

Western Digital®

DATA TRANSITION-- ENABLE DATA WITH POWER

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October 11, 2018



Forward-Looking Statements

Safe Harbor | Disclaimers

This presentation contains forward-looking statements that involve risks and uncertainties, including, but not limited to, statements regarding our product and technology positioning, the anticipated benefits of the integration of HGST and SanDisk into our company, market trends, business strategy and growth opportunities. Forward-looking statements should not be read as a guarantee of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved, if at all. Forward-looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements.

Additional key risks and uncertainties include the impact of continued uncertainty and volatility in global economic conditions; actions by competitors; difficulties associated with the integration of SanDisk and HGST into our company; business conditions; growth in our markets; and pricing trends and fluctuations in average selling prices. More information about the other risks and uncertainties that could affect our business are listed in our filings with the Securities and Exchange Commission (the "SEC") and available on the SEC's website at www.sec.gov, including our most recently filed periodic report, to which your attention is directed. We do not undertake any obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise, except as otherwise required by law.

A Global Data Company with Leading Brands

Western Digital®

73K+
EMPLOYEES



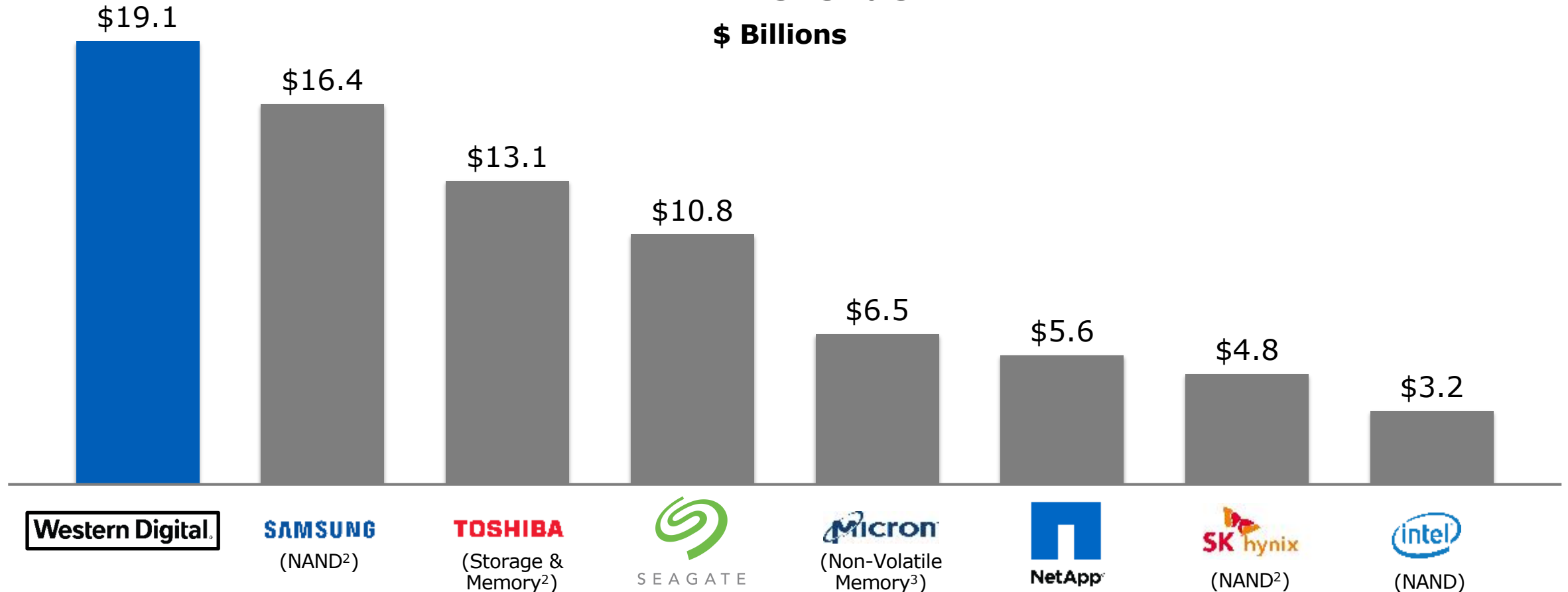
\$19B+
IN REVENUE

SanDisk®



Global Leader in Storage Technology

LTM Revenue¹ \$ Billions



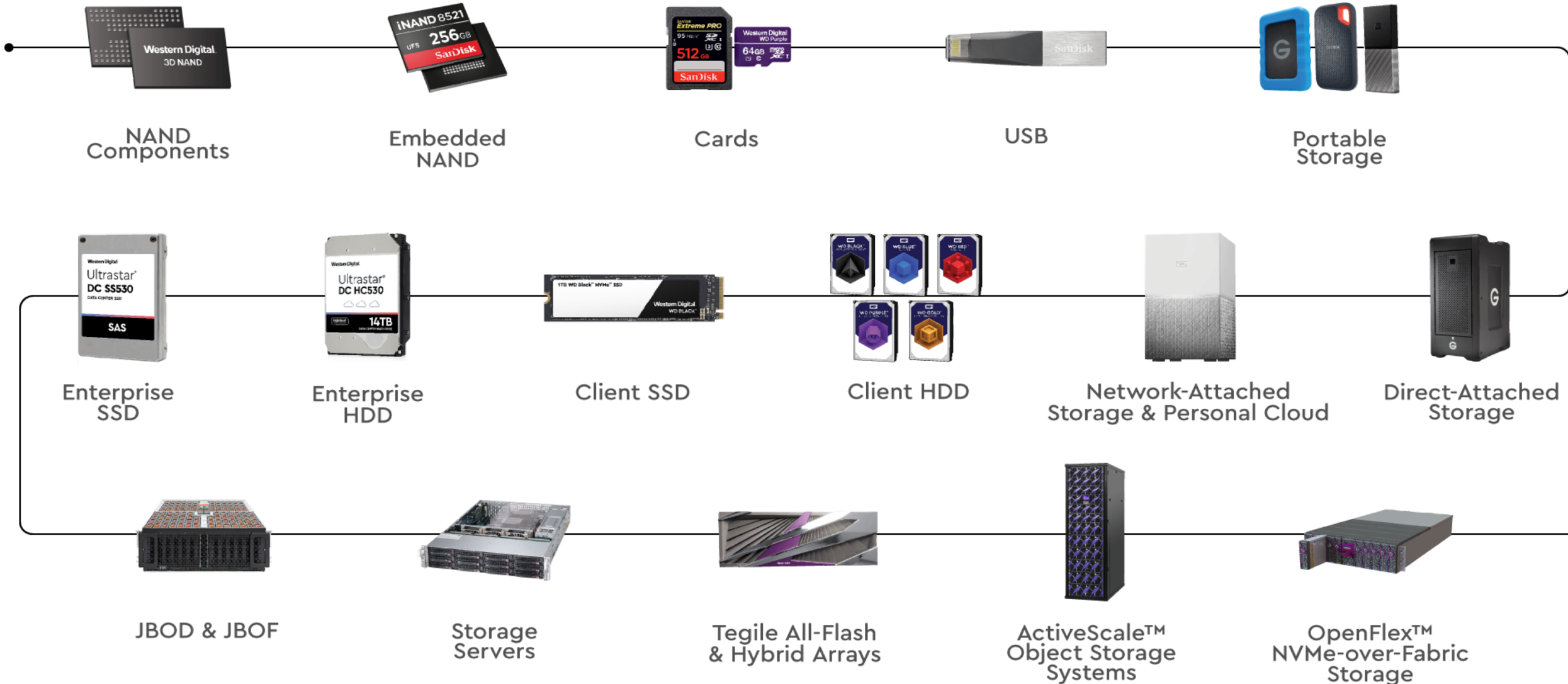
Sources: Company websites; SEC and other public filings; Wall Street analyst reports; S&P Capital IQ

¹ Last 12 months (or LTM) ending June 30, 2017 for WDC, Samsung, Toshiba, Seagate, Micron and SK Hynix; ending Jul 28, 2017 for NetApp; ending Jul 1, 2017 for Intel; and ending Jun 30, 2016 for EMC (Post Dell acquisition, EMC sales numbers not available)

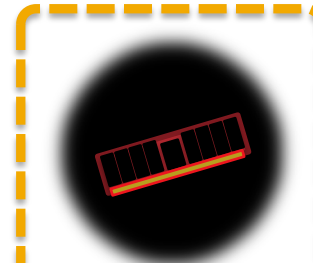
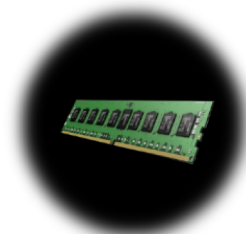
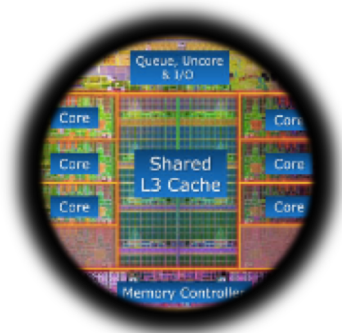
² For the LTM, Toshiba revenue converted to USD at an average exchange rate of 109.14 JPY/USD; Samsung and SK Hynix revenue converted to USD at an average exchange rate of 1140.58 KRW/USD (for the period Jul 1 2016 – Jun 30, 2017)

