UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A

(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934 (Amendment No.)

Filed b	y the Ro	egistrant ⊠
Filed b	y a Part	y other than the Registrant □
Check	Prelin Confi Defin Defin	ropriate box: ninary Proxy Statement idential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)) itive Proxy Statement itive Additional Materials iting Material under §240.14a-12
		QUALCOMM INCORPORATED
		(Name of Registrant as Specified In Its Charter)
		(Name of Person(s) Filing Proxy Statement, if other than the Registrant)
Payme ⊠	No fe	ing Fee (Check the appropriate box): e required. omputed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11. Title of each class of securities to which transaction applies:
	(2)	Aggregate number of securities to which transaction applies:
	(3)	Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):
	(4)	Proposed maximum aggregate value of transaction:
	(5)	Total fee paid:
	Check the pr (1)	aid previously with preliminary materials. k box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify revious filing by registration statement number, or the Form or Schedule and the date of its filing. Amount Previously Paid:
	(2)	Form, Schedule or Registration Statement No.:
	(3)	Filing Party:
	(4)	Date Filed:
_		
On Fel	oruary 1	2, 2018, Qualcomm Incorporated ("Qualcomm") published the following advertisements online.

Driving stockholder value through innovation.

Qualcom

Support Qualcomm's highly qualified Board.

How to vote

Qualcom

Leading the charge on 5G and creating value for stockholders.

Qualcom

Support Qualcomm's highly qualified Board.

How to vote

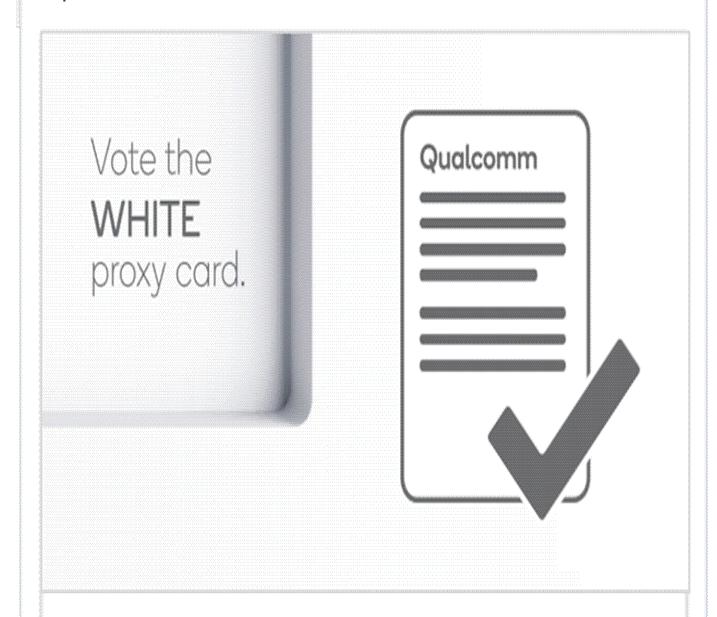
Qualcomm







Vote FOR Qualcomm's entire slate of 11 highly qualified and experienced nominees.



Vote the WHITE proxy card

Throw away the BLUE proxy card.

QCOMVALUE.COM

Learn More





Comment



Share





5G will change the world. Listen to our CEO explain why it matters and how it will drive stockholder value for you.



Vote the WHITE proxy card

Throw away the BLUE proxy card.

QCOMVALUE.COM

Learn More





Comment



Share





Our inventions change the world. But we couldn't do it without you, our stockholders. Learn how you can help.





Vote the WHITE proxy card

Throw away the BLUE proxy card.

QCOMVALUE.COM

Learn More





Comment



Share



Qualcomm (Default)

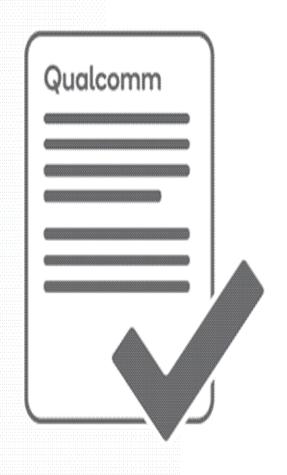
Sponsored - 🚱



Like Page

We're driving stockholder value through innovation.

Vote the WHITE proxy card.



Vote the WHITE proxy card

Throw away the BLUE proxy card.

QCOMVALUE.COM

Learn More





Comment



Share





Smartphone makers know what's at stake with Broadcom's hostile takeover attempt. You should too.



Vote the WHITE proxy card

Throw away the BLUE proxy card.

