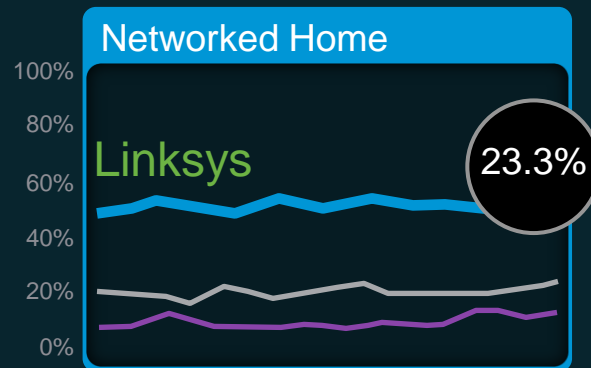
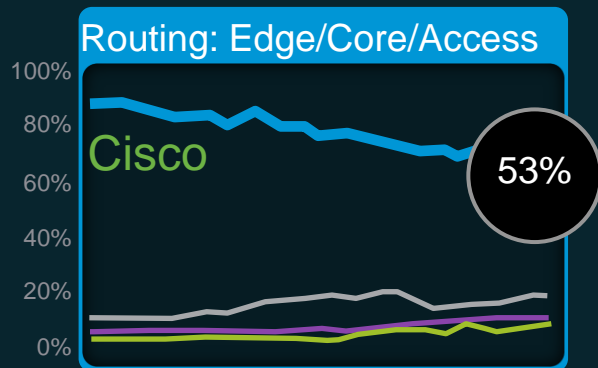
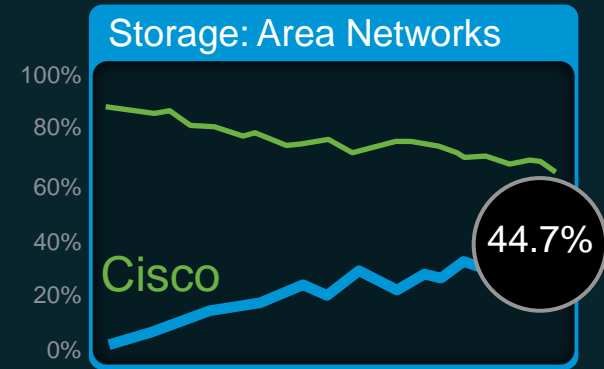
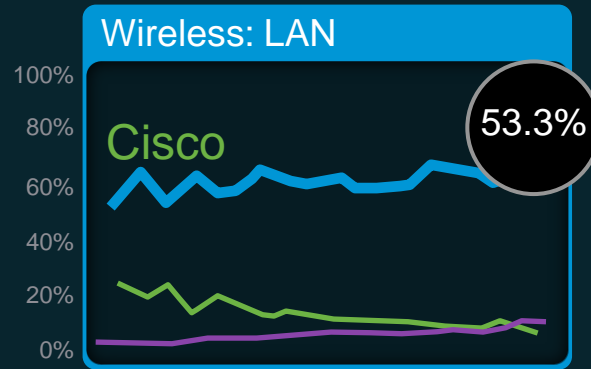
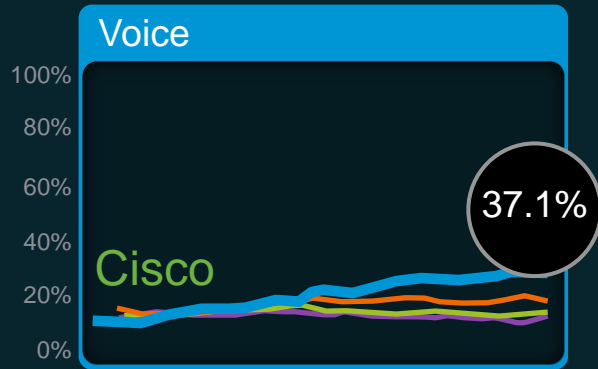
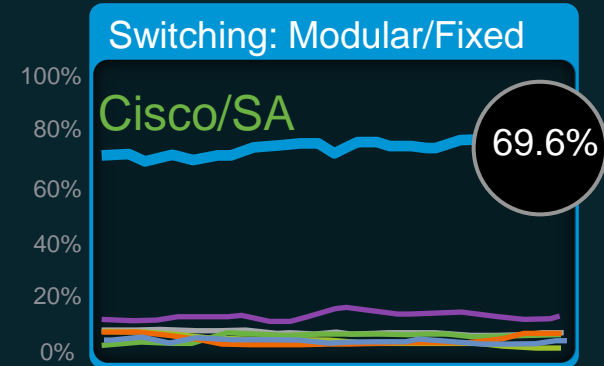
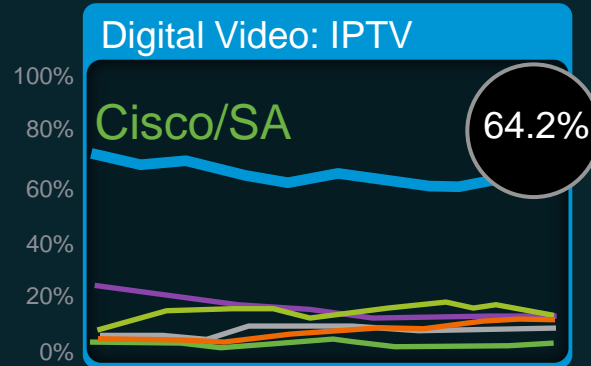
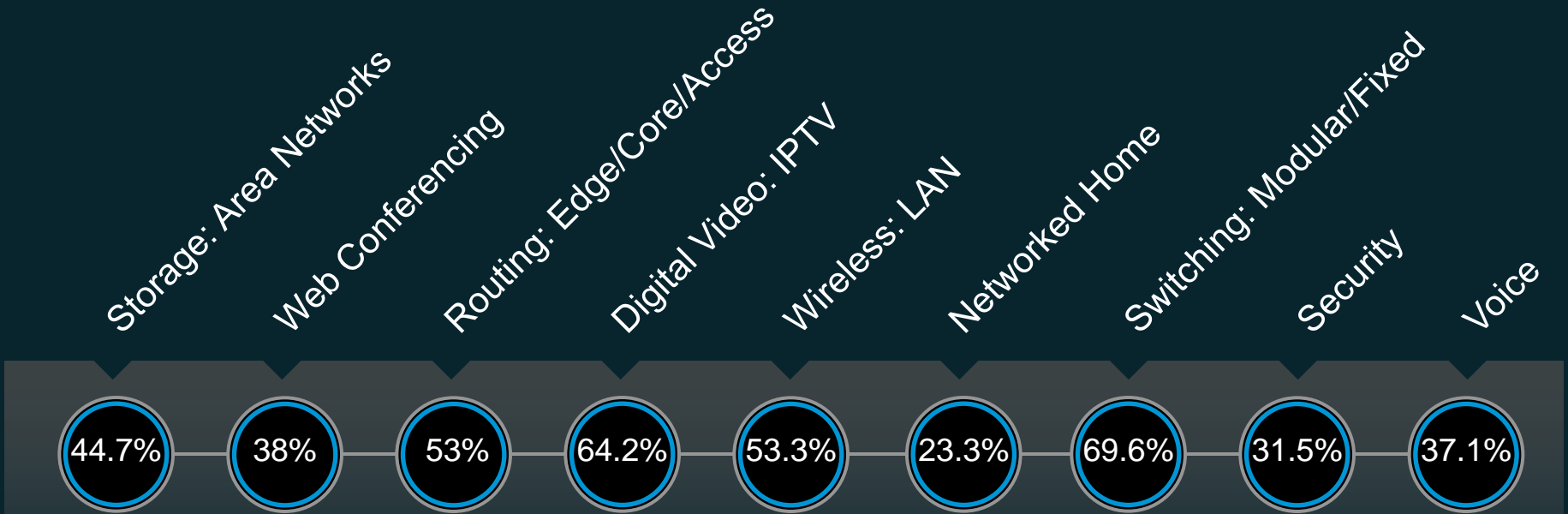




