Flash Memory SUMMIT

SanDisk *Expanding The Possibilities of Storage*

# Why Your PC Should Have an SSD

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Visit us @ Booth #207
http://itblog.sandisk.com/


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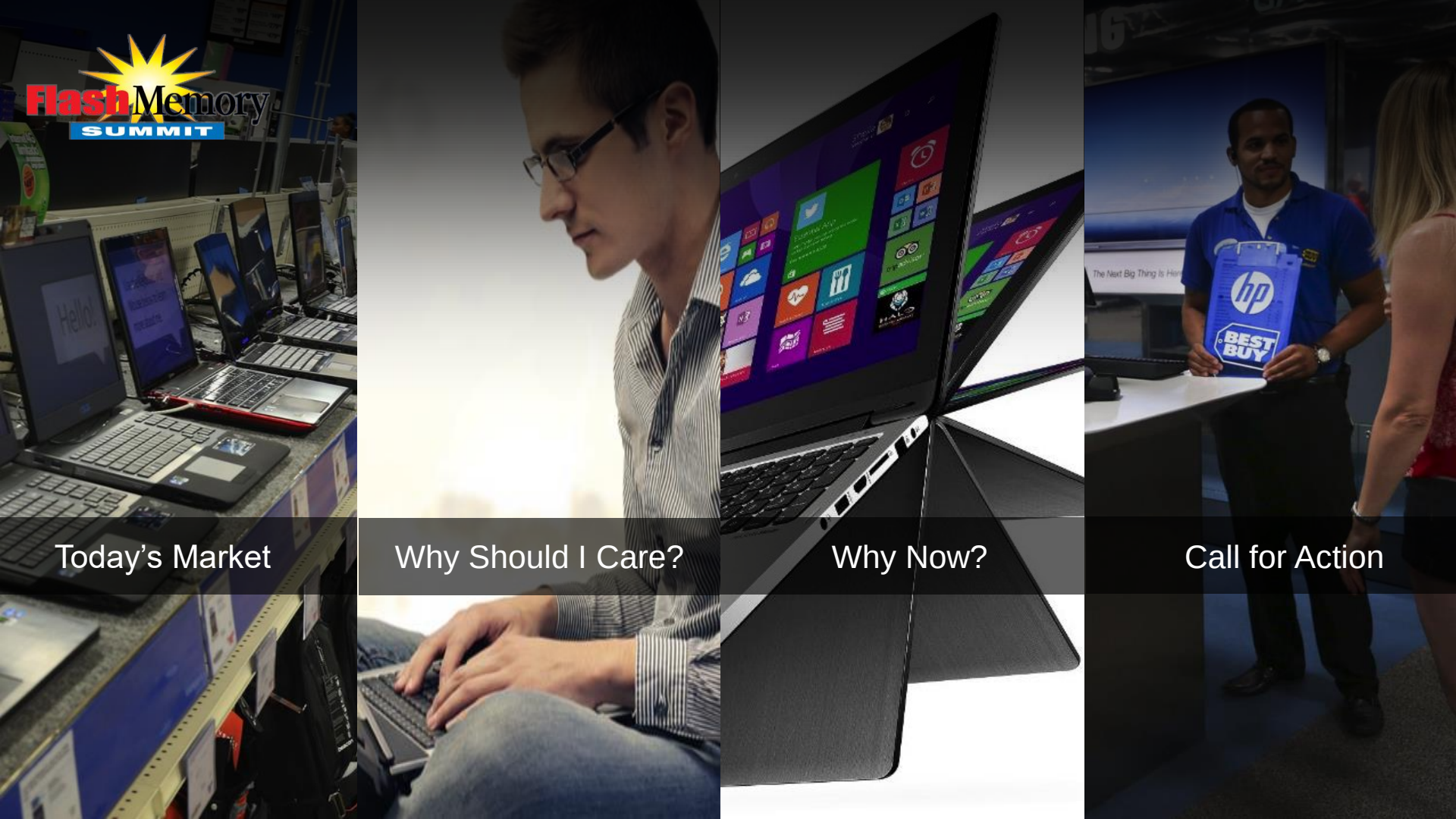
# Forward Looking Statement

During our meeting today we will make forward-looking statements.

