



**NETGEAR®**

# Investor Overview

**October 2020**

# SAFE HARBOR DISCLOSURE

This presentation contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. The words “anticipate,” “expect,” “believe,” “will,” “may,” “should,” “estimate,” “project,” “outlook,” “forecast” or other similar words are used to identify such forward-looking statements. However, the absence of these words does not mean that the statements are not forward-looking. The forward-looking statements represent NETGEAR, Inc.’s expectations or beliefs concerning future events based on information available at the time such statements were made and include statements regarding: NETGEAR’s future operating performance and financial condition, including expectations regarding continued profitability and cash generation; expectations regarding continuing market demand for the Company’s products and the Company’s ability to respond to this demand; the timing, distribution, sales momentum and market acceptance of recent and anticipated new product introductions that position the Company for growth and market share gain; and expectations regarding NETGEAR’s paid subscriber base growth. These statements are based on management’s current expectations and are subject to certain risks and uncertainties, including the following: uncertainty surrounding the duration and impact of the global COVID-19 pandemic; future demand for the Company’s products may be lower than anticipated; the Company may be unsuccessful, or experience delays, in manufacturing and distributing its new and existing products; consumers may choose not to adopt the Company’s new product offerings or adopt competing products; the Company may be unable to continue to grow its number of registered users, its number of registered app users and/or its paid subscriber base; product performance may be adversely affected by real world operating conditions; the Company may fail to manage costs, including the cost of developing new products and manufacturing and distribution of its existing offerings; the Company may fail to successfully continue to effect operating expense savings; changes in the level of NETGEAR’s cash resources and the Company’s planned usage of such resources, including potential repurchases of the Company’s common stock; changes in the Company’s stock price and developments in the business that could increase the Company’s cash needs; fluctuations in foreign exchange rates; and the actions and financial health of the Company’s customers, including the Company’s ability to collect receivables as they become due. Further, certain forward-looking statements are based on assumptions as to future events that may not prove to be accurate. Therefore, actual outcomes and results may differ materially from what is expressed or forecast in such forward-looking statements. Further information on potential risk factors that could affect NETGEAR and its business are detailed in the Company’s periodic filings with the Securities and Exchange Commission, including, but not limited to, those risks and uncertainties listed in the section entitled “Part II - Item 1A. Risk Factors” in the Company’s quarterly report on Form 10-Q for the fiscal quarter ended June 28, 2020, filed with the Securities and Exchange Commission on July 31, 2020. Given these circumstances, you should not place undue reliance on these forward-looking statements. NETGEAR undertakes no obligation to release publicly any revisions to any forward-looking statements contained herein to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events, except as required by law.

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## Q3'20 HIGHLIGHTS

# NETGEAR®

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Quarterly Revenue Of \$378.1 Million

44% Share in U.S. Retail WiFi Market<sup>1</sup>

49% Share in U.S. Retail Switch Market<sup>2</sup>

16 Million Registered Users Worldwide

7.7 Million Registered App Users Worldwide

369,000 Service Subscribers

<sup>1</sup>The NPD Group, Inc., U.S. Weekly Retail Tracking Service, Networking Devices: Gateways, Range Extenders and Routers; Cellular ready technology: exclude 3G, 4G, 5G, Dual Band 3G/4G, LTE; Network Connectivity: exclude DSL and Powerline; Wireless; based on dollar sales, June 28, 2020 - Sept. 26, 2020.

<sup>2</sup>The NPD Group, Inc., U.S. Weekly Retail Tracking Service, Networking Devices, Switches, based on dollar sales, June 28, 2020 - Sept. 26, 2020.





A stylized globe of the Earth is shown from a perspective that makes it appear as a curved horizon. The globe is covered in a complex, glowing blue network of lines and nodes, representing a global internet or data network. The background is a dark, starry space with a bright, glowing orange and yellow light source, possibly a sun or star, positioned behind the horizon line. The overall aesthetic is futuristic and technological.

OUR MISSION

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Be the innovative leader in  
connecting the world to the internet.