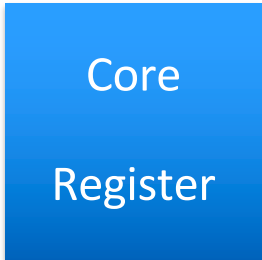




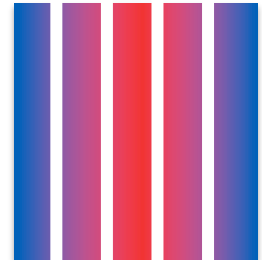
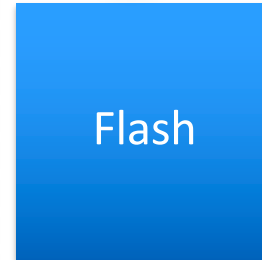

³ Includes Non-Volatile Memory (Trade and Non-Trade) and Other

Broad Portfolio with Technology Leadership



Build It and They Will Come!



								
	Core Register	Core L1 Cache	Core L2 Cache	Shared L3 Cache	DRAM	Flash	Flash	HDD
Capacity		64KB	256KB	2-4MB	16-128GB	128GB-1TB	512GB-4TB	4-16+TB
Cost					100x	20-25x	5x	1x

**AI everywhere,
connected via 5G,
learning from
data everywhere,
making the Earth
a new brain**



Till 2021, Billions of Connected Edge Generate Magnanimous Data

847 ZB

Will be generated and only 10% is "useful"

All generated data, only **0.85%** is captured

"Useful" data is **84.7 ZB**
only **7.2 ZB** is captured

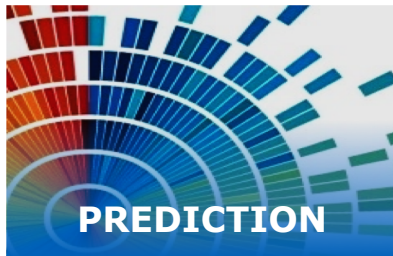
1.3 ZB data is stored at data center

Beyond the **5.9 ZB** data which is stored in data center, there is **4.5 times** of data is stored out of data center.

