



NEWS RELEASE

Ambiq Wins Two 2023 Public Relations and Marketing Excellence Awards

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October 27, 2023 – Ambiq® received two 2023 BIG Awards for Public Relations and Marketing Excellence from the Business Intelligence Group. The “Public Relations Department of the Year” was awarded for the success of the “**Ambiq + Xiaomi = Mobile Intelligence**” campaign for Xiaomi Redmi Watch 3. Charlene Wan, **Ambiq’s VP of Branding, Marketing, and Investor Relations**, was recognized as one of the two “Executive of the Year” for her contributions to outstanding coverage and quality in PR campaigns.

“We are honored to receive these reputable recognitions from the Business Intelligence Group,” said Charlene Wan, VP of Branding, Marketing, and Investor Relations of Ambiq. “The awards are a further testament to the ingenuity, conviction, and devotion of the entire Ambiq team to technology innovations, ecosystem partnerships, and a sustainable future for generations.”

“Ambiq shows how a group of creative and business-minded people can help solve real challenges and impact the business world,” said Maria Jimenez, Chief Nominations Officer of the Business Intelligence Group. “In today’s marketplace, communicating effectively to a global audience has never been more important. We are so proud of Ambiq and Ms. Wan, and congratulate them all for their successes.”

Ambiq’s continuous success in creating world-leading energy-efficient semiconductors for IoT edge devices and mutually beneficial partnerships with our customers lies in the incredibly ambitious team at Ambiq. Ambiq strives to develop the lowest-power semiconductor solutions that enable ambient intelligence in our lives a reality, and our partners with a vision of making world-class products their customers will love.



For more information on the BIG Awards for Public Relations and Marketing Excellence, visit <https://www.bintelligence.com/awards/pr-and-marketing-excellence-awards>

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other **industry award programs**, these programs are judged by business executives having experience and knowledge. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and rewards those companies whose achievements stand above those of their peers.

About Ambiq

Ambiq's mission is to develop the lowest-power semiconductor solutions to enable intelligent devices everywhere by developing the lowest-power semiconductor solutions to drive a more energy-efficient, sustainable, and data-driven world. Ambiq has helped leading manufacturers worldwide develop products that last weeks on a single charge (rather than days), while delivering a maximum feature set in compact industrial designs. Ambiq's goal is to take Artificial Intelligence (AI) where it has never gone before in mobile and portable devices, using Ambiq's advanced ultra-low power system on chip (SoC) solutions. Ambiq has shipped more than 230 million units as of October 2023. For more information, visit www.ambiq.com.

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