**NETGEAR®**





Tri-band Mesh



Sharing Moments



5G - mmWave



Lag-free Gaming



WiFi 6

Life revolves around the Internet

Virtual experiences displace physical experiences

All enabled by leading edge WiFi and Ethernet technologies



Pro AV



10/100Gig/MultiGig



WiFi 6 Mesh APs



Home Offices



PoE+/u

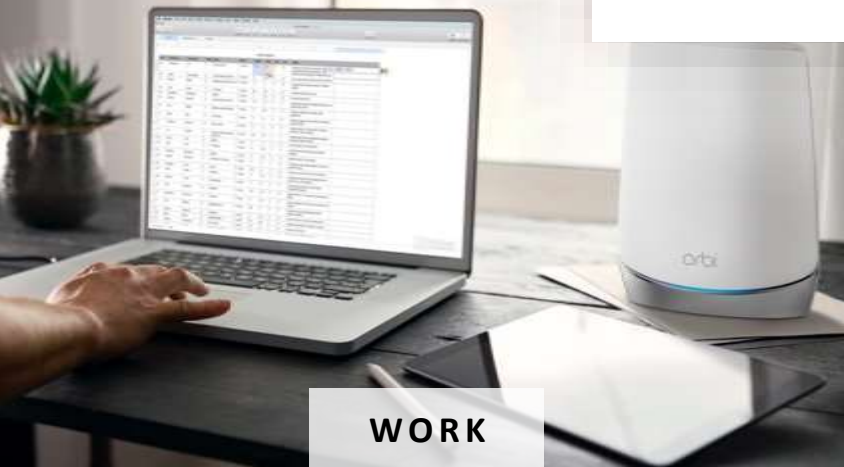


# Connected Home

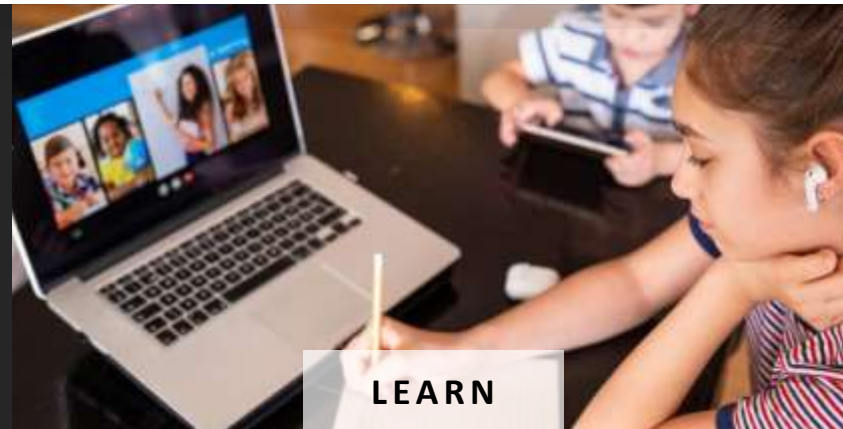
PRODUCTS AND TECHNOLOGY



# UNCOMPROMISED WIFI THROUGHOUT THE HOME



**WORK**



**LEARN**



**STREAM**



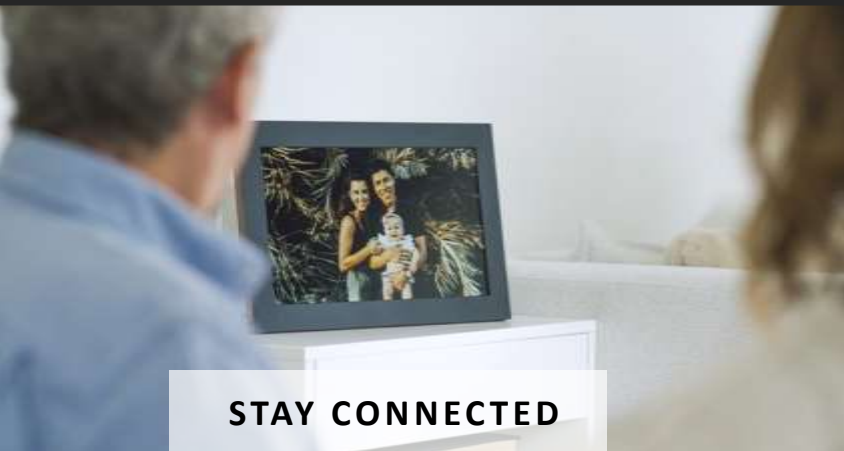
**GAME**



**EXERCISE**



**SHOP**



**STAY CONNECTED**



**SOCIALIZE**



**VIDEO CONFERENCING**

ORBI MESH WIFI

Forbes

**NETGEAR Orbi WiFi 6 AX6000 Review: The Best Mesh Router Performance - You Get What You Pay For**

*"Quite simply, the Orbi 6 was streets ahead and it's the fastest mesh system I've ever used. It also has the widest and highest quality coverage I've seen"*

**NETGEAR**<sup>®</sup>  
ARMOR™

circle on **NETGEAR**<sup>®</sup>



Unparalleled performance for every size home



WIFI 6 LEADERSHIP IN EVERY SINGLE CATEGORY

WiFi 6

orbi™

NIGHTHAWK®



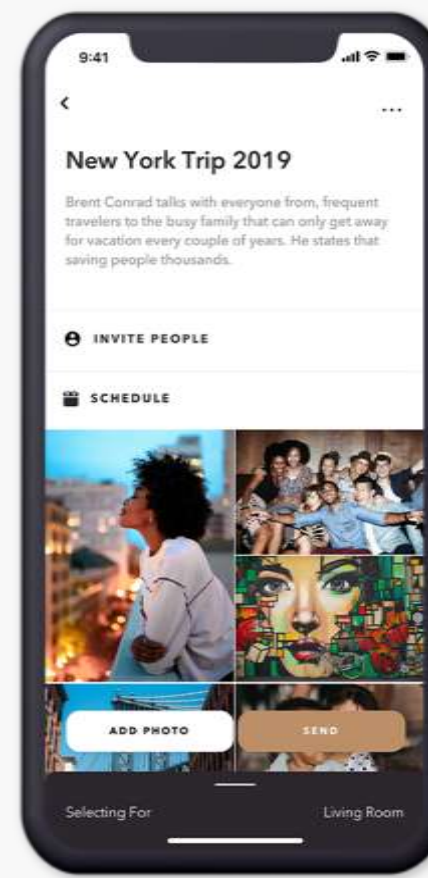
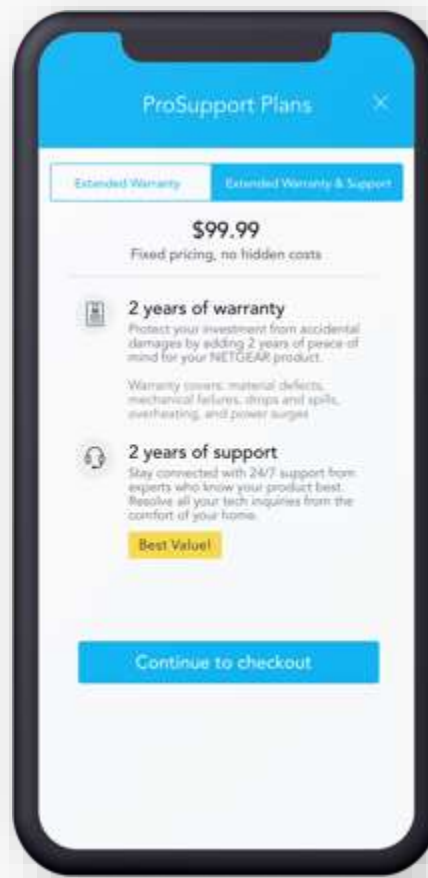
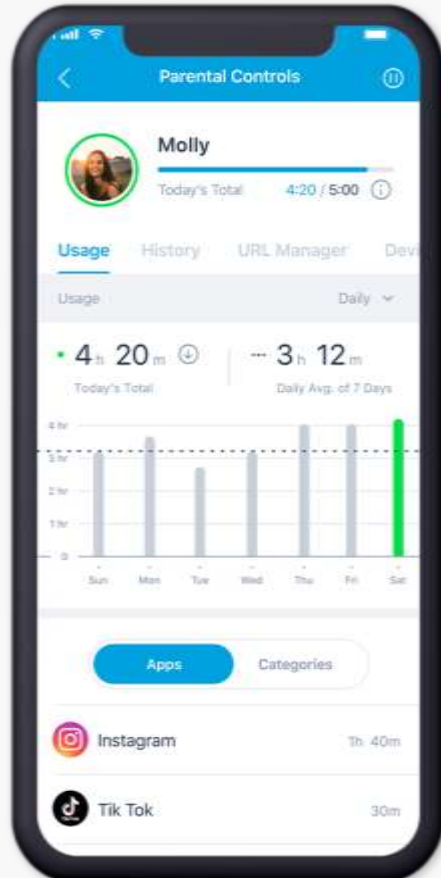
MESH

ROUTER

RANGE  
EXTENDER

CABLE

# SUPPLEMENTED WITH NETGEAR VALUE ADDED SERVICES





# SMART PARENTAL CONTROLS

## NETGEAR® SMART PARENTAL CONTROLS



- Subscription \$69.99/year
- Managing the family's Internet time has never been easier
- Create healthy internet habits
- Schedule off time and give positive rewards
- Manage profiles, devices and content
- Monitor online activity at home or away (WiFi or LTE)
- Notifications to Orbi App



# NETGEAR ARMOR

**NETGEAR**<sup>®</sup>  
**ARMOR**<sup>™</sup>

POWERED BY  
**Bitdefender**<sup>®</sup>

- Subscription \$69.99/year
- Advanced security on your NETGEAR router
- Detect and block cyber threats
- Such as phishing, malicious URLs and privacy attacks
- Unlimited device protection
- BitDefender VPN for secure internet browsing
- Notifications to Orbi or Nighthawk App