Any statement that refers to expectations, projections or other characterizations of future events or circumstances is a forward-looking statement, including those relating to market growth, industry trends, future products, product performance and product capabilities. This presentation also contains forward-looking statements attributed to third parties, which reflect their projections as of the date of issuance.

Actual results may differ materially from those expressed in these forward-looking statements due to a number of risks and uncertainties, including the factors detailed under the caption “Risk Factors” and elsewhere in the documents we file from time to time with the SEC, including our annual and quarterly reports.

We undertake no obligation to update these forward-looking statements, which speak only as of the date hereof or as of the date of issuance by a third party, as the case may be.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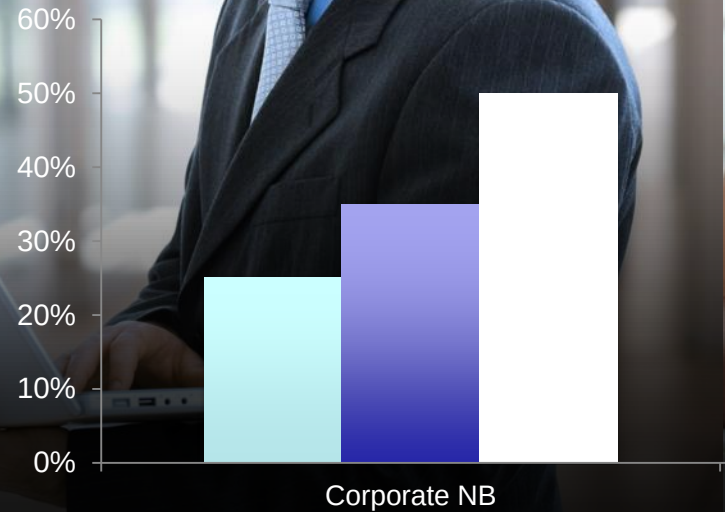
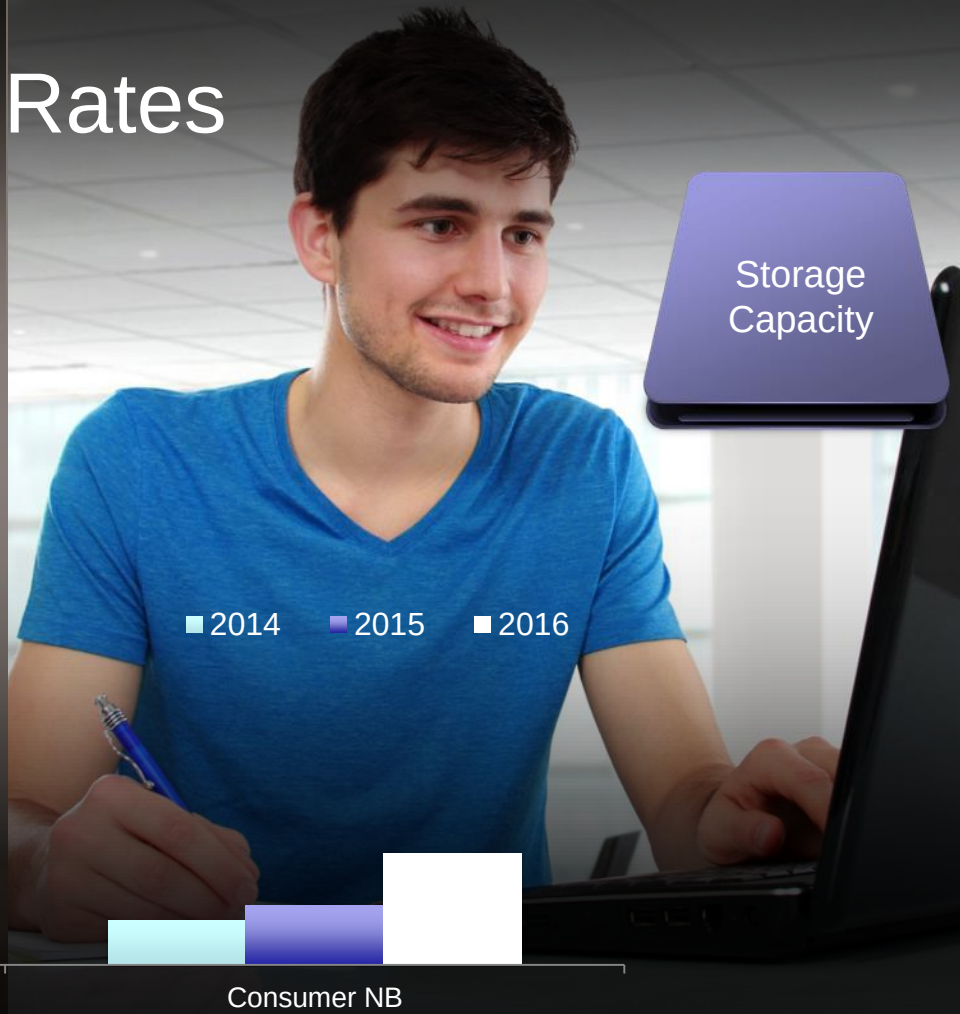
Today's Market
Why Should I Care?
Why Now?
Call for Action