Diverse and Connected Data Types

Tight coupling between Big Data and Fast Data

Big Data



Scale

Data
Aggregation

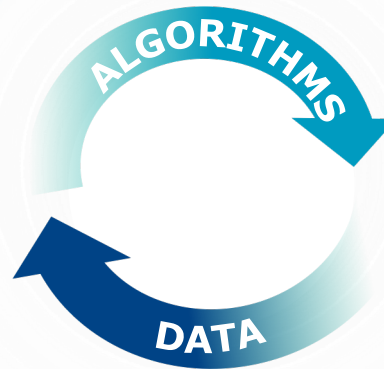
Streaming
Analytics

Batch
Analytics

Machine
Learning

Modeling

Artificial
Intelligence

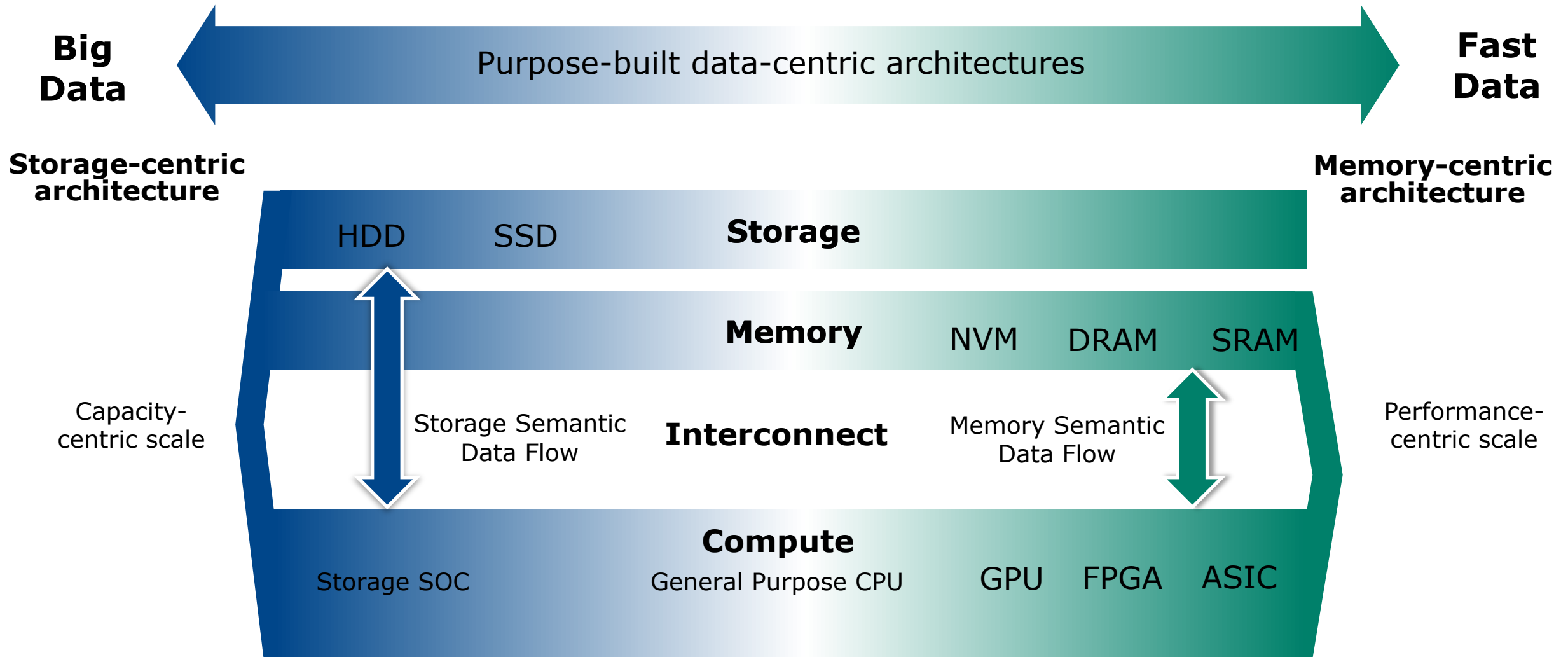


Fast Data



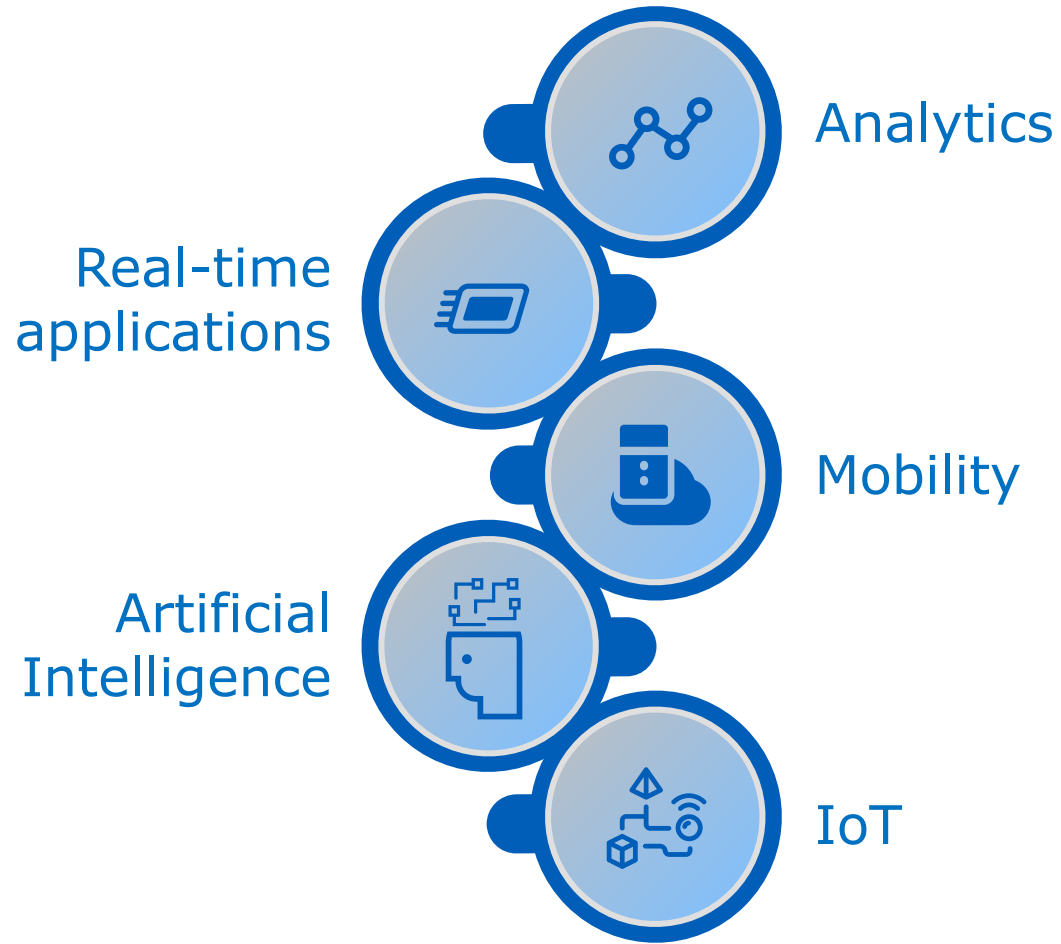
Performance

Which in Turn Need Novel Components