# 4G/5G WIFI HOTSPOT CONNECTIVITY ANYWHERE, ANYTIME



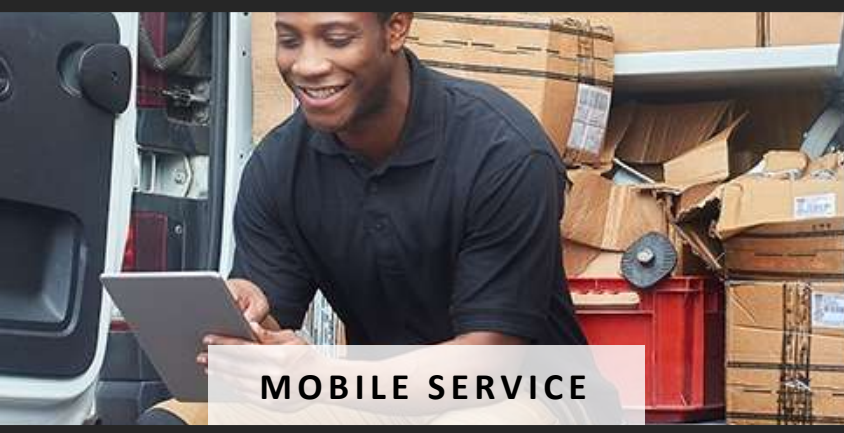
**ONLINE LEARNING**



**FIRST RESPONDERS**



**MOBILE HEALTHCARE**



**MOBILE SERVICE**



**RV USERS**



**CONSTRUCTION SITE**



**RURAL LOCATION**



**BUSINESS TRAVEL – SECURE CONNECT**



**ULTRA-FAST 5G**



# MOBILE & FIXED WIRELESS



Better WiFi.  
Anywhere.



Extending High Speed Internet Anywhere, Anytime

- Areas underserved by wired Internet
- Temporary or on-demand internet solution
- 5G, LTE Advanced & WiFi 6

- Nighthawk M5 5G mmWave/Sub6 Mobile Router
- Orbi 4G LTE Advanced WiFi Mesh
- Nighthawk LTE WiFi Router



# ENHANCED ONLINE GAMING EXPERIENCE



  
**NIGHTHAWK**  
PRO GAMING

## NETGEAR Differentiation

Gaming server selection  
Game specific QoS  
Real time ping monitoring

**\$4.5B**

Cloud Gaming  
Spending by 2024\*

Cloud gaming needs low latency WiFi

WiFi 6 is key to success in gaming

WiFi 6

\*"5G and New Services Will Push Cloud Gaming Market to US\$4.5 Billion and 42 Million Active Cloud Gaming Users By 2024," ABI Research, 11/13/2019

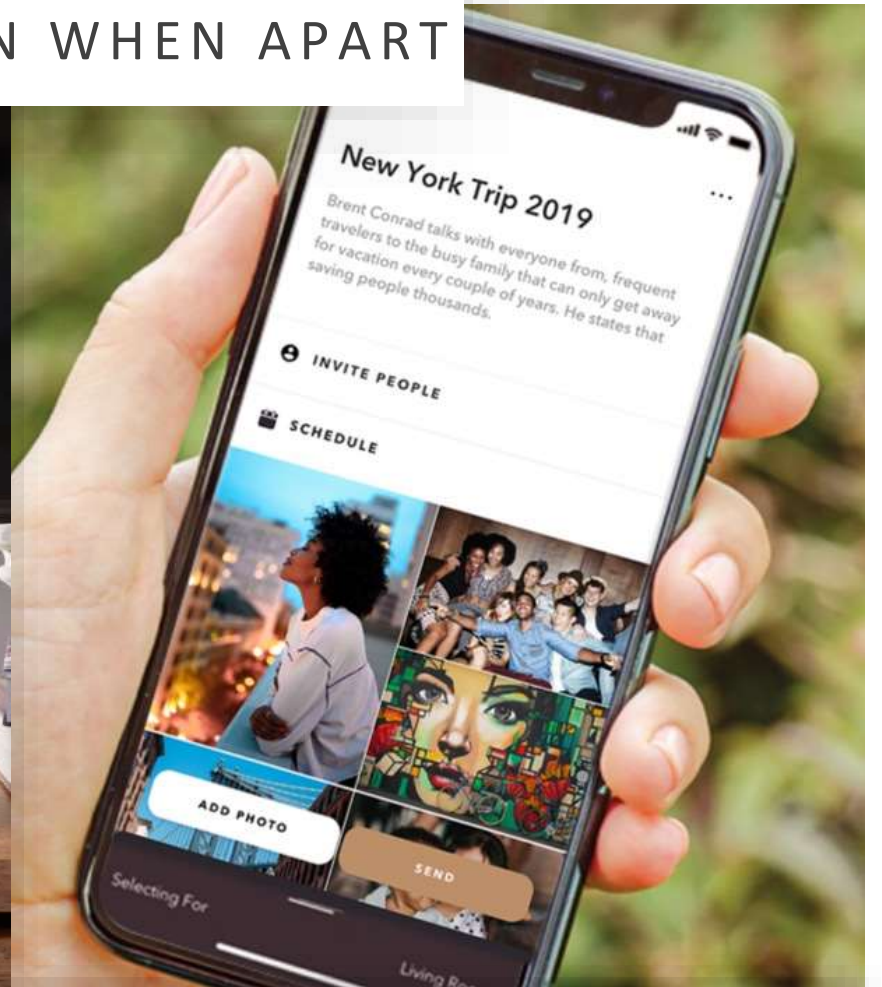
# MEURAL WIFI PHOTO FRAME STAY CONNECTED WITH FAMILY, EVEN WHEN APART

Share life's moments, instantly.

