

Investor Fact Sheet

For decades, Texas Instruments has operated with a passion to create a better world by making electronics more affordable through semiconductors. This passion is alive today as we help our customers develop electronics and new applications, particularly in industrial and automotive markets.

We run our business with three **overarching ambitions** in mind:

1. Act like owners who will own the company for decades
2. Adapt and succeed in a world that's ever changing
3. Be a company that we're personally proud to be a part of and would want as our neighbor

When we're successful in achieving these ambitions, our **employees, customers, communities** and **shareholders all win.**

Our strategic focus is on:

- The best products, **analog and embedded processing**
- The best markets, **industrial and automotive**

6%

Analog & Embedded
5- & 10-year growth*

57%

Industrial &
Automotive combined
% of TI 2019 revenue

* 2015-2019 and 2010-2019

Our business model is built on **four sustainable advantages** that, in combination, separate us from our peers.

1

Strong foundation of manufacturing and differentiated technology



~ 40% chip cost advantage:
300-mm vs. 200-mm wafer

2

Broad portfolio of differentiated analog and embedded processing products



2019 R&D
of \$1.5B

3

Reach of market channels



Large sales and applications team + TI.com
= unique access and insight to customers

4

Diversity and longevity of our products, markets and customer positions



~100K customers

We are in a unique class of companies with the ability to **grow, generate cash, and return that cash to shareholders.**



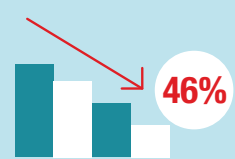
\$5.8B free
cash flow
generated in 2019



40% of revenue
converted to free cash
flow in 2019



16 consecutive
years of dividend
increases



46% reduction
in share count
since 2004

We're committed to **returning all free cash flow to owners** through dividends and stock repurchases.