# Today: Attach Rates

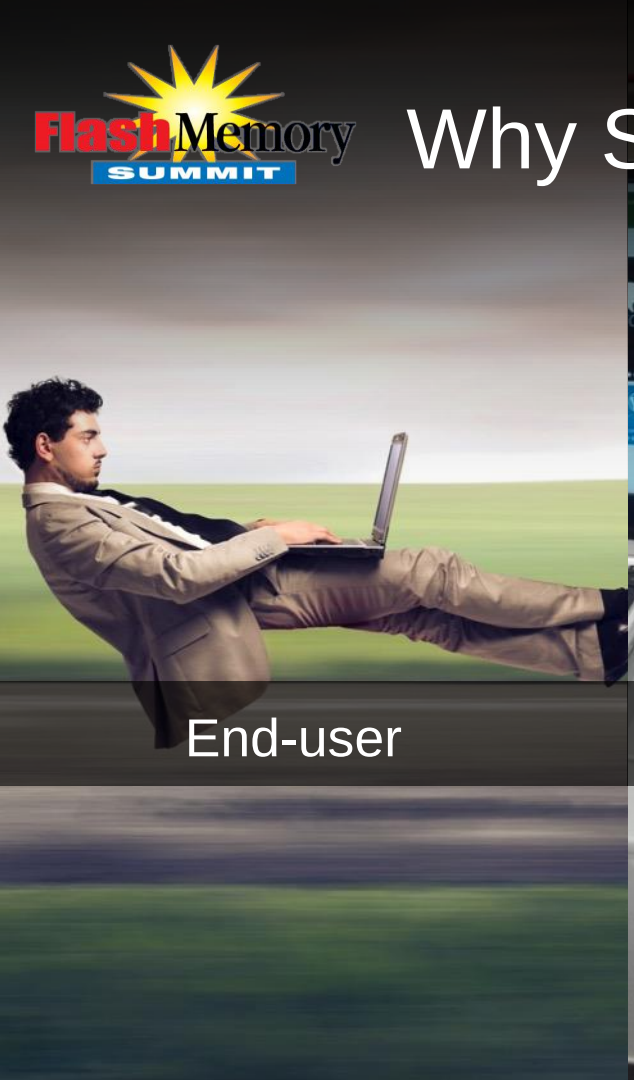



# Who Is Buying?


Source: Forecast Analysis: Devices, Worldwide, 1Q15 Update, Gartner

# Why Should I care?



End-user


Retailer


PC OEM

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# End-user Benefits of SSDs

**1.8x** Faster[1]

**Hour longer battery life**

**3x** More Reliable[3]

## Better Performance


[1] SanDisk X210 SSD vs Hitachi 7200 rpm 500GB HDD, tested using PCMark Vantage

## Energy Efficiency


[3] SanDisk X110 SSD vs Seagate Momentous 7200.4 500GB HDD, tested using BABCO MobileMark2012

