



AMD Case Study



AMD Leverages Intelligent Insights
to Deliver Strategic Value

Using Q4 surveillance, AMD's IR team has:

- 01** Gained **invaluable visibility** into their stock movements and the overall market.
- 02** Proactively and effectively **communicated timely intelligence** to their senior management and Board of Directors to support strategic planning.
- 03** Leveraged **key insights** to prioritize their time and resources toward acquiring high value shareholders.



Visibility in a Complex Market

Founded in 1969 as a Silicon Valley start-up with a few dozen employees, Advanced Micro Devices (AMD) has grown into a global semiconductor giant with more than 10,000 people on staff.

Today, AMD is one of the world's largest makers of personal computer microprocessors and develops a wide variety of high-performance computing and graphic solutions. With a market cap approaching \$35B, the company recently expanded to include innovative business technologies that are poised to help AMD grow share in multiple markets.

For AMD's Corporate Vice President of Investor Relations, Laura Graves, one of the key challenges is making sure that Wall Street is modelling them accurately. According to Laura: "I need to ensure that Wall Street understands that our business is more diverse than ever before, and has what it needs to evaluate the new moving parts. We need to make sure that we attract the right shareholders for our long-term value proposition."

When Laura came on board to lead the IR team, AMD had already been using Q4 Surveillance for well over a decade. Having used a variety of surveillance solutions in the past, Laura knew she needed to prioritize access to an analyst with both extensive expertise and plenty of experience, who was dedicated to working with her like an invested partner.

Informed by that past experience, Laura says the difference with her Q4 analyst is how well he understands both the industry and her company: "His background and history with AMD has been invaluable." Not only helping her get up to speed quickly when she first started, but also now as AMD is in the midst of a company-wide turnaround.

Acting on Insights and Delivering Strategic Value

AMD's surveillance goals have been threefold:

- 1 Understanding their stock trading.
- 2 Understanding the overall markets.
- 3 Communicating these key insights to her team, senior management and the Board.

Having a deep understanding of what's behind AMD stock movements and how the market is trading has been crucial to implementing an "agile strategy," focusing on aspects of the strategy which are working, and recalibrating those that aren't.

Tapping him nearly daily, Laura has come to depend on her analyst's insights and Q4's proprietary reports, which have consistently shed invaluable light on the market and trading movement in their stock.





“ Our Q4 analyst has a phenomenal understanding of the markets and trading, and what might be causing fluctuations. He’s able to lean forward and predict where my stock might track. This is invaluable insight beyond investor conversations, and helps us anticipate when we are about to hit a moving average that could cause our stock to go up or down. ”

Laura Graves

Corporate Vice President Investor Relations, AMD

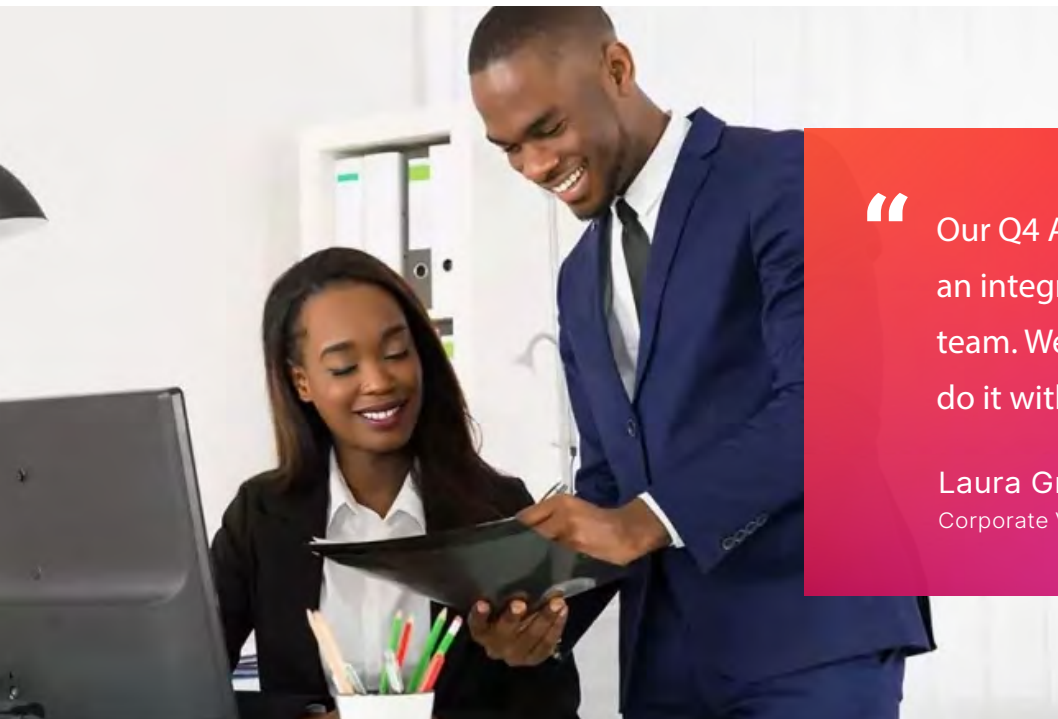
Beyond what's behind market fluctuations, AMD's Q4 analyst provides Laura and her team with the daily fundamentals to gain visibility into their stock looking ahead. "He's able to lean forward and predict where my stock might track. This is valuable insight beyond investor conversations, and helps us anticipate when we are about to hit a moving average that would cause our stock to go up or down." By weaving together Q4's options intelligence, market intelligence and analyst know-how, the AMD team is provided with a complete view of their stock, including present and future investor sentiment.

