



Experts in Semiconductor and Technology Marketing

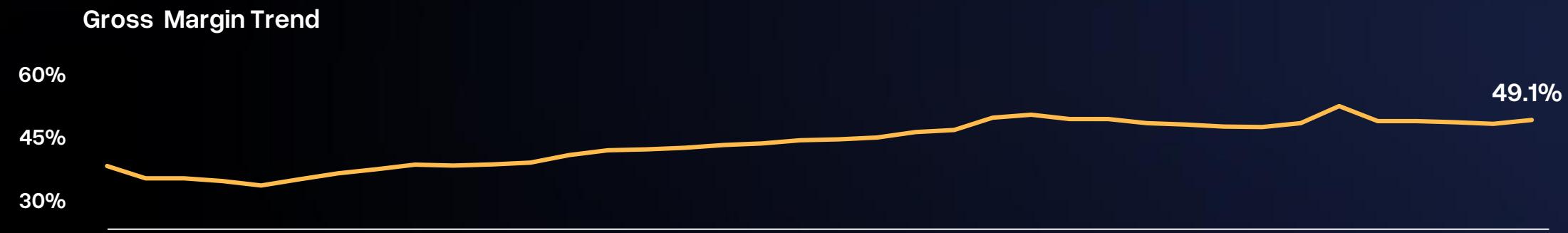
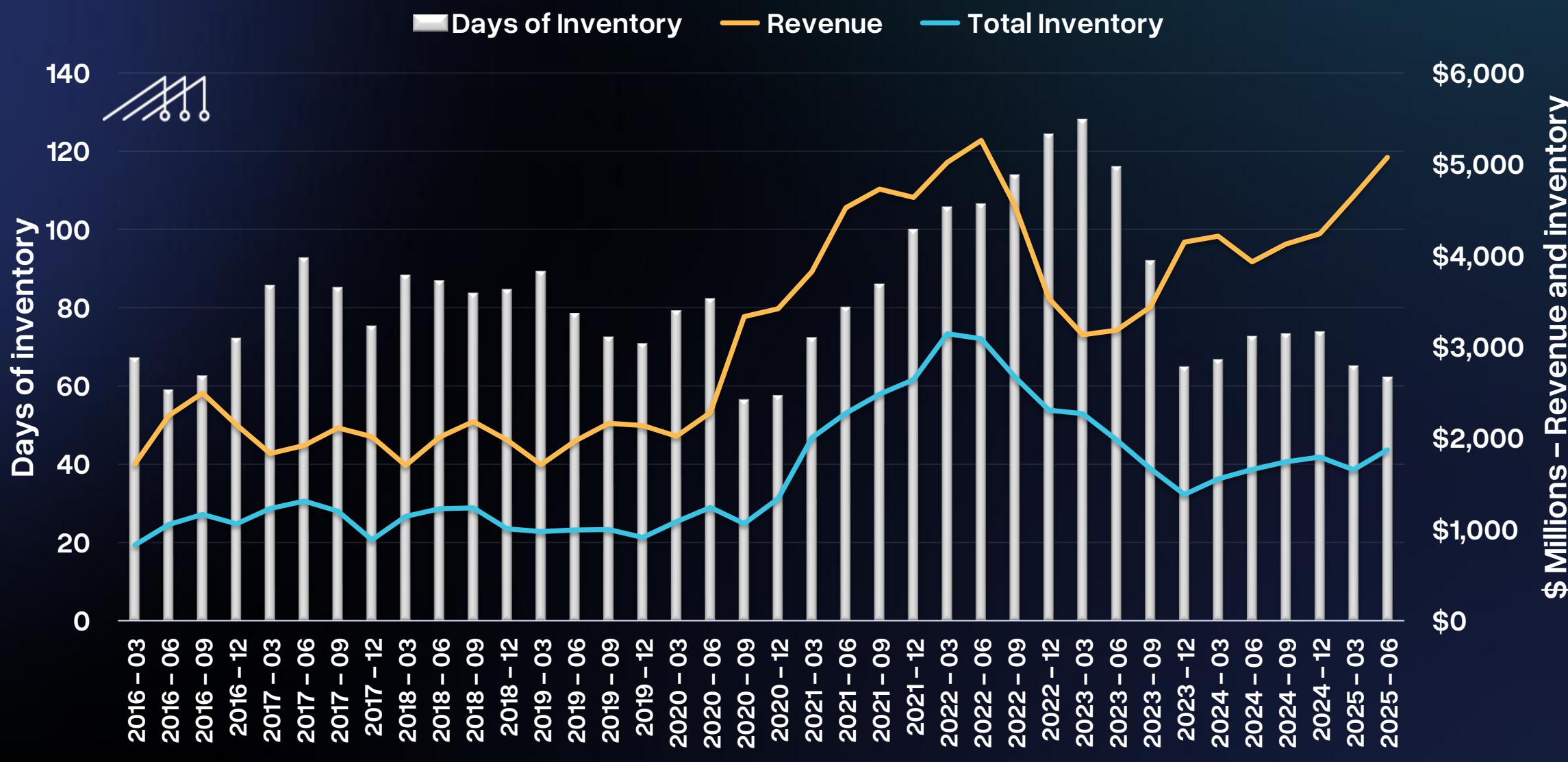
The 1-Minute Brief