Market Share Leadership



Market Share Leadership



Only company with leadership across all segments

Integration as sustainable competitive advantage

Diverse product portfolio for long-term stability

Strong Geographical Balance

Total \$11.5B

11% Y/Y

\$6.6B

9% Y/Y

Americas

\$3.2B

15% Y/Y

EMEA

\$1.7B

11% Y/Y

APJC



Q2 FY12 Fiscal
Revenue by Geography

The Network as the Platform...

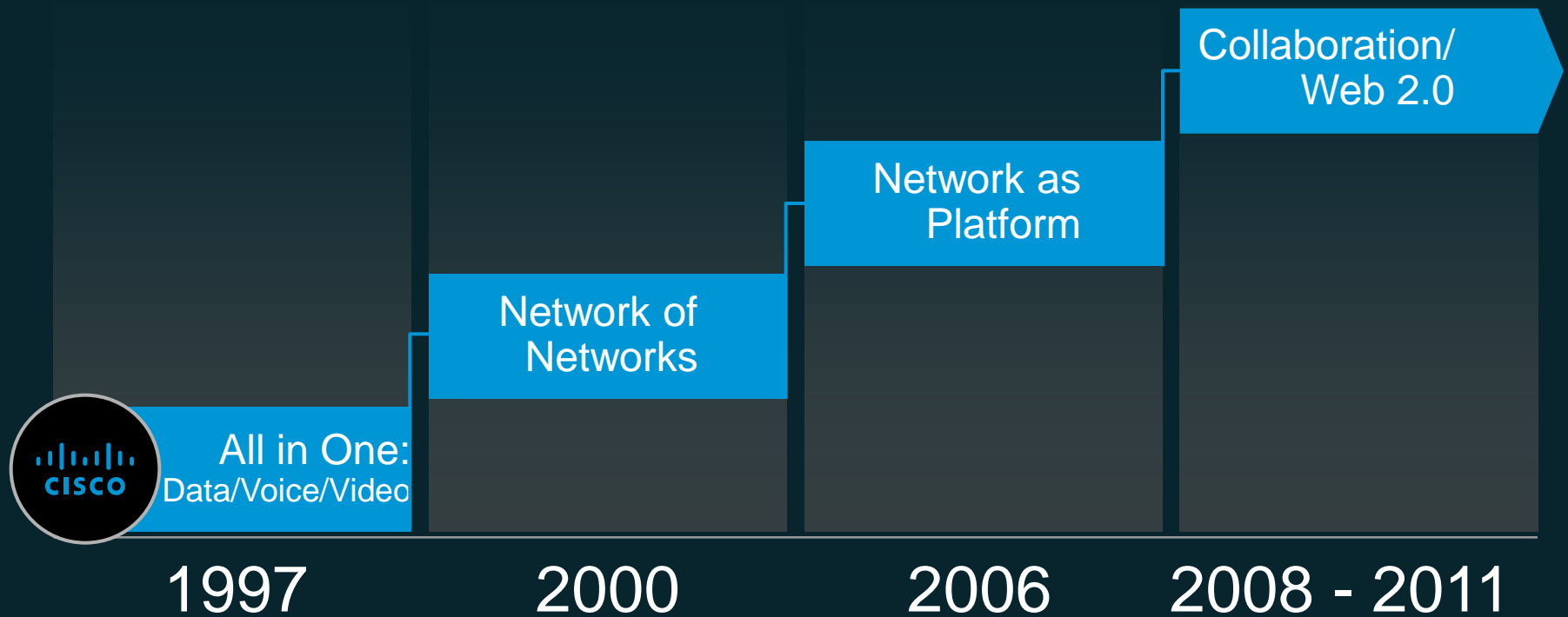
“Cisco’s strategy is based on catching market transitions—the market transitions that affect our customers. With the proliferation of video and collaborative Web 2.0 technologies, the network continues to evolve from the plumbing of the Internet—providing connectivity—to the platform that will change the way we work, live, play and learn.”

