



BROAD APPEAL, MULTIPLE GENRES, NEW OFFERS THROUGHOUT THE YEAR:
FROM PUZZLE AND ADVENTURE TO ACTION CAPTURE AND TACTICAL RPG



RYZEN

+



AMD
RYZEN | RADEON

GAME TITLE	ENGINE	API		JUN'17	JUL	AUG	SEPT	OCT	NOV	DEC	JAN'18	FEB	MAR	APR	MAY
GOETIA	Unity	DirectX® 11		GOETIA											
THE TURING TEST	Unreal	DirectX® 12		THE TURING TEST											
BLACK THE FALL	Unity	DirectX® 11		BLACK THE FALL											
CHILDREN OF ZODIARCS	Unity	DirectX® 12		CHILDREN OF ZODIARCS											
OH MY GODHEADS	Unity	DirectX® 11		DEADBEAT HEROS											
DEADBEAT HEROES	Unity	DirectX® 11		OH MY GODHEADS											
TOKYO DARK	Construct 2	DirectX® 11		TOKYO DARK											
FEAR EFFECT SEDNA	Unity	DirectX® 12		FEAR EFFECT SEDNA											
FORGOTTEN ANNE	Unity	DirectX® 11		FORGOTTEN ANNE											
BATTALION 1944	Unreal	DirectX® 12		1944											

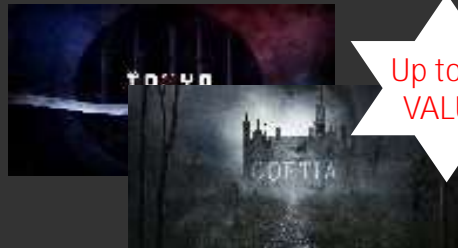
PROMOTE UPSELL BY PAIRING INCREASED OFFER VALUE WITH PREMIUM SYSTEMS



BASIC (APJ Only)



Choice of 1 Square Enix Collective Game Title*



Up to \$20
VALUE

GOOD



Choice of up to 2 Square Enix Collective Game Titles*



Up to \$40
VALUE

BETTER

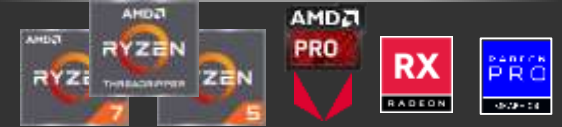


Choice of up to 3 Square Enix Collective Game Titles*



Up to \$60
VALUE

BEST



Choice of up to 3 Square Enix Collective Game Titles*

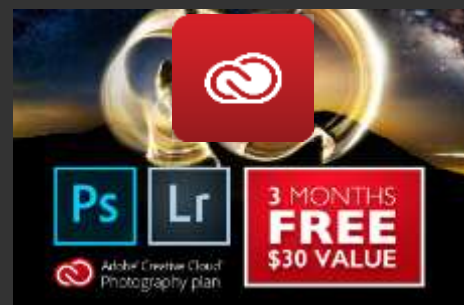


Up to \$60
VALUE

BASIC (LatAm Only)



3 Months Adobe Creative Photography Plan*



2 Months Adobe Creative Cloud*



Ends December 13, 2017. Pro parts eligible for Adobe bundle only. Must be 17+ or age of majority in country of residence. Void where prohibited. AMD account and validation of eligible system required. Available with select eligible AMD powered PC systems. Restrictions apply. Square Enix Collection games each MSRP \$14.99 - \$29.99 USD. Adobe® products not available in all countries. Offer bundles featuring Adobe® Creative Cloud Photography Plan (MSRP \$9.99/mo.) Offer bundles featuring Adobe Creative Cloud (MSRP \$49.99/mo.) Cannot be combined with other offers, rebates or discounts. See full terms [AMD4U-Terms-and-Conditions](#). Images shown are for illustration purposes only – consumers can select titles from the full catalog of game options. A8/A9 offer in LatAm includes Adobe Photography Plan only, no game selection – promoted locally. A8/A9 offer in APJ includes only one SEC game – promoted locally. AMD reserves the right to substitute an Application of equal or greater monetary value if the Application cannot be awarded for any reason.