QCOMVALUE.COM

Learn More

Like

Comment

Share



Vote FOR Qualcomm's entire slate of 11 highly qualified and experienced nominees. http://bit.ly/2nsX7tt



•••

5G will change the world. Listen to our CEO explain why it matters and how it will drive stockholder value for you. http://bit.ly/2EqG17m



Our inventions change the world. But we couldn't do it without you, our stockholders. Learn how you can help. http://bit.ly/2EslcaK





We're driving stockholder value through innovation. http://bit.ly/2Er81YC





Smartphone makers know what's at stake with Broadcom's hostile takeover attempt. You should too. http://bit.ly/2nuJDgL





Qualcomm • Jan 31

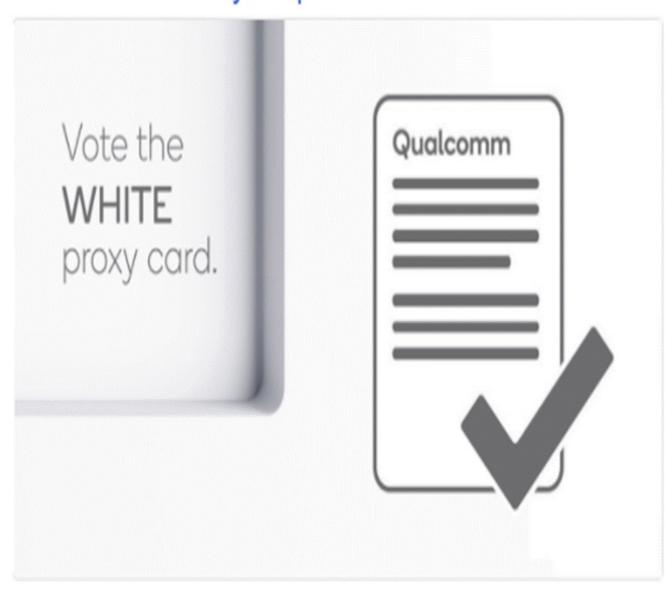
5G will change the world. Listen to our CEO explain why it matters and how it will drive stockholder value for you. bit.ly/2GzArR4







We're driving stockholder value through innovation. bit.ly/2npdRCx







Smartphone makers know what's at stake with Broadcom's hostile takeover attempt. You should too. bit.ly/2DQTzMF



Additional Information

Qualcomm has filed a definitive proxy statement and WHITE proxy card with the U.S. Securities and Exchange Commission (the "SEC") in connection with its solicitation of proxies for its 2018 Annual Meeting of Stockholders (the "2018 Annual Meeting"). QUALCOMM STOCKHOLDERS ARE STRONGLY ENCOURAGED TO READ THE DEFINITIVE PROXY STATEMENT (AND ANY AMENDMENTS AND SUPPLEMENTS THERETO) AND ACCOMPANYING WHITE PROXY CARD AS THEY CONTAIN IMPORTANT INFORMATION. Stockholders may obtain the proxy statement, any amendments or supplements to the proxy statement and other documents as and when filed by Qualcomm with the SEC without charge from the SEC's website at www.sec.gov.

Certain Information Regarding Participants

Qualcomm, its directors and certain of its executive officers may be deemed to be participants in connection with the solicitation of proxies from Qualcomm's stockholders in connection with the matters to be considered at the 2018 Annual Meeting. Information regarding the identity of potential participants, and their direct or indirect interests, by security holdings or otherwise, is set forth in the proxy statement and other materials to be filed with the SEC. These documents can be obtained free of charge from the sources indicated above.

Cautionary Note Regarding Forward-Looking Statements

Any statements contained in this document that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. Additionally, statements regarding operating results for future years, growth in operating results and the factors contributing to future operating results; the resolution of licensing disputes and the impact and timing thereof; expected market, industry, geographic and organic growth and trends; future serviceable addressable market size and growth; anticipated contributions from and growth in new opportunities; benefits from planned cost reductions; technology and product leadership and trends; Qualcomm's positioning to benefit from any of the above; potential benefits and upside to Qualcomm's stockholders related to any of the above; and the regulatory process and regulatory uncertainty are forward-looking statements. Words such as "anticipate," "believe," "estimate," "expect," "forecast," "intend," "may," "plan," "project," "predict," "should," "will" and similar expressions are intended to identify such forward-looking statements. These statements are based on Qualcomm's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may differ materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological, strategic and/or regulatory factors, and other factors affecting the operations of Qualcomm. More detailed information about these factors may be found in Qualcomm's filings with the SEC, including those discussed in Qualcomm's most recent Annual Report on Form 10-K and in any subsequent periodic reports on Form 10-Q and Form 8-K, each of which is on file with the SEC and available at the SEC's website at www.sec.gov. SEC filings for Qualcomm are also available in the Investor Relations section of Qualcomm's website at www.qualcomm.com. Qualcomm is not obligated to update these forward-looking statements to reflect ev