One great example of the value delivered by their Q4 relationship was when AMD had a sharp runup in their stock related to their competitors. "The market got significantly ahead of itself on their estimates for EPS, despite our guidance and published long-term financial model." After being overbought, AMD believed that there would eventually be a pullback to return to a more normalized level and reached out to get a better sense of where that would be. Laura recounts: "Our Q4 analyst helped us understand what that new level of normal might be and where we should logically land, based on historical trading metrics."

When AMD's board asked her where their stock would go, she was prepared to share her informed understanding of their moving averages, based on past patterns, in combination with the shareholder volume their stock typically digests as a highly traded stock.

Laura says that "Q4 Surveillance has become an integral part of what we do every day." With the core goal of ensuring that AMD has the "right set of investors with the right understanding of their business," she feels that: "Q4 Surveillance gives us actionable insight into likely trading patterns to enable prioritization of precious time and resources for maximum impact and value creation."

According to AMD: "Q4 Surveillance plays an essential role in our strategic planning. Instead of taking shots in the dark with old 13F data, our analyst's insights have helped us understand what's driving movement in our stock to ensure that we're communicating the right message to the right people. In combination with analyst models and investor feedback, these surveillance insights have given us a fully integrated view into what's happening and who owns or is trading our stock."



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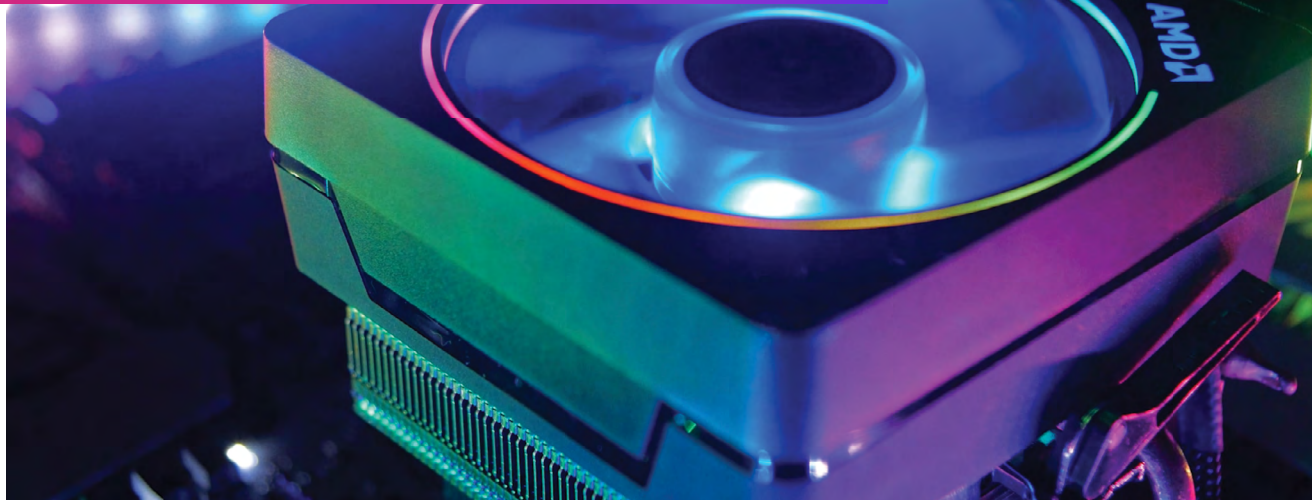
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Interested in leveraging actionable insight to deliver strategic value?





Read Wix’s success story [here](#),
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About Q4 Inc.

Q4 Inc. (TSX: QFOR) is the leading capital markets access platform that is transforming how issuers, investors, and the sell-side efficiently connect, communicate, and engage with each other. The Q4 Platform facilitates interactions across the capital markets through IR website products, virtual events solutions, engagement analytics, investor relations CRM, shareholder and market analysis, surveillance, and ESG tools. The Q4 Platform is the only holistic capital markets access platform that digitally drives connections, analyzes impact, and targets the right engagement to help public companies work faster and smarter. The company is a trusted partner to more than 2,650 public companies globally, including many of the most respected brands in the world, and maintains an award winning culture where team members grow and thrive. Q4 is headquartered in Toronto, with offices in New York and London.

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