2017 ELIGIBLE PARTS



BASIC



SEC in APJ Only:	Adobe in LatAm Only:
A9-9430	A9-9430
A9-9420	A9-9420
A9-9420e	A9-9420e
A9-9410	A9-9410
A9-9400	A9-9400
A8-9600	A8-9600
A8-7410	

GOOD



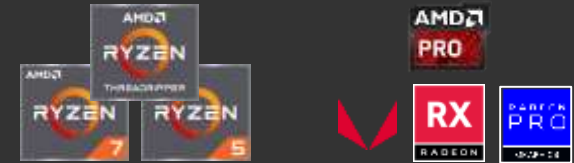
Adobe & SEC:	Adobe Only:
A12-9800E	RX 550
A12-9800	RX 540
A12-9730P	RX 470
A12-9720P	RX 460
A12-9700P	
A10-9700E	
A10-9700	
A10-9630P	
A10-9620P	
A10-9600P	

BETTER



Adobe & SEC:	Adobe Only:
Ryzen 3 1300X	RX 570
Ryzen 3 1200	RX 560
	RX 480
FX™ 9830P	
FX™ 9800P	*Ryzen 3 PRO 1300
	*Ryzen 3 PRO 1200

BEST



Adobe & SEC:	Adobe Only:
Ryzen Threadripper 1950X	*RX Vega
Ryzen Threadripper 1920X	RX 580
*Ryzen Threadripper 1950	
*Ryzen Threadripper 1920	*WX 9100
*Ryzen Threadripper 1900X	WX 8100
*Ryzen Threadripper 1900	WX 7100
	WX 5100
	WX 4100
Ryzen 7 1800X	
Ryzen 7 1700X	
Ryzen 7 1700	*Ryzen 7 PRO 1700X
	*Ryzen 7 PRO 1700
	*Ryzen 5 PRO 1600X
Ryzen 5 1600X	*Ryzen 5 PRO 1600
Ryzen 5 1600	*Ryzen 5 PRO 1500
Ryzen 5 1500X	*Ryzen 5 PRO 1400
Ryzen 5 1400	*Ryzen 5 PRO 1300
	*Ryzen 5 PRO 1200
	PRO A12-9830B
	PRO A12-9800B
	PRO A12-9800E
	PRO A12-9800
	PRO A10-9730P
	PRO A10-9700B
	PRO A10-9700E
	PRO A10-9700

*Parts not yet launched as of July 2017 - model numbers subject to change until launched. Confidential information. Program applies to brands launched with Ryzen ("Summit Ridge"), 7th Gen ("Bristol Ridge"/"Stoney Ridge") CPU/APUs. "Raven Ridge" will be added when products launch. See [AMD4U-Terms-and-Conditions](#) for current parts. Similar brand tiers for prior generations not included. A8/A9 offer in LatAm includes Adobe Photography Plan only, no game selection – promoted locally. A8/A9 offer in APJ includes only one SEC game – promoted locally.