**John Chambers,
Chairman and CEO, Cisco**



Market Transitions

Our strategy is guided by the market transitions that affect our customers.



The Network as the Platform...

3–5 Year Goals

Cisco Strategy

FY '11 Initiatives

**3-5 Year
Goals**

**Intelligent
Information Network**

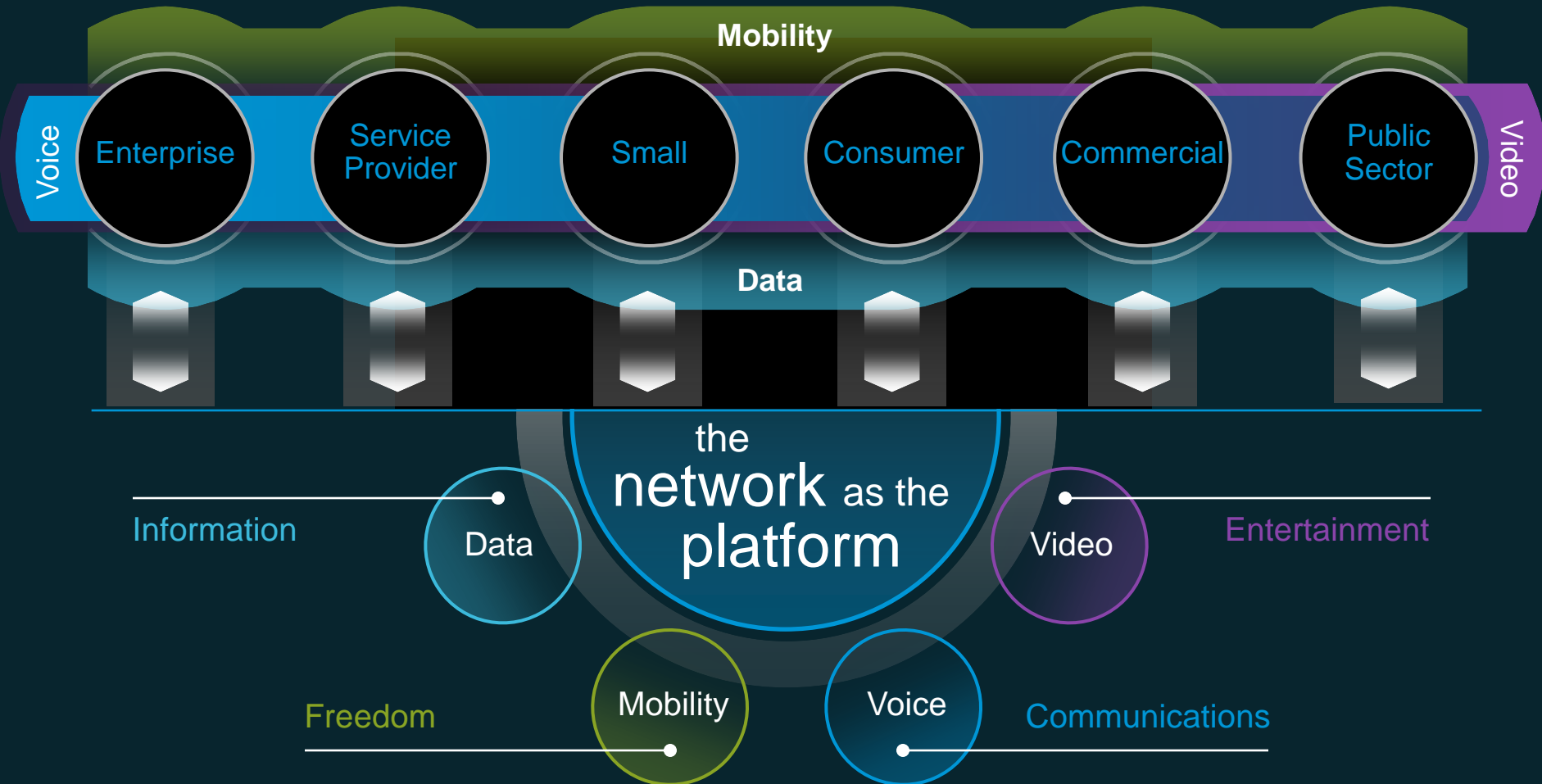
Initiatives

Business
Architecture

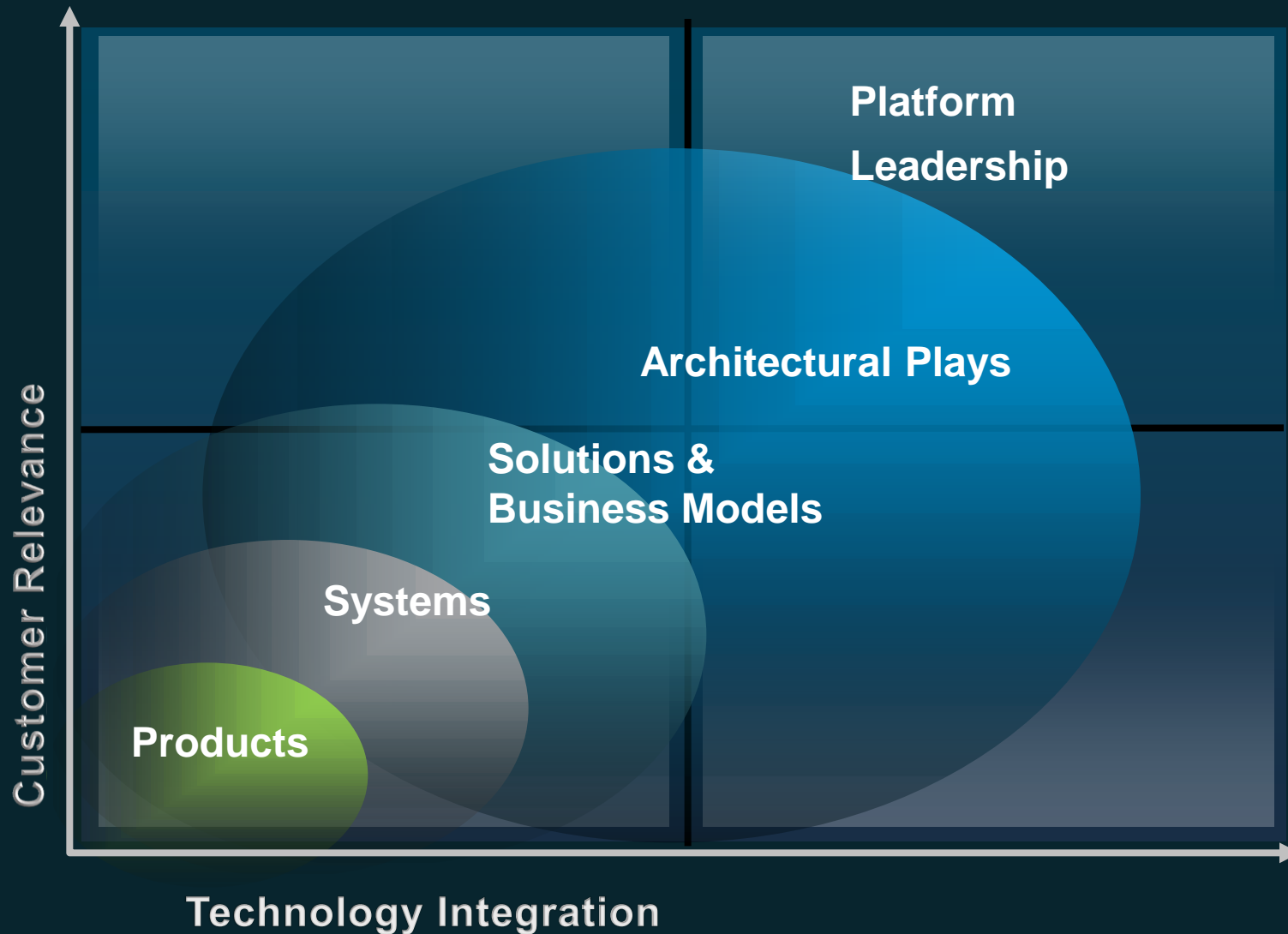
Technology
Architecture

Cisco: The Convergence Innovator

One Seamless, Transparent Customer Experience



