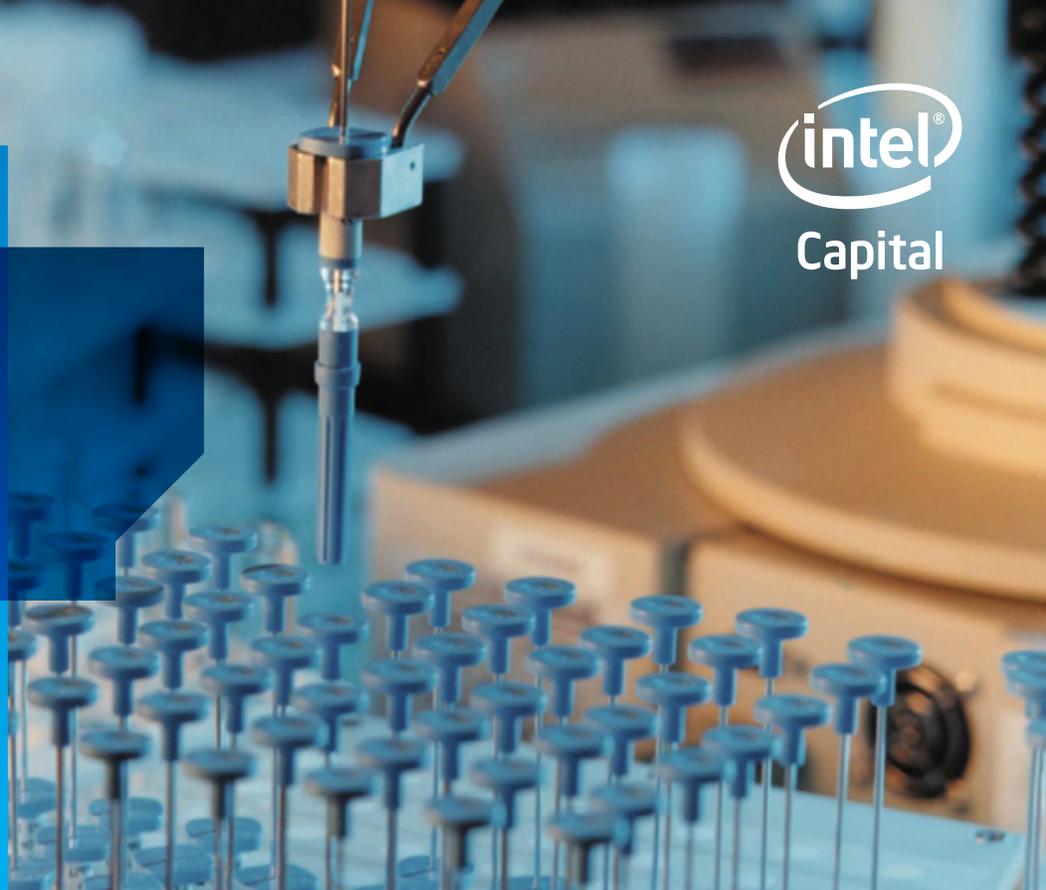




AstraZeneca Drives Innovation with Intel Capital



“With Intel Capital, we’re now reaching out beyond the traditional subset of IT vendors and consultants that we’ve worked with in the past—to startups, niche vendors, and other Intel Capital portfolio companies—to source those technologies that deliver value to our business.”

—**James Kulda**
Senior Director and
Innovation Network Lead,
AstraZeneca

AstraZeneca is a global, innovation-driven biopharmaceutical business that focuses on the discovery, development, and commercialisation of prescription medicines, primarily for the treatment of cardiovascular, metabolic, respiratory, inflammation, autoimmune, oncology, infection, and neuroscience diseases. Operating in more than 100 countries, the company actively pursues scientific leadership through extensive R&D and an ongoing commitment to serve as a trusted source of medicine across the care spectrum worldwide.

Partnership with Intel Capital was a natural outgrowth of AstraZeneca’s innovation-centric business model and mission. Says James Kulda, AstraZeneca’s senior director and innovation network lead, “Innovation is a key tenet of our strategy of delivering business value through IT. The vision of AstraZeneca is really to deliver competitive advantage through information.” Targeted matchmaking with Intel Capital portfolio companies at Intel Capital Technology Days allows the company to both widen its exposure and accelerate growth. Kulda continues, “We are trying to expand the scope of access that we have to new technologies that enable our business priorities. With Intel Capital, we’re now reaching out beyond the traditional subset of IT vendors and consultants that we’ve worked with in the past—to startups, niche vendors, and other Intel Capital portfolio companies—to form our network and source those technologies that deliver value to our business.”

By bringing new capabilities and new technologies into the pharmaceutical industry, AstraZeneca is in an exciting position—helping to shape developing technology, as well as benefiting from being the earliest of early adopters, running pilots and proof of concepts aligned to deliver on its business priorities.

The prescreening of potential partners provided by Intel Capital allows AstraZeneca to stay focused on cost-to-benefit analysis and more quickly identify and pursue opportunities. Attendance at the Intel Capital Global Summit and Technology Days also provides inspiration and exposure to leading-edge technology innovation. Says Kulda, “For the AstraZeneca team, it’s been inspiring to be able to participate and witness the innovation and entrepreneurial spirit of these companies.”

For AstraZeneca, Intel Capital is a key resource in staying on the leading edge of a complex and highly regulated industry in an age where technology is critical to both research and commercialisation. Concludes Kulda, “One surprise that I’ve had is the relevance that the Intel Capital portfolio companies have to AstraZeneca and our priorities for the future.”



Intel Capital Technology Days

Hosting an Intel Capital Technology Day is a unique opportunity for your company to learn from the technology innovators and influential thinkers who are shaping the future of your business sector. You'll hear firsthand from CEOs, CTOs, and founders of emerging technology ventures. The knowledge you gain can help accelerate your time to market, acquaint you with potentially cost-saving technologies, make best-of-breed technology companies more accessible, and provide insight into emerging technologies and trends in the technology sectors that are important to the future of your business.

We'll bring carefully matched technology ventures—selected from among the more than 300 portfolio companies that we invest in—to meet with your team for a day of insightful presentations, demos, and networking. Typically, more than 80% of the introductions made during an Intel Capital Technology Day lead to further discussions, and many of those result in deeper engagements that can pave the way for business partnerships.

Intel Capital Global Summit

The Intel Capital Global Summit is a premier technology networking event, connecting our portfolio company CEOs with key decision makers from Global 2000 corporations. It provides an invitation-only forum for Intel Capital's invested portfolio companies, Intel corporate customers, and some of the best minds in academia, government, and technology. The agenda includes technology matchmaking sessions, one-on-one introductions, keynote presentations, expert panel discussions, and an array of social and networking activities. The exchanges that occur during the Intel Capital Global Summit often evolve into deeper business discussions.

If you're interested in hosting an Intel Capital Technology Day, talk to your Intel account manager or contact Intel Capital's business development manager in your geography.

For more information on Intel Capital, visit www.intelcapital.com.

About Intel Capital

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, and semiconductor manufacturing. Since 1991, Intel Capital has invested more than US\$10.8 billion in over 1,276 companies in 54 countries. In that timeframe, 201 portfolio companies have gone public on various exchanges around the world and 317 were acquired or participated in a merger. In 2012, Intel Capital invested US\$352 million in 150 investments with approximately 57 percent of funds invested outside North America. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com or follow [@IntelCapital](https://twitter.com/IntelCapital).

