 9.6%

5800U 8C = 3.56% + 15%

5700U 8C = 26.7% + 18.4%

5675U 6C = 1.6% < 18%  
Pro 5650U 6C = 4.5% + 4%  
5600U 6C = 8.2% + 18%  
5500U 6C = 30.45% + 16%  
Pro 5450U = 0.15% < 57%  
5400U 4C = 0.81% < 22.3%  
5300U 4C = 8.3% < 2.8%

The channel holding cost waiting to clear Rembrandt and Cezanne, exceeding three years and beginning with Cezanne just after peak in July 2023, on both generations ramping in parallel where R6K continues to gain through April 2024 can be described as an extraordinary cost. AMD eats up a lot of operating margin in secondary price concessions including as channel margin protection to cost offset.

Renoir H\_ at 16% of total gen + 31.3%  
Renoir U at 84% of total gen + 14% with 4700 U the volume trade-in + 89%

Picasso 3K APU mobile + 20.4%  
Raven 2K APU mobile + 18.65%

R7K Chromebook + 25.5%  
R5K Chromebook < 26%  
R3K Chromebook + 6%

AMD mobile all up;

R8K Hawk = 0.64%  
R8K Hawk U = 0.23%  
R7K Dragon/Phoenix H = 5.49%  
R7K Phoenix U = 1.17%  
R7K Rembrandt Refresh H = 1.71%  
R7K Rembrandt Refresh U = 1.15%  
R7K Barcelo Refresh #3 U = 8.62%  
R7K Mendocino U = 3.12%  
R6K Rembrandt H = 5.75%  
R6K Rembrandt U = 7.58%  
R5K Cezanne H = 7.68%  
R5K Cezanne U = 21.62%  
R4K Renoir H = 3.32%  
R4K Renoir U = 17.52%

R3K Picasso all up = 8.08%

R2K Raven all up = 4.54%

R7K CBook = 0.49%

R5K CBook = 0.14%

R3K CBook = 1.14%

#### Desktop Market Share TODAY

AMD R8K APU + R7K + R5K = 48.8%

Intel 14<sup>th</sup> + 13<sup>th</sup> = 51.2%

AMD adding R5K APU and Matisse R3K = 45.4%

Intel adding Alder = 54.6%

#### Mobile Market Share Today

AMD R8+R7K = 24%

Intel Meteor + Raptors = 76%

AMD adding R6K = 20%

Intel adding Alder = 80%

AMD adding R5K = 31%

Intel through Alder = 69%

Current R7/R5K desktop and mobile, and Intel desktop and mobile deflationary price slide continues into q1 2025. Where in near term AMD Granite Ridge R9K introduction presents a price support and possibly a secondary cost : price / margin concession. I expect R9K to dribble out and channel holding the price up enabling R7/R5K to clear

Intel's primary threat to AMD is a trailing and manufacturers cost advantage, sucking the margin out of AMD in the continuing OEM, channel and end buyer price war.

Intel means to displace AMD at TSMC it's obvious. AMD loses 40% of its total revenue potential that is + 10% over the price to do business with TSMC. Parallels Intel securing debt financing to fund expansion including paid by State and Nation's grants.

The Intel vampires are at work here?

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