Creating Sustainable Differentiation Through Platform Leadership



culture

collaboration
customers
employees
community

Cisco allows people to **connect** locally and **globally**

That's the **Human Network**

a place where everyone is connected

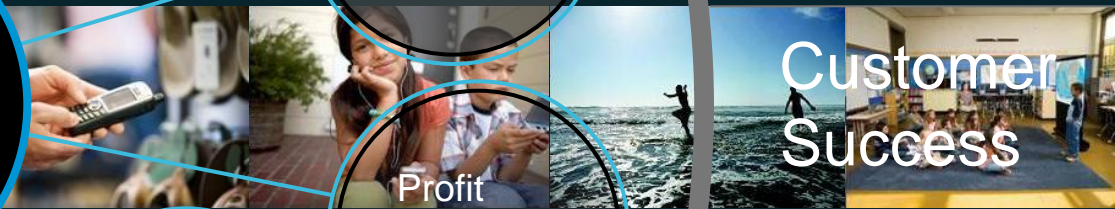
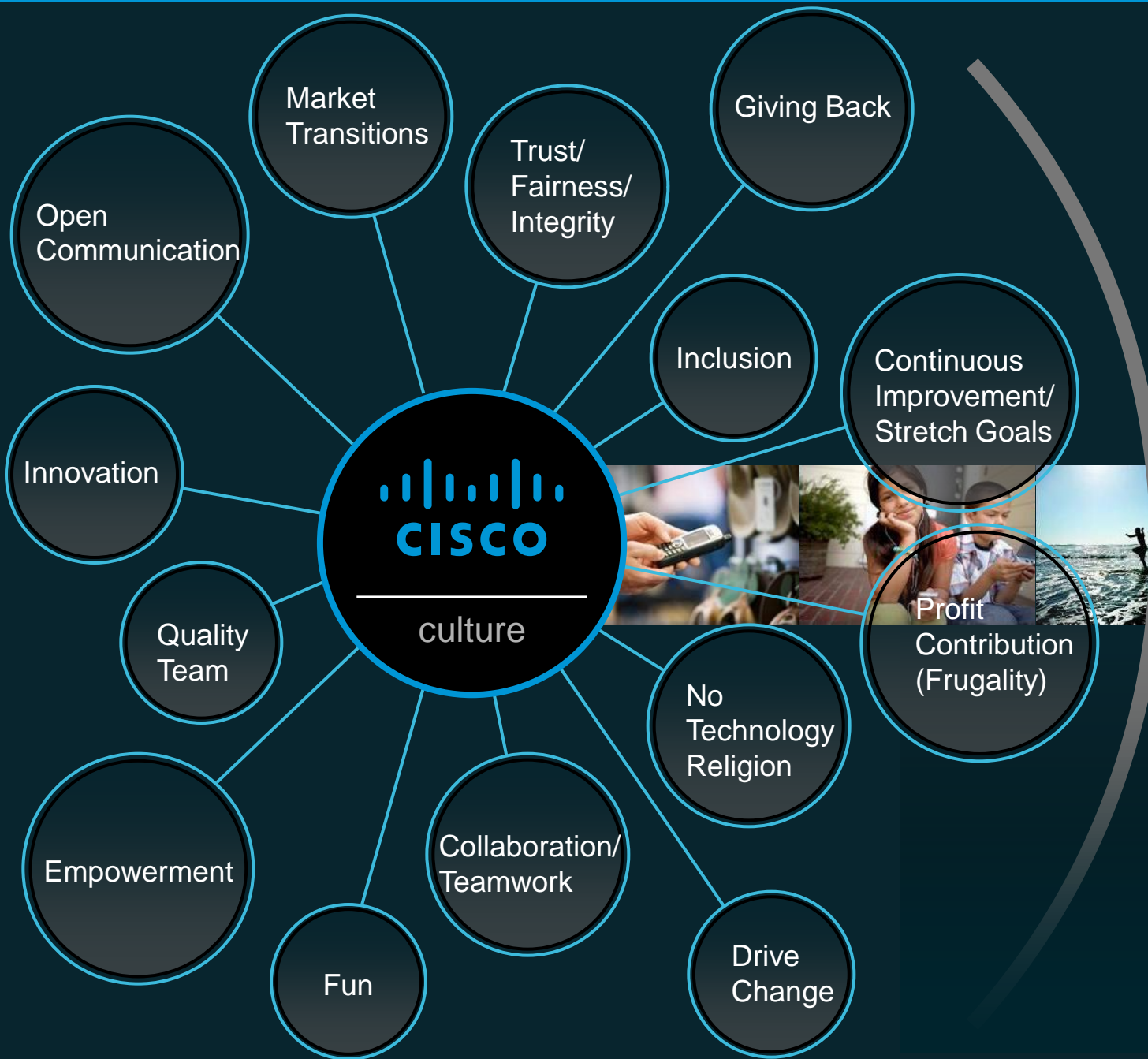
The Cisco Vision

changing the way we
work, live, play, and learn. SM



The Mission

to shape the future of the Internet by
creating unprecedented value and
opportunity for our customers, employees,
investors and ecosystem partners



Customer
Success

culture employees

...are our competitive
advantage



1/3 sales

1/3 engineering

1/6 service

1/6 other

63K+
employees

165+
countries

475+
offices

culture

the idea of
community
no longer
applies to just

cities

towns

or countries





your **community**
is wherever you need to interact.



Networking
Academy



Volunteerism



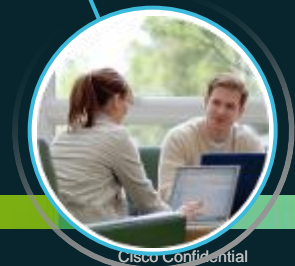
we believe **community**
belongs to everyone.



