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### **Qualcomm expands collaboration with Novartis for connected COPD therapy**

SAN DIEGO — January 5, 2016 — Qualcomm Incorporated (NASDAQ: QCOM) today announced that its subsidiary, [Qualcomm Life, Inc.](#), and Novartis are expanding their global connected therapy management collaboration. Novartis will leverage Qualcomm Life's connectivity solutions to power its next-generation connected Breezhaler™, the inhaler for its Chronic Obstructive Pulmonary Disease (COPD) portfolio.

Qualcomm Life is developing the reference design for the small, low-power, disposable module to connect the next generation Breezhaler, which is part of Novartis' leading portfolio of COPD treatments comprised of Onbrez™, Seebri™ and Ultibro™, with Ultibro leading the category in the LABA/ LAMA therapy class. The module is designed to seamlessly connect with Qualcomm

Life's 2net™ Platform, and can detect and report inhaler usage, as well as the duration of the patient's inhalation which indicates quality of the inhalation.

“This is an exciting time for health care as we see the proliferation of the Internet of Medical Things,” said Rick Valencia, senior vice president and general manager, Qualcomm Life, Inc.

“Through our expanded collaboration with Novartis, we are able to deliver a frictionless digital health experience to their COPD patients.”

Through this collaboration, Novartis aims to be the first company with a completely integrated, connected delivery device that will provide a simple experience for patients, eliminate the need to assemble the device themselves, and enable them to more easily manage their chronic disease. With near-real time data capture from the patient and the connected device, Novartis aims to improve medication adherence and ultimately health outcomes for COPD patients.

Novartis plans to launch the new connected Breezhaler in 2019 following manufacturing, testing and regulatory approvals.

### **About Qualcomm Incorporated**

Qualcomm Incorporated (NASDAQ: QCOM) is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and

services businesses, including its semiconductor business, QCT. For more than 30 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's [website](#), [OnQ blog](#), [Twitter](#) and [Facebook](#) pages.

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