Meural 

amazon

BEST  
BUY



SHARE PHOTOS WITH FAMILY & FRIENDS ON CONNECTED MEURAL FRAMES AROUND THE WORLD

New 15" Frame

Available online and in Best Buy

Auto sync from phone to frame



# CHP STRATEGY



Up ASP To Expand TAM



Capitalize On New Virtual World



Sell Subscription To Expand OM%

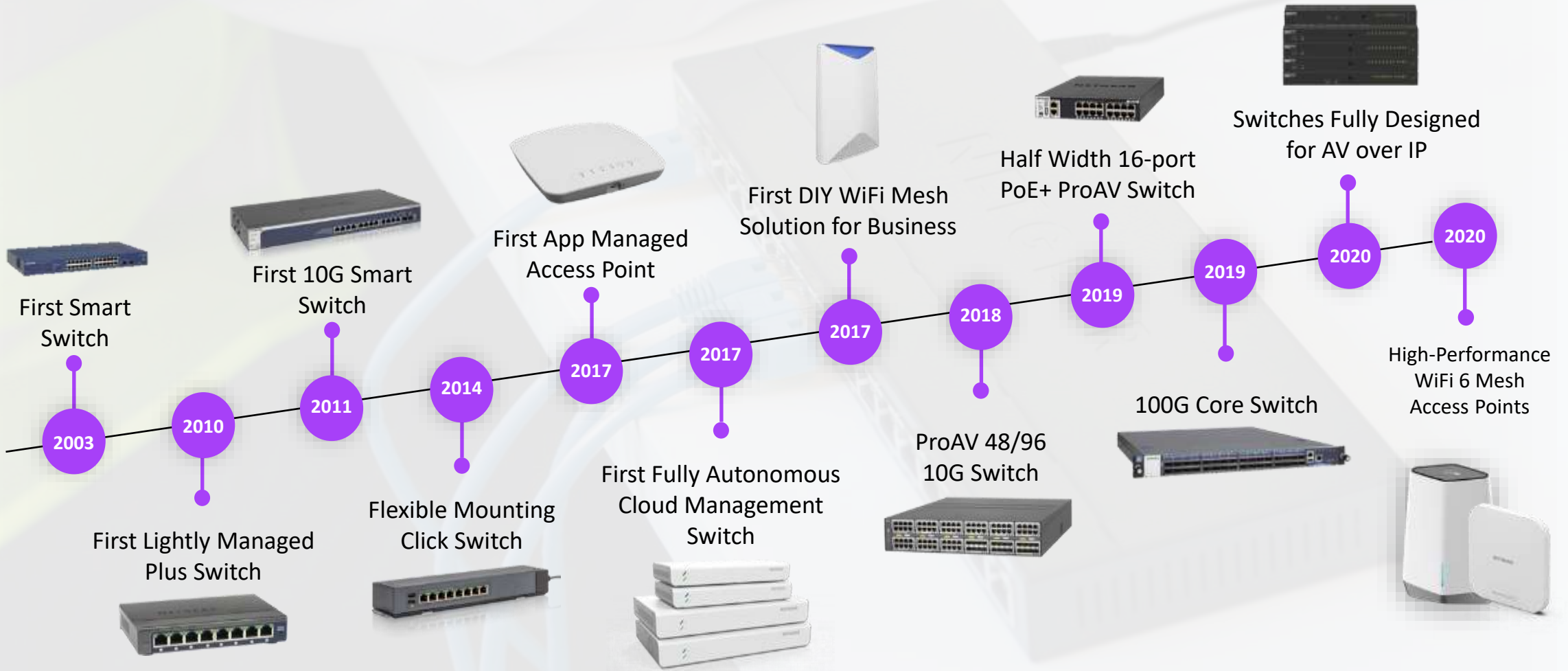


# SMB Segment

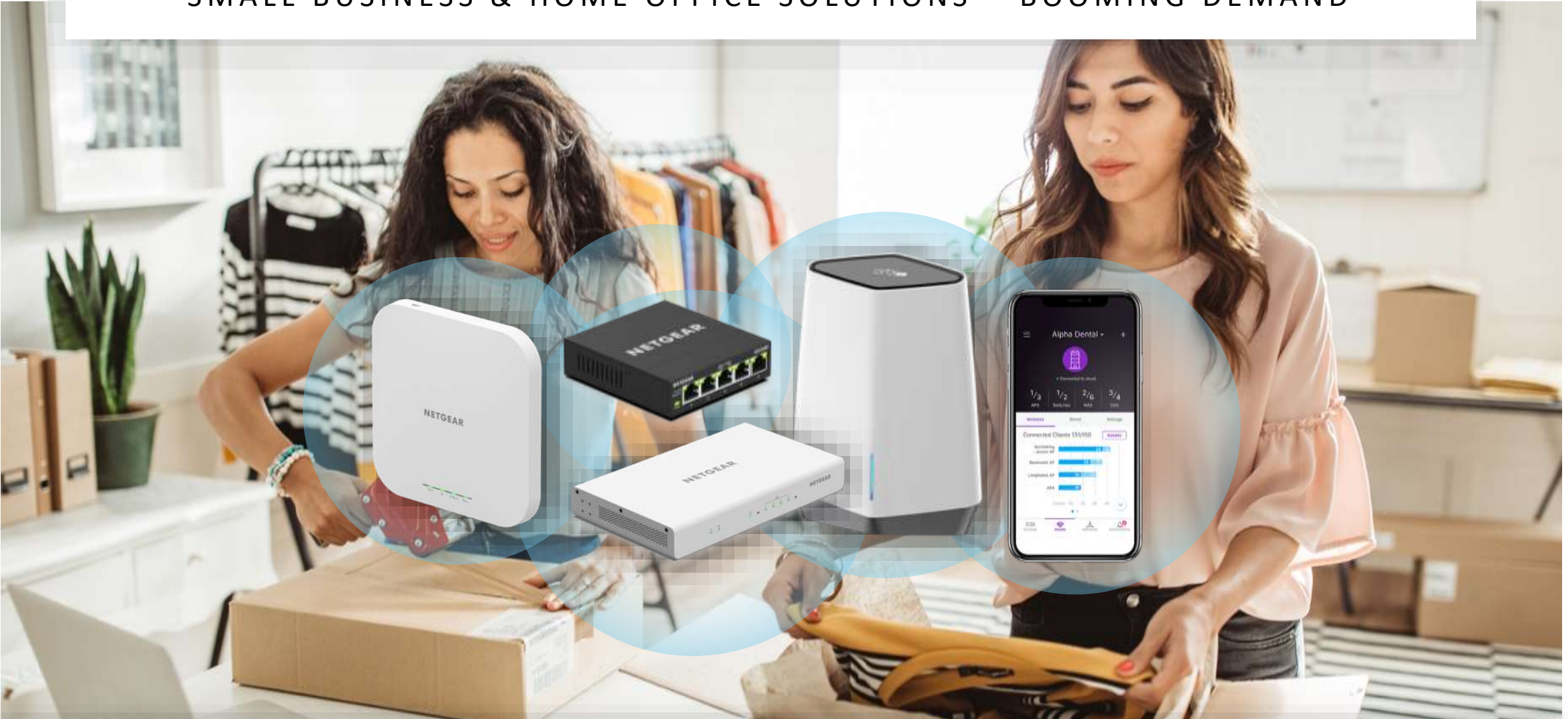
**PRODUCTS AND TECHNOLOGY**



# HISTORY OF INNOVATION IN SMB



# SMALL BUSINESS & HOME OFFICE SOLUTIONS – BOOMING DEMAND



High performance, secure WiFi