Make Every Connection
a Green Connection



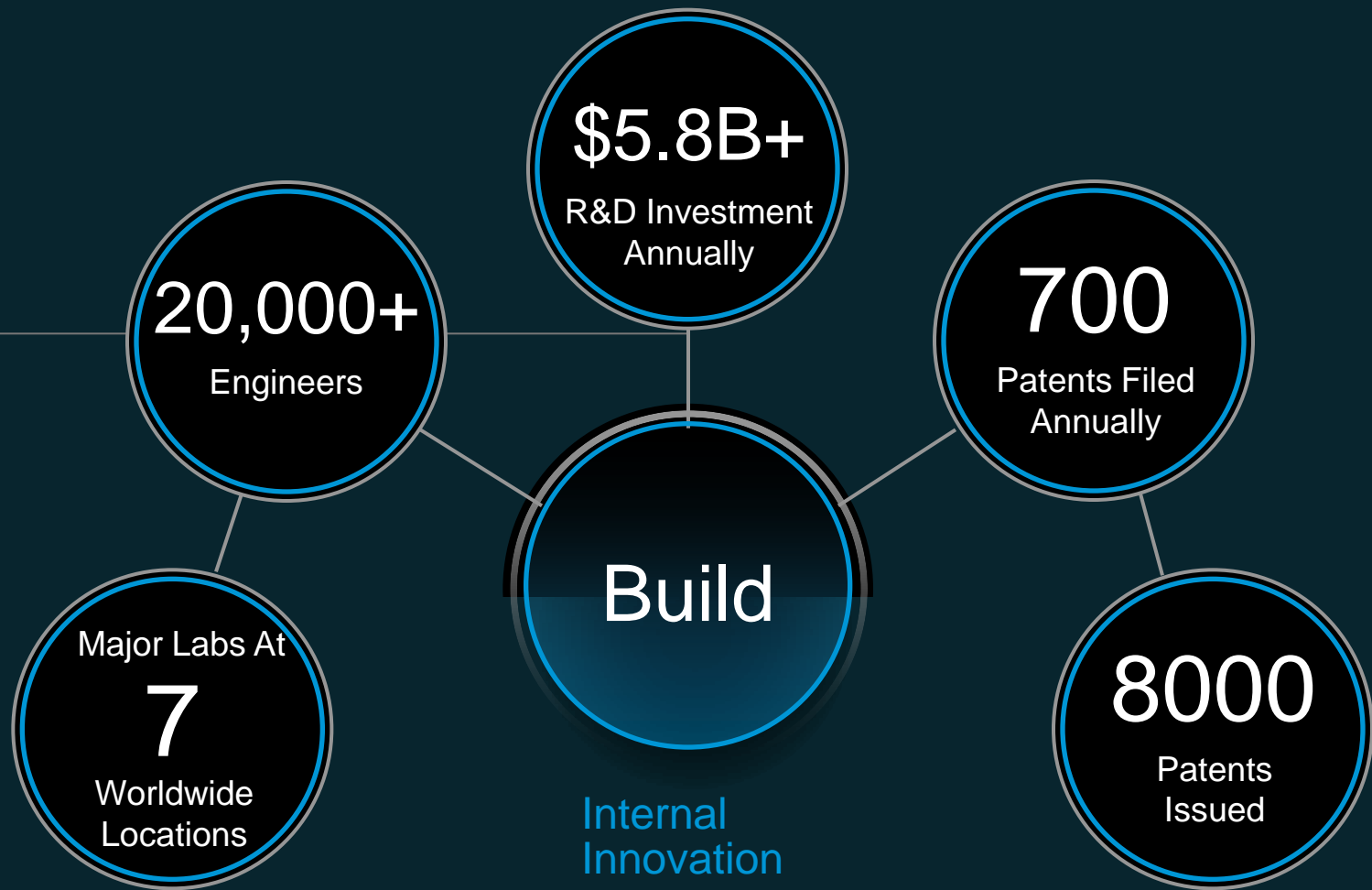
Sustainable
Business Practices



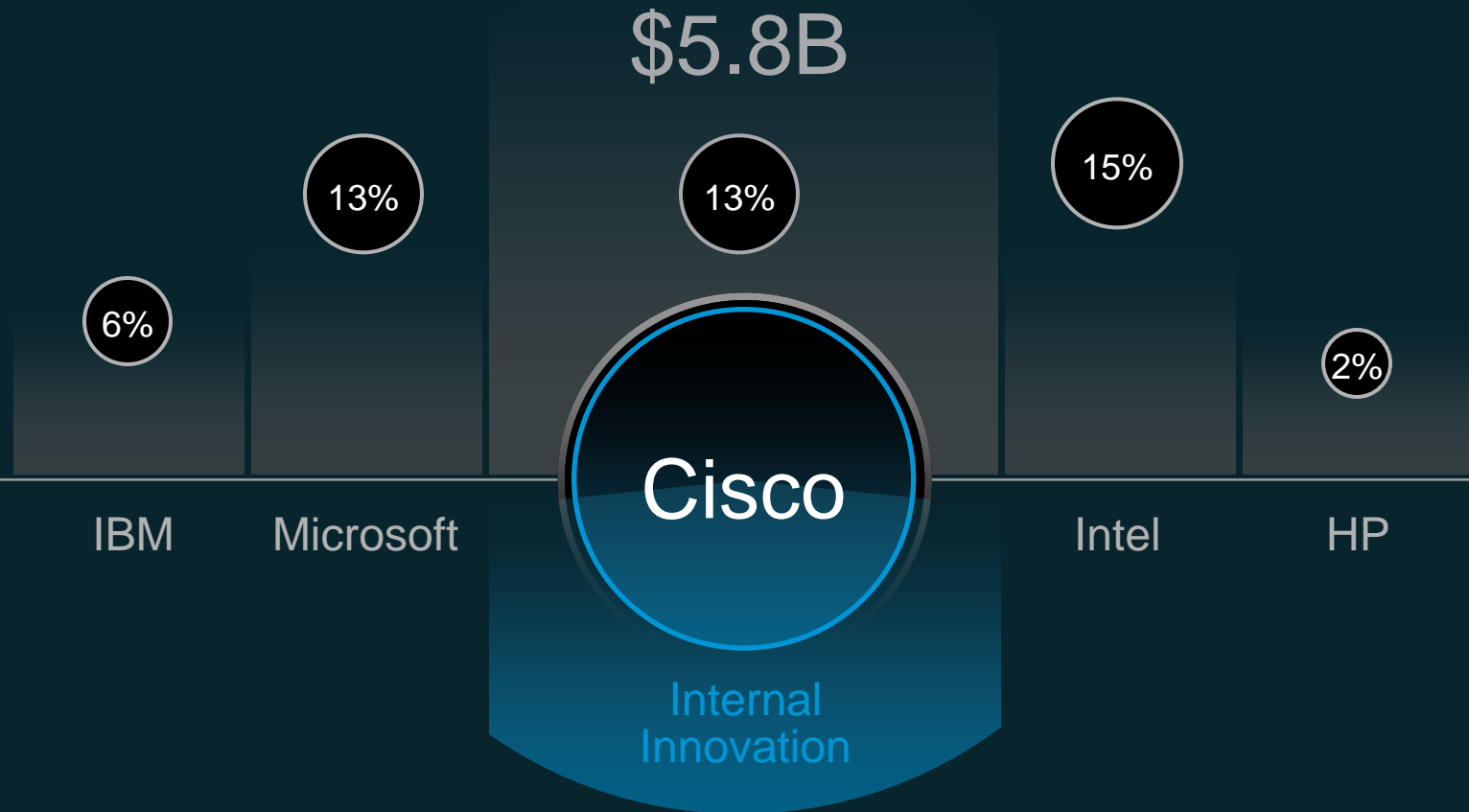
technology

Innovation as a
means of evolving
through...