## Greater Reliability

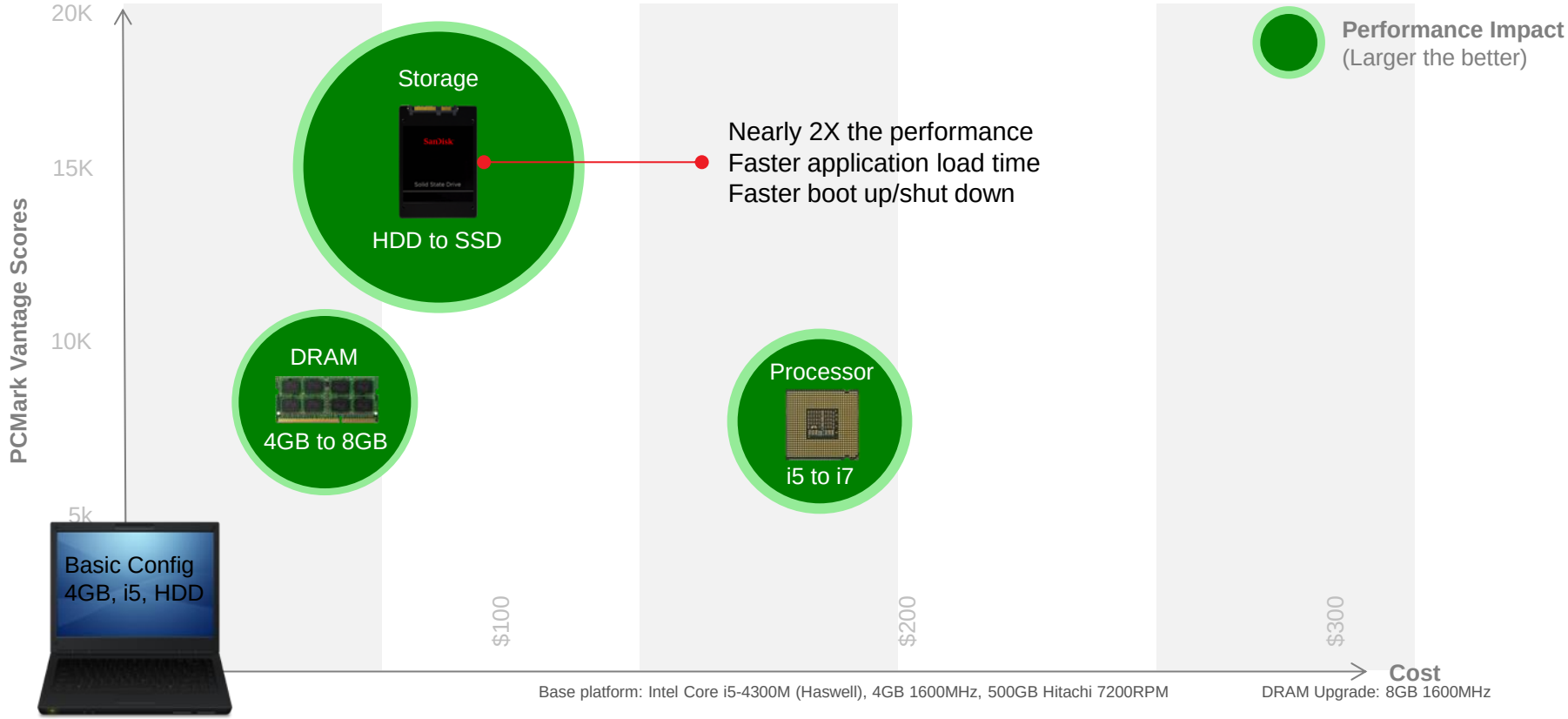
**MTBF**

SanDisk SSD = 1.75M hrs

HDD = 500K hrs

[3] SanDisk X300 SSD vs Seagate Momentous Thin HDD, ST500LT012, 0.48% AFR, 9hrs x 365days, calculated MTBF