Simple to set up

Easy network management

# NETGEAR SOHO SOLUTIONS

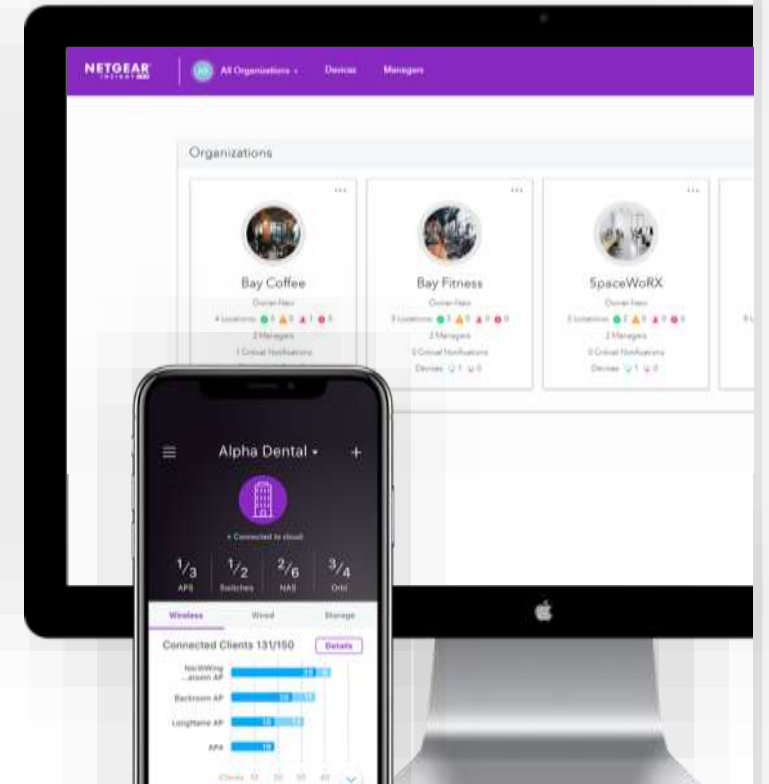
## WiFi 6



WiFi 6 Mesh & Mesh Access Points



Business Routers & VLAN PoE switches



Insight Remote Management

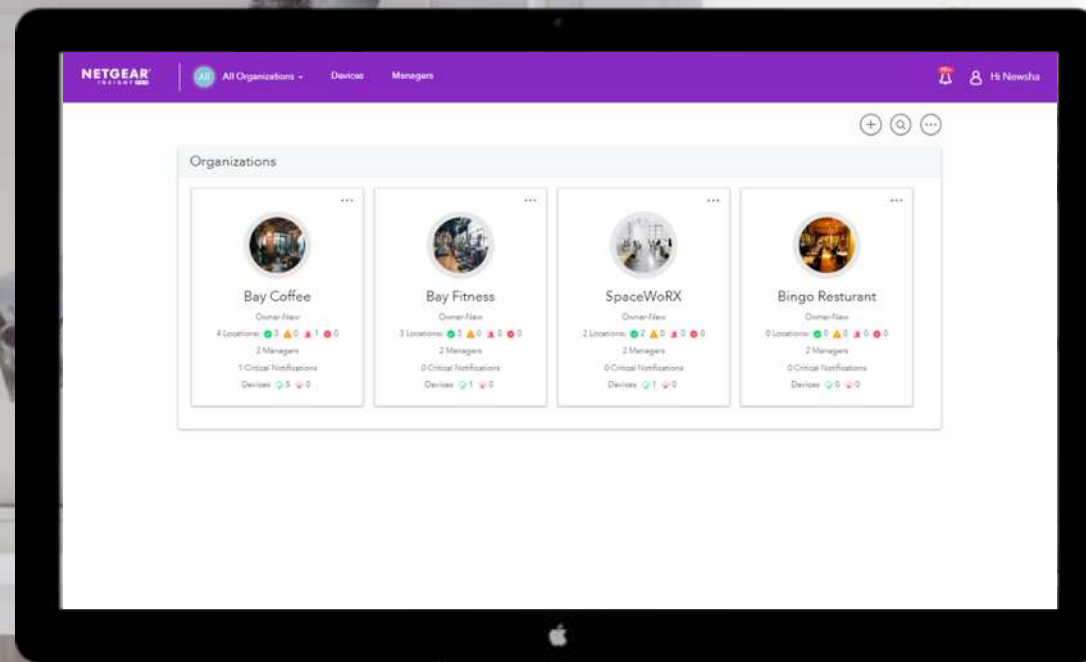


# INSIGHT & INSIGHT PRO

## EASY NETWORK MANAGEMENT, LOCAL & REMOTE



**DIY**  
\$5 per year per device



**Managed Service Providers**  
\$15 per year per device

**NETGEAR®**  
INSIGHT PRO

# PRO AV APPLICATIONS



**VIDEO CONFERENCING**



**EDUCATION**



**LUXURY RESIDENTIAL**



**DISTANT