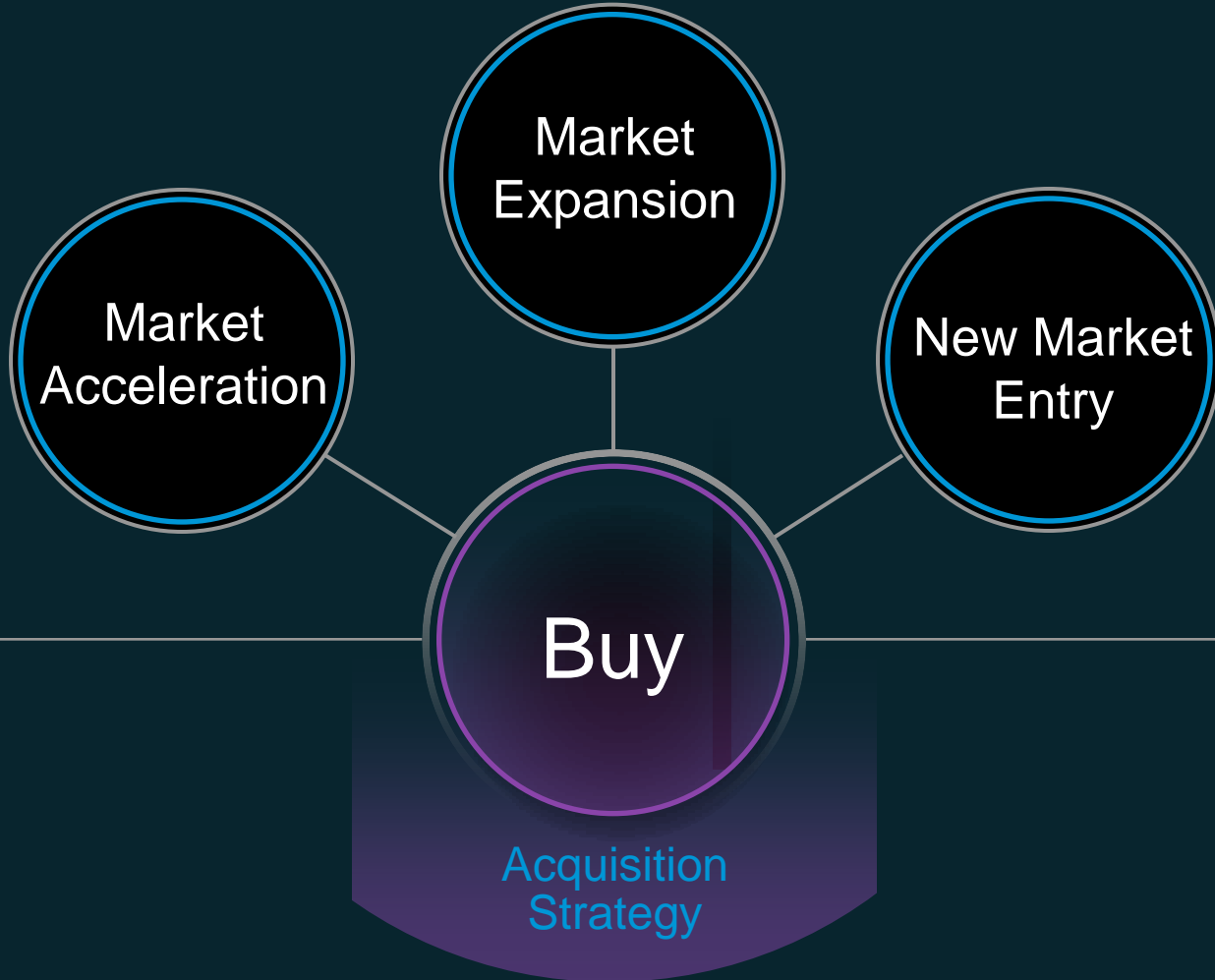


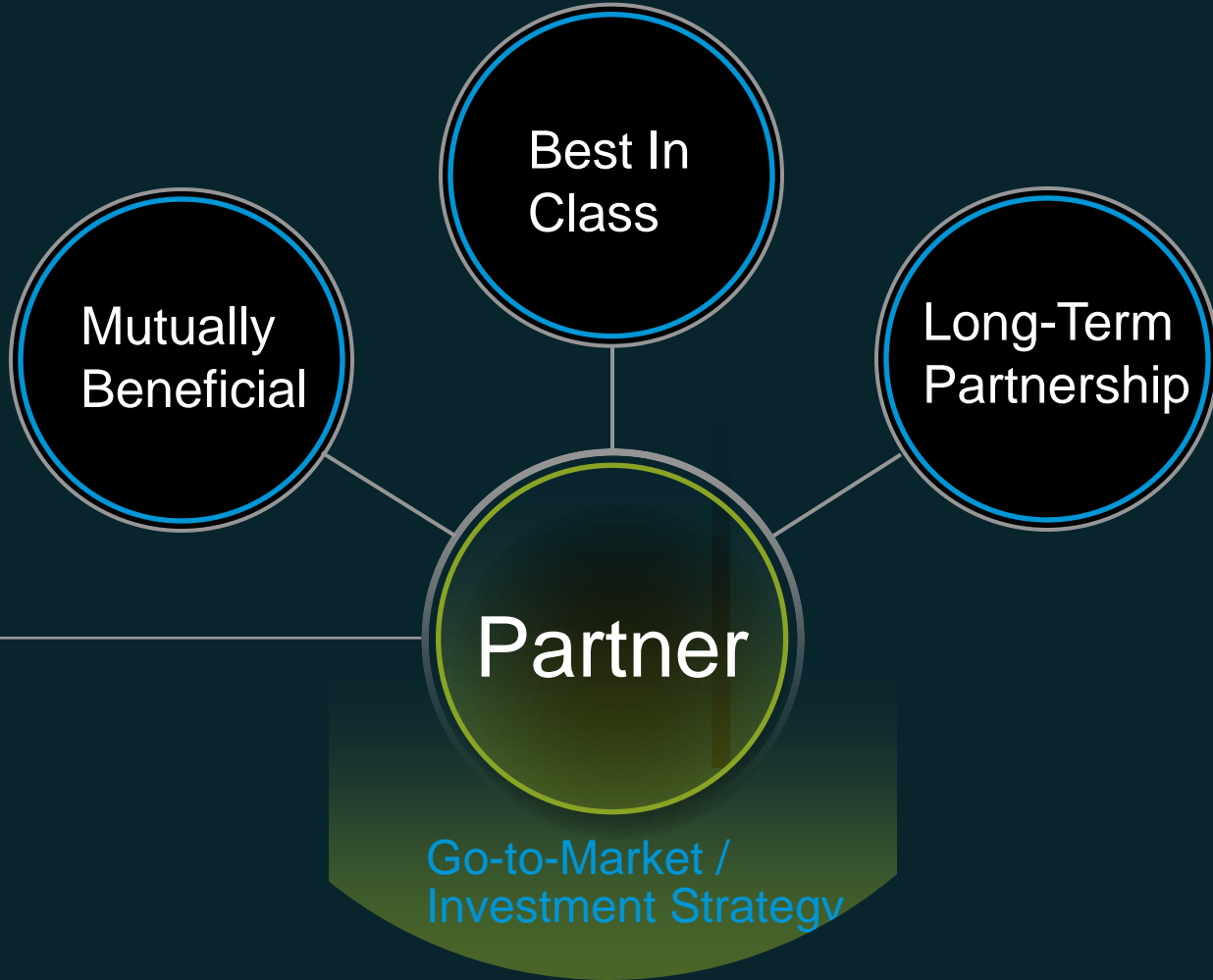
R&D Commitment



R&D as Percent of Revenue

Source: Yahoo Finance, Company Financial Statements for latest reported fiscal year







“Cisco is truly dedicated to customer success. Our mission is to shape the future of the internet by creating unprecedented value and opportunity for our customers, partners, shareholders, and employees.”

John Chambers
Chairman and CEO

Cisco's History of Customer Satisfaction

10+ years of history—formally tracking customer satisfaction

Central part of Cisco's culture

Customer satisfaction tied to the bonus plan



Source: Cisco annual survey; measured on a scale of 1 to 5 in fiscal years

history

culture

customers

technology

built for the
human network.