# SSD is the BEST Upgrade Option




Base platform: Intel Core i5-4300M (Haswell), 4GB 1600MHz, 500GB Hitachi 7200RPM

Processor Upgrade: Intel Core i7-4600M (Haswell)

DRAM Upgrade: 8GB 1600MHz

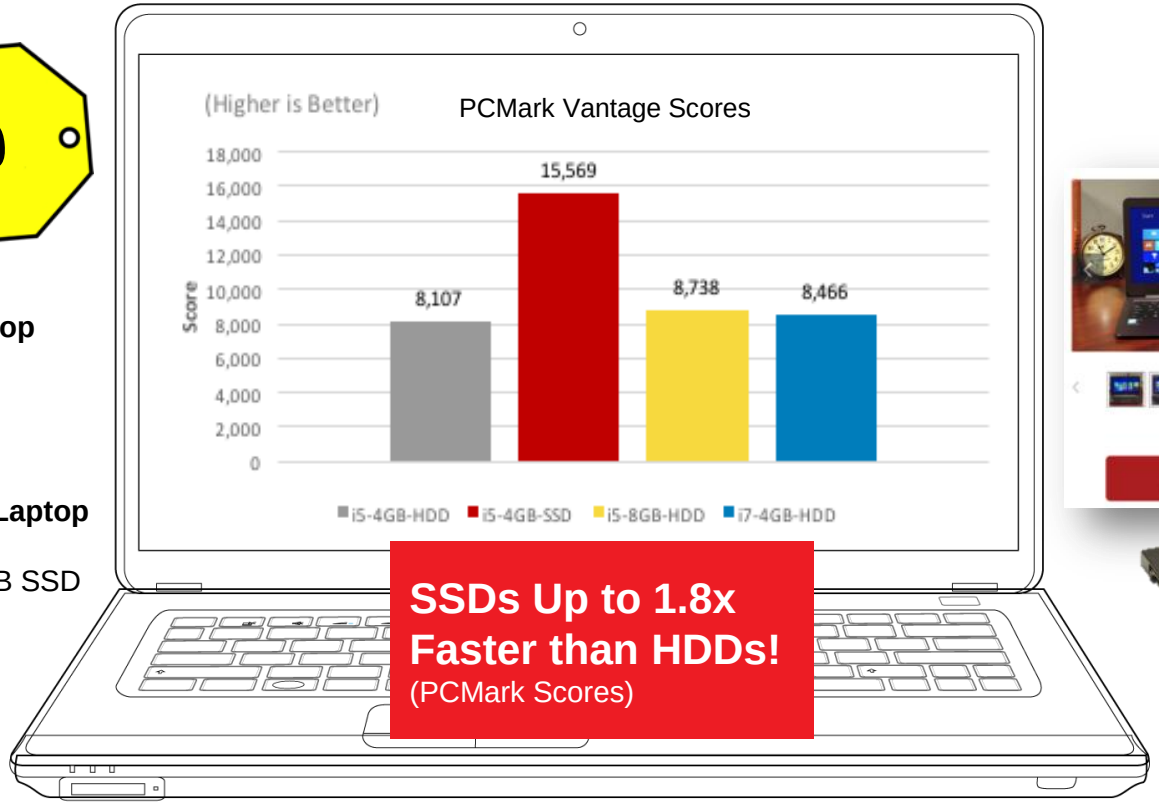
Storage Upgrade: SanDisk X210 128GB SSD

# Most Optimal Configuration and Highest Value

**< $600**

**Standard Laptop**
- Intel Core i5
- 500GB HDD
- 8GB DRAM

**SSD-enabled Laptop**
- Intel Core i5
- FAST 256GB SSD
- 4GB DRAM




**SSDs Up to 1.8x Faster than HDDs!**
(PCMark Scores)

ASUS U305


256GB SSD


Base platform: Intel Core i5-4300M (Haswell), 4GB 1600MHz, 500GB Hitachi 7200RPM

Processor Upgrade: Intel Core i7-4600M (Haswell)