MEDICAL SURGERIES**



**SMALL & MOBILE EVENTS**



**COMMAND & CONTROL CENTERS**



**GREEN SCREEN REPLACEMENT**



**STAGES BACKDROPS**



**TRANSPORT TERMINALS**



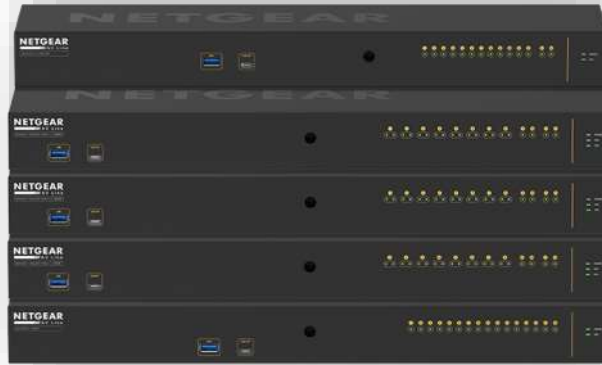
# SMB STRATEGY

WiFi 6 | **orbi**™ PRO

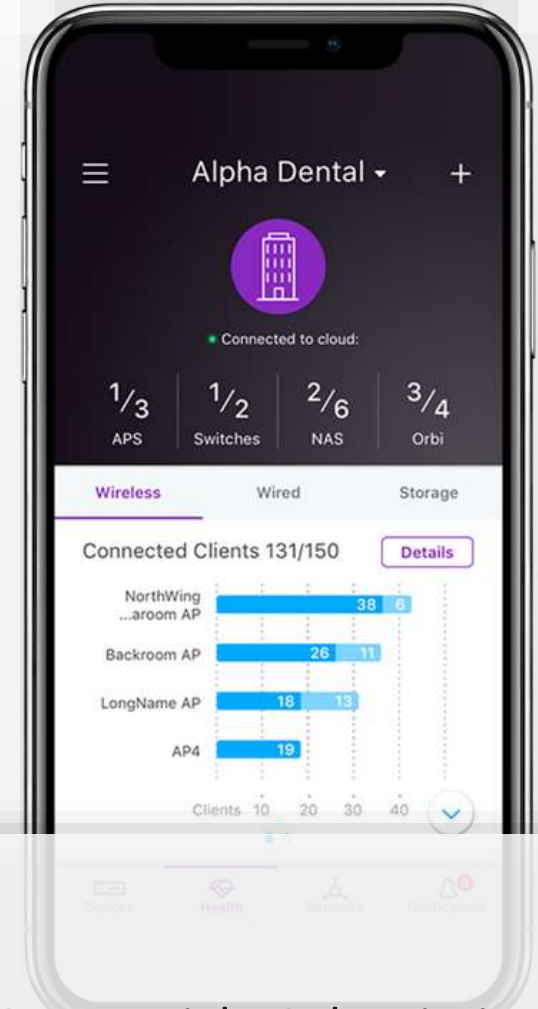


Capitalize Home Office Demand

**NETGEAR**®  
AV Line



Catch The Pro AV Revolution



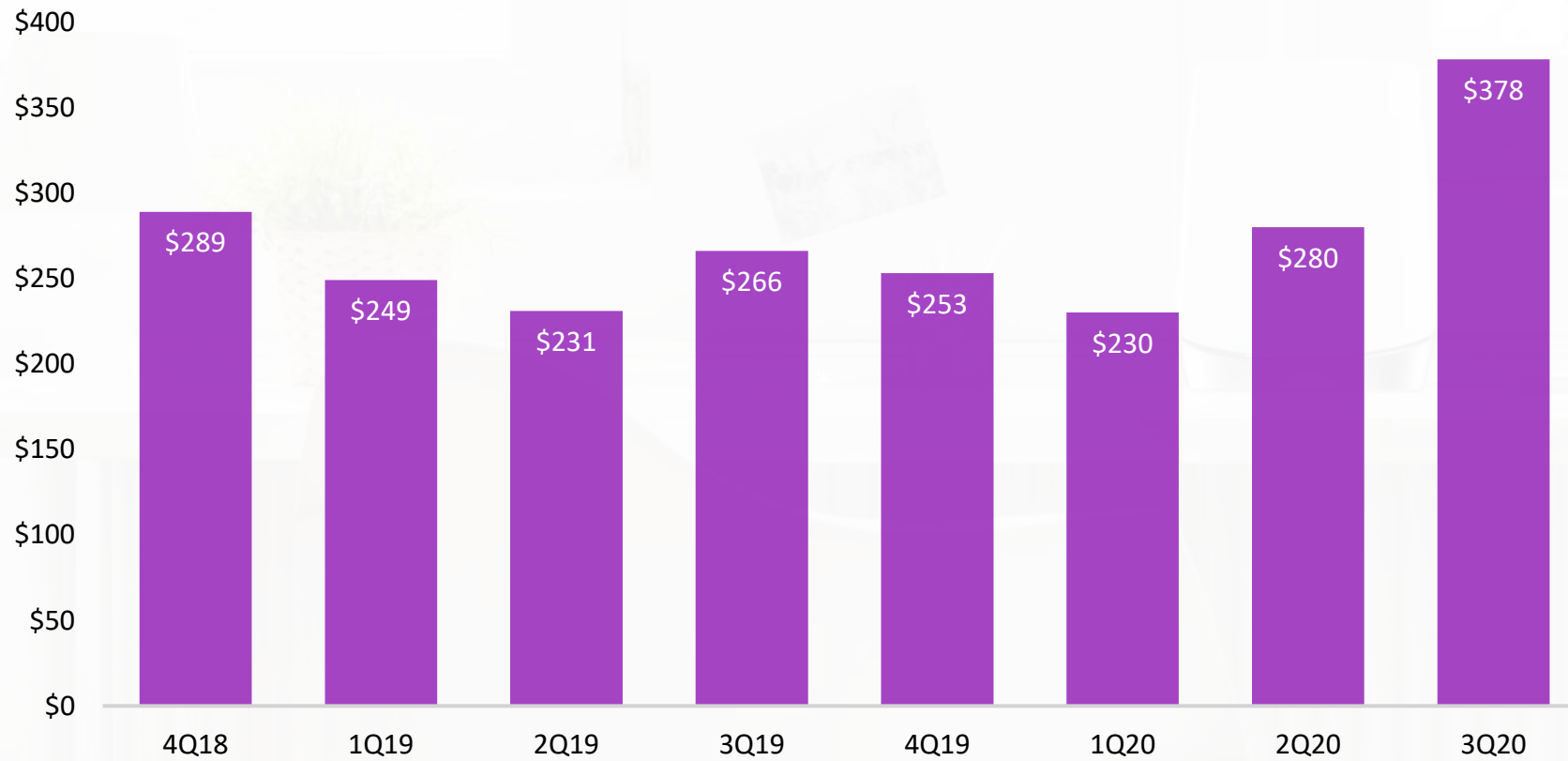
Grow Insight Subscription

# Financials



# Quarterly Net Revenue

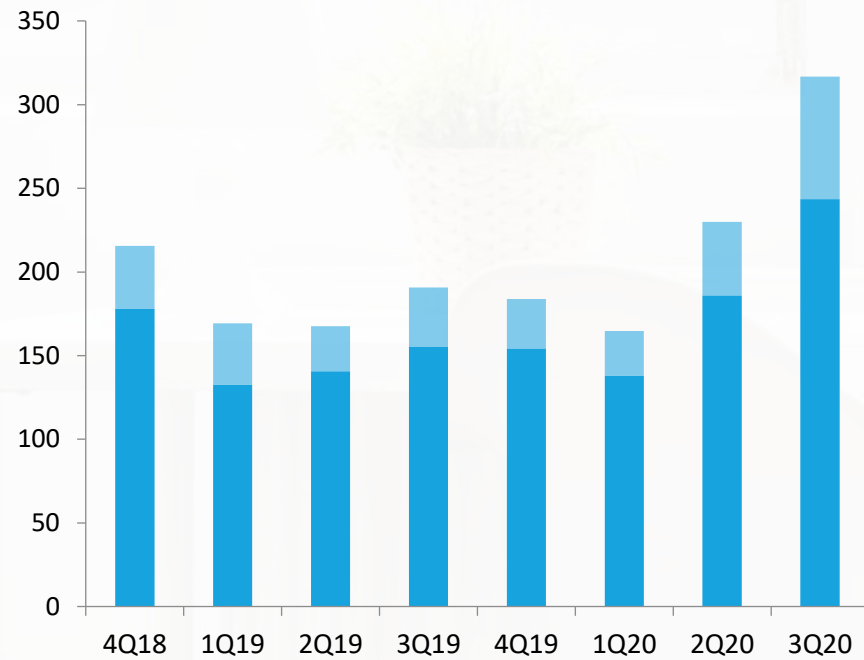
(Net Revenue, \$ Millions)