MediaTek Q2'25 Earnings

Announced on 30, Jul'25

Key Takeaways

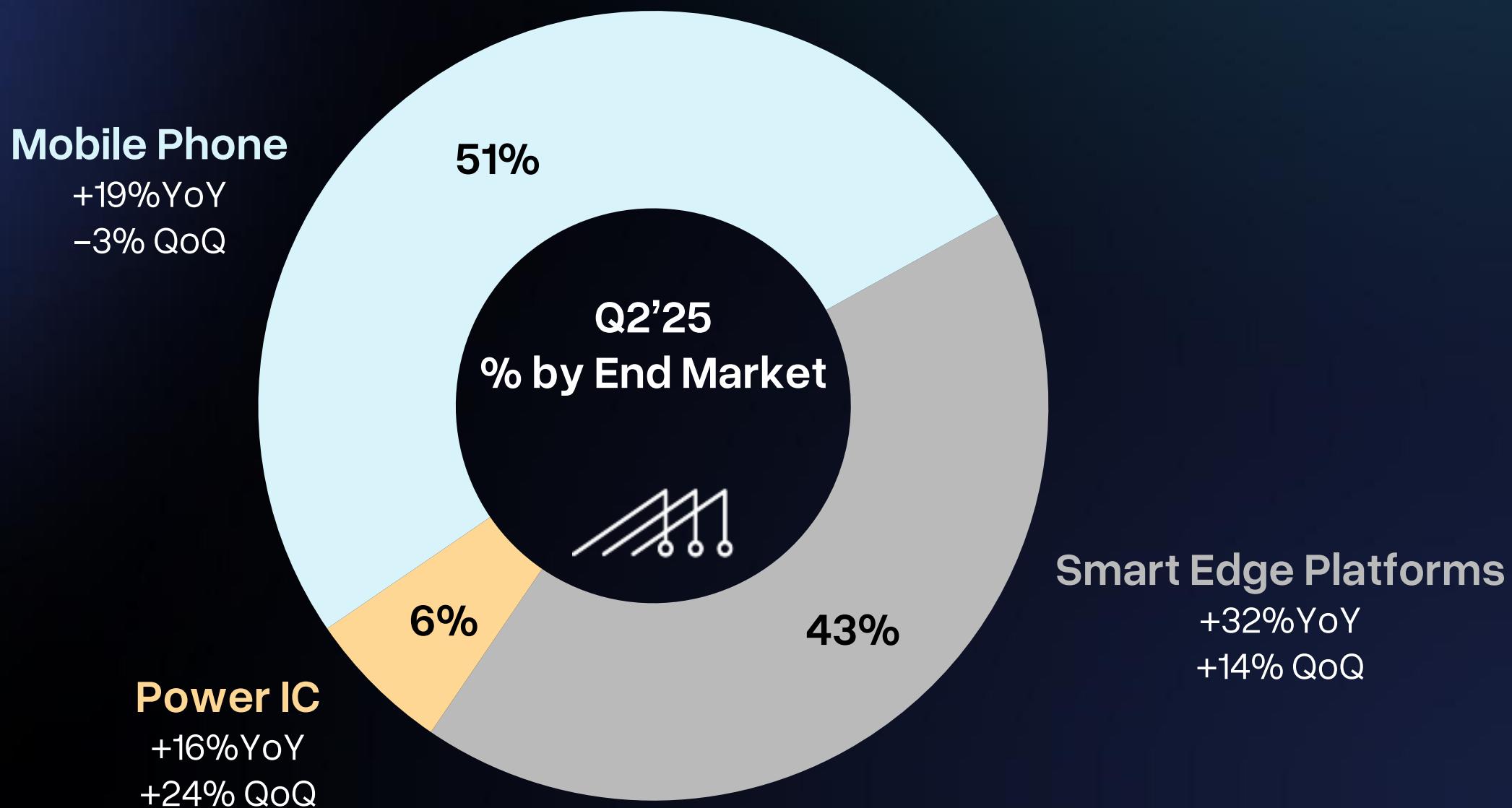
- Q2'25 revenue (in USD) grew +23.8% YoY and +4.4% sequentially, driven by increased demand for HAI SOCs and faster connectivity
- Gross margin improved sequentially, showcasing effective cost management
- Aggressively investing in advanced technologies, such as 2-nm process nodes, and growth areas like AI data center, and automotive



Performance by Segment

All segments recorded double-digit YoY growth in Q2

- **Mobile Phone:** YoY growth in flagship smartphones; Dimensity 9400 series drove market share gains
- **Smart Edge Platforms:** QoQ growth led by AI-capable tablets (Samsung, Lenovo), Chromebooks, and Nvidia's DGX Spark (GB10 chip)
- **Power IC:** Growth driven by share gains and demand recovery





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Outlook

- **Q3'25 quarter midpoint guidance (NT\$):**
+2% YoY (vs. Q3'24) and -10% QoQ (vs. Q2'25)

Segment	Q3'25 outlook (QoQ)	ANION MARKETING logo
Mobile Phone	⬇️ Flagship grows; mainstream slows down amid macro uncertainty	
Smart Edge Platform	⬇️ Demand was pulled forward into H1'25	
Power IC	⬇️ Weaker consumer electronics demand in H2'25	

Long-Term Growth (2026 and Beyond):

- Strong ramp expected from AI ASIC projects in late 2026
- Automotive CX1 SOC revenue ramp
- Diversification solidifies across AI, auto, and connectivity



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