DRAM Upgrade: 8GB 1600MHz

Storage Upgrade: SanDisk X210 128GB SSD

# Why The Retailer Cares



Bundle options:

# What About Storage Anxiety?

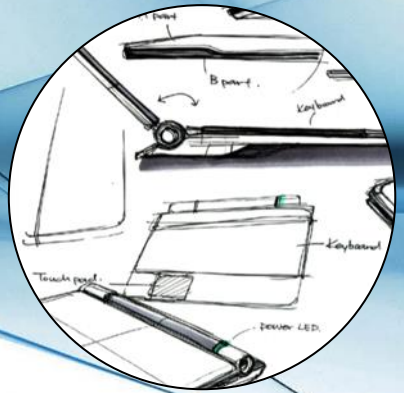
| | Casual | Multimedia | Prosumer | Gamer |
|---|---|---|---|---|
| | 8 | 16 | 24 | 32 |
| | 3 | 9 | 15 | 21 |
| | 10 | 30 | 50 | 100 |
| | 10 | 30 | 50 | 100 |
| | 20 | 20 | 20 | 20 |
| | 30 | 60 | 60 | 60 |
| | 81GB | 165GB | 219GB | 333GB |

256GB SSD


Source: estimations, based on industry practice for file size; average music file is 4MB; average photo file is 2MB; average video file is 1GB; average game file is 6MB, average game file size is 10GB, average OS is 20GB, average application is 3GB