# Segment Performance

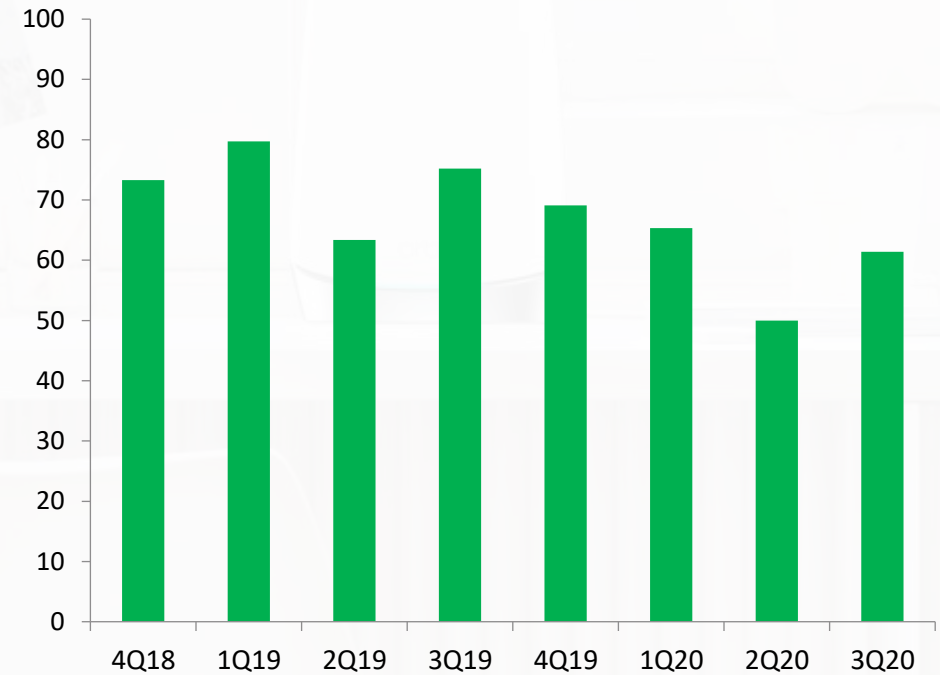
(Net Revenue, \$ Millions)

## CONNECTED HOME



■ Retail ■ Service Provider

## SMB

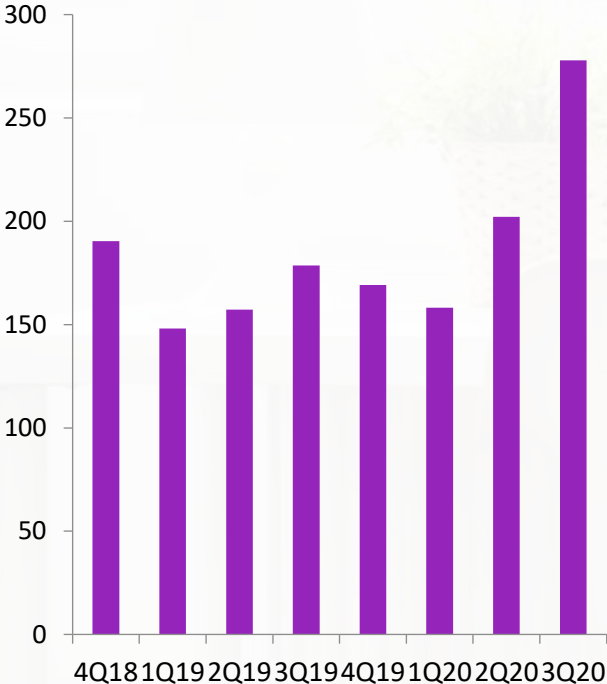




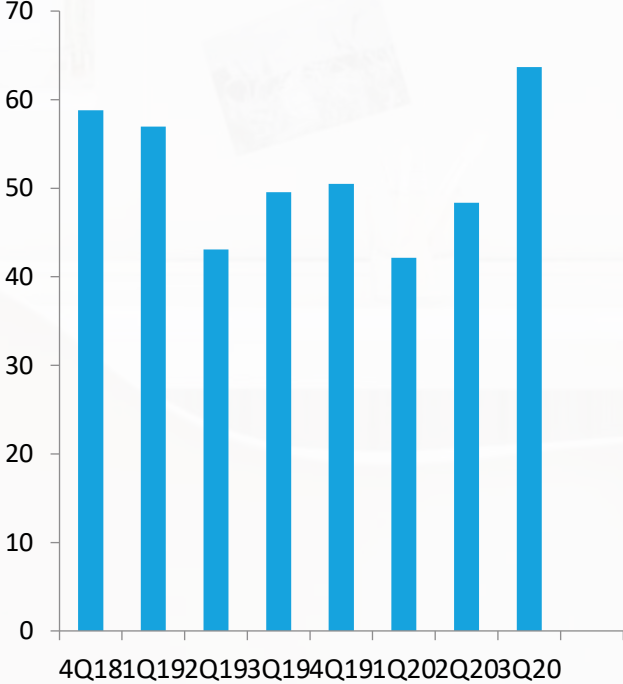
# Regional Performance

(Net Revenue, \$ Millions)