OFFERS FOR A+A SYSTEMS



	Ryzen 7 PRO 1700X	Ryzen 7 PRO 1700	Ryzen 5 PRO 1600X	Ryzen 5 PRO 1600	Ryzen 5 PRO 1500	Ryzen 5 PRO 1400	Ryzen 5 PRO 1300	Ryzen 5 PRO 1200	PRO A12-9830B	PRO A12-9800B	PRO A12-9800E	PRO A12-9800	PRO A10-9730B	PRO A10-9700B	PRO A10-9700E	PRO A10-9700	Threadripper 1950X	Threadripper 1920X	Threadripper 1950	Threadripper 1920	Threadripper 1900X	Threadripper 1900	Ryzen 7 1800	Ryzen 7 1700X	Ryzen 7 1700	Ryzen 5 1600X	Ryzen 5 1600	Ryzen 5 1500X	Ryzen 5 1400	Ryzen 3 1300X	Ryzen 3 1200	FX™ 9830P	FX™ 9800P	A12-9800E	A12-9800	A12-9730P	A12-9720P	A12-9700P	A10-9700E	A10-9700	A10-9630P	A10-9620P	A10-9600P	A9-9430	A9-9420	A9-9420e	A9-9410	A9-9400	A8-9600	A8-7410 in APJ only
WX9100	2 months Adobe Creative Cloud																Choice of 3 Square Enix Collective Games + 2 months Adobe Creative Cloud										Choice of 2 Square Enix Collective Games + Choice of 2 months Adobe Creative Cloud or 3 months Adobe Creative Cloud Photography plan				Choice of 1 Square Enix Collective Game + 2 months Adobe Creative Cloud or 3 months Adobe Creative Cloud Photography plan						<i>In APJ only:</i> Choice of 1 Square Enix Game + 2 months Adobe Creative Cloud ----- <i>In LatAm only:</i> Choice of 3 months Adobe Creative Cloud Photography plan or 2 months Adobe Creative Cloud													
WX8100																																																		
WX 7100																																																		
WX 5100																																																		
WX 4100																																																		
RX Vega																																																		
RX 580																																																		
RX 570	Choice of 2 months Adobe Creative Cloud or 3 months Adobe Creative Cloud Photography plan																Choice of 3 Square Enix Collective Games + Choice of 2 months Adobe Creative Cloud or 3 months Adobe Creative Cloud Photography plan										Choice of 2 Square Enix Collective Games + 3 months Adobe Creative Cloud Photography plan				Choice of 1 Square Enix Collective Game + 3 months Adobe Creative Cloud Photography plan						<i>In APJ only:</i> Choice of 1 Square Enix game + 3 months Adobe Creative Cloud Photography Plan ----- <i>In LatAm only:</i> 3 Months Adobe Creative Cloud Photography Plan													
RX 560																																																		
RX 480																																																		
RX 550																																																		
RX 540																																																		
RX 470																																																		
RX 470																																																		

EXAMPLE CUSTOMER JOURNEY



Hear about the program
(advertising, POP, partner marketing, PR, email)



Research the offers and qualifying systems



Shop.AMD



System Purchase



Unboxing/
System Setup
(Jumpstart, AMD.com, DIB)



Go to redemption portal

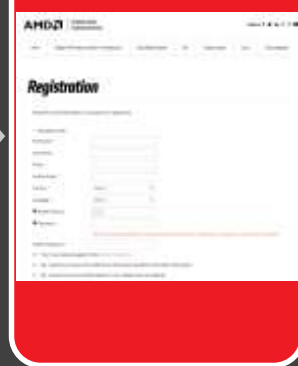


AMD4U REDEMPTION PROCESS FLOW

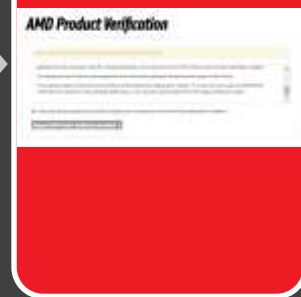
Age gate



Create an account and agree to terms



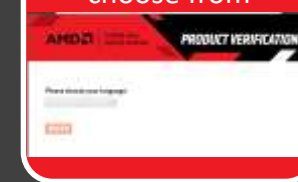
Download the AMD PVT and run the application to verify eligibility



PVT scans the system to detect qualifying components



Once the AMD PVT qualifies the end users system, the end user will be presented with their specific reward options to choose from



Once the end user has made their selection, instructions on how to download their reward(s) will appear on the screen and a confirmation will be sent to the end users' registered email address