# Total Cost of Acquisition

Fewer returns



More real estate for Battery life

Cooler, more functional laptop


# Monetization

SSD + $50

HDD - $40

Net SSD Cost to OEM $10

SSD Premium $100

Upsell
10X

# Differentiation

Enabling

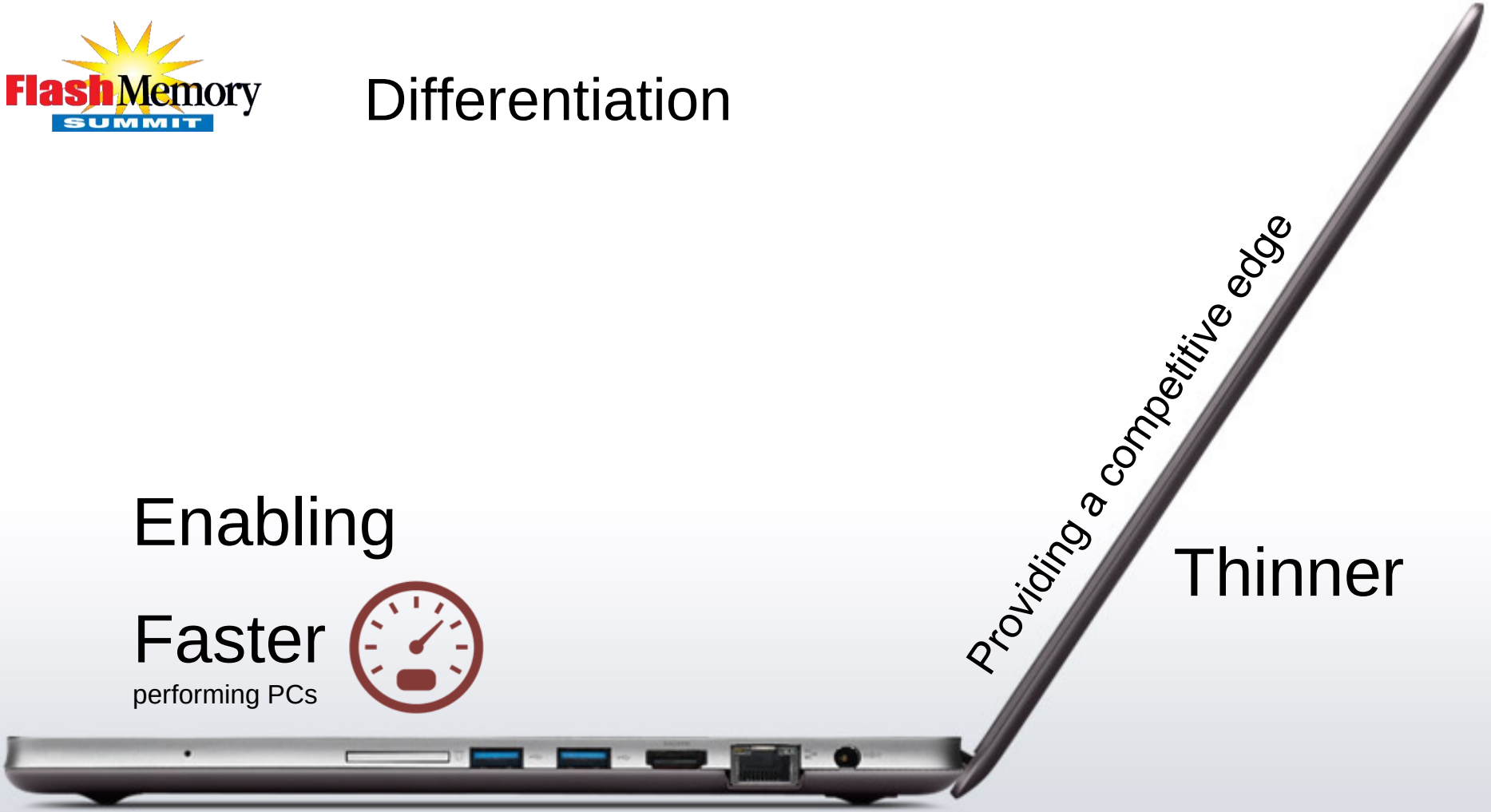
Faster

performing PCs



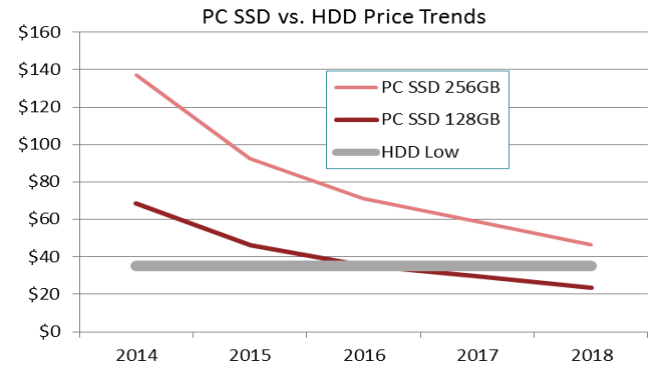
Providing a competitive edge

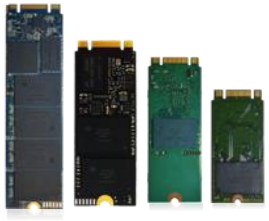
Thinner



# Why Now?

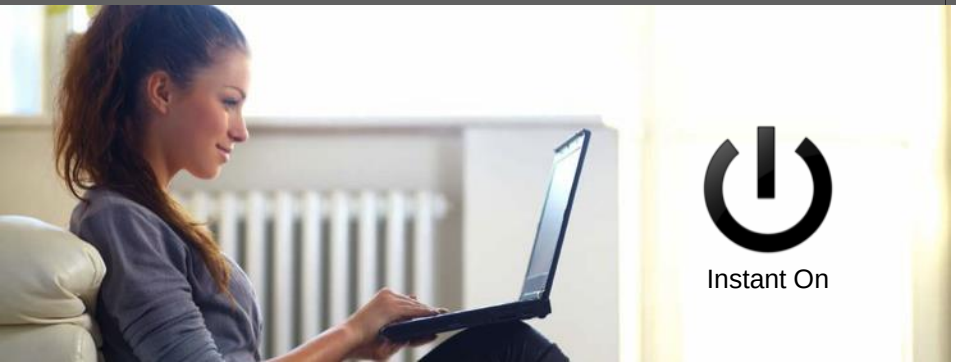
## Affordable SSDs



## Cloud Services


## Mobile Experience





Instant On

## Ultra Mobility

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OEM


Retail