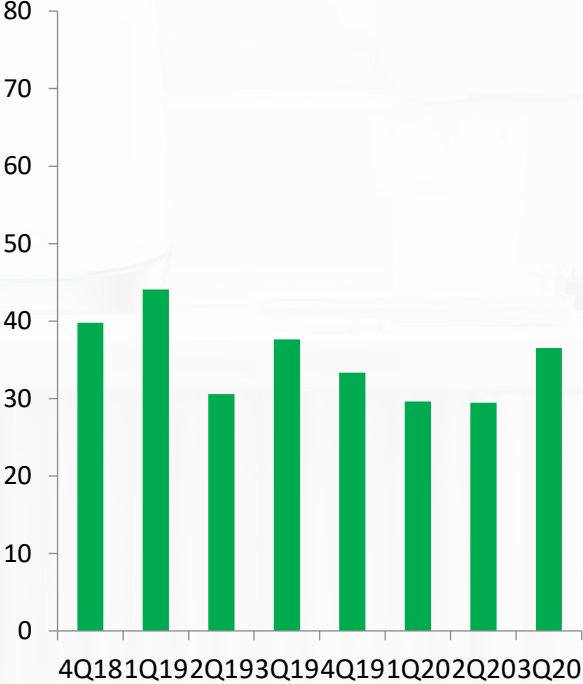
**AMERICAS**



**EMEA**

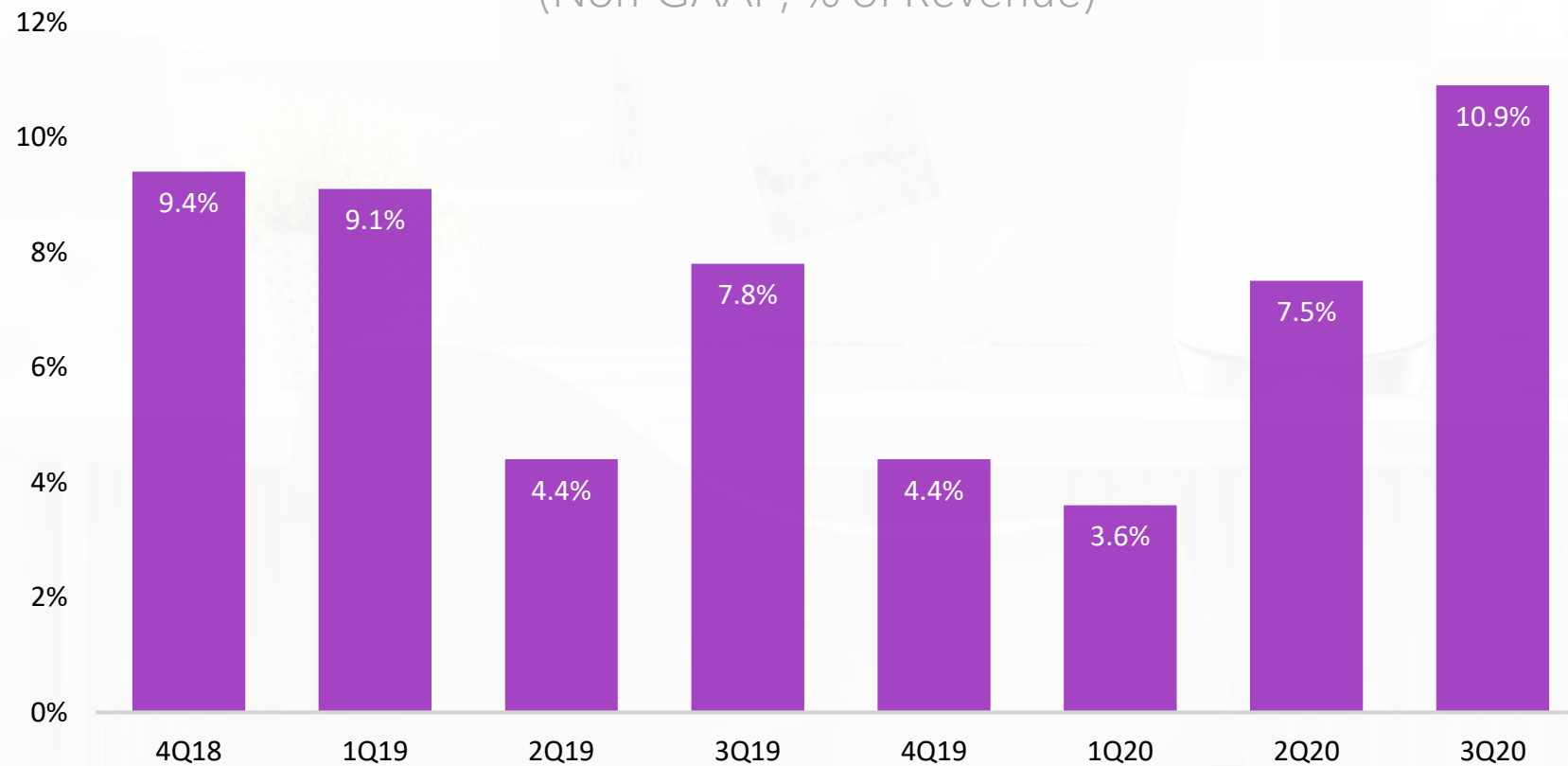


**APAC**



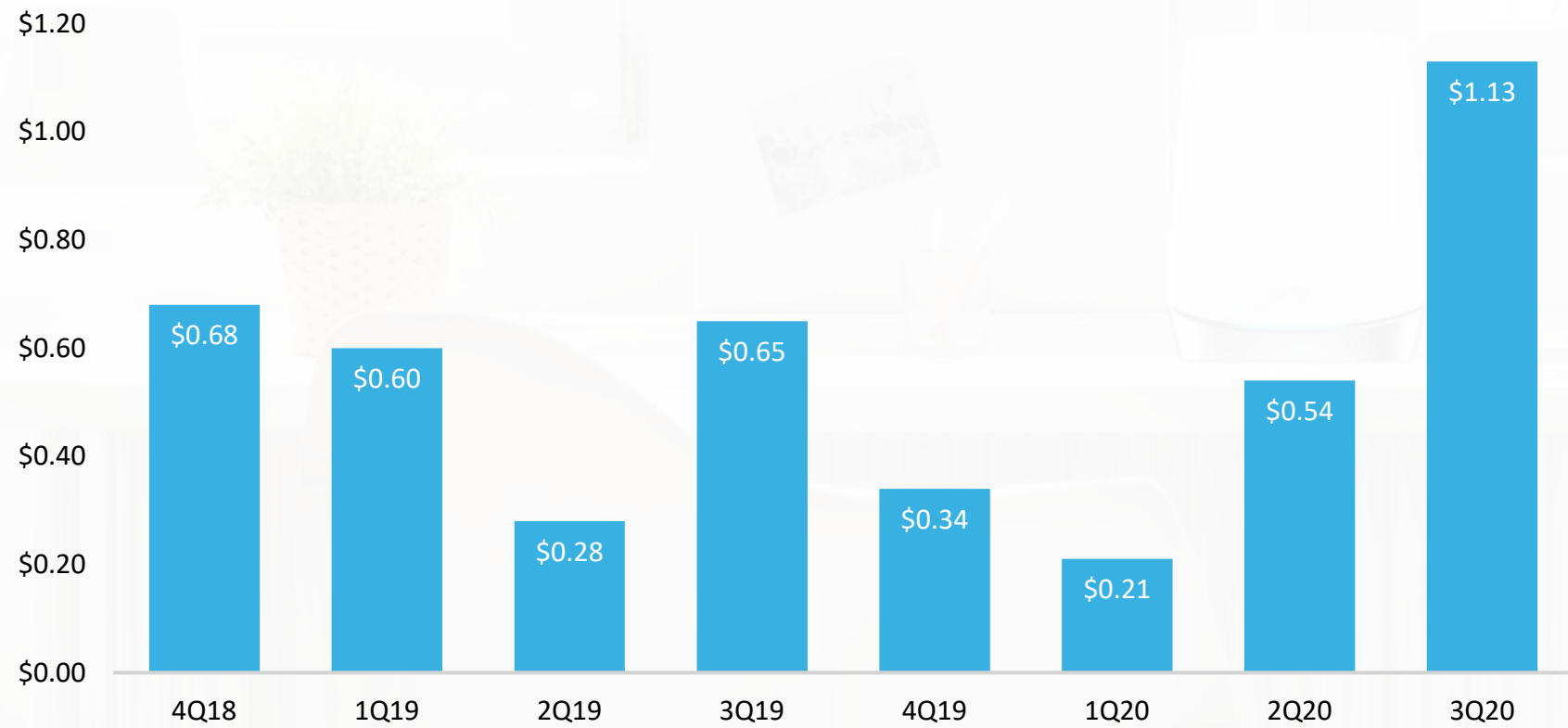
# Operating Margin

(Non-GAAP, % of Revenue)



# Earnings Per Share

(Non-GAAP, \$ per Share)





# Cash Balance

(Cash, Cash Equivalents and Short-Term Investments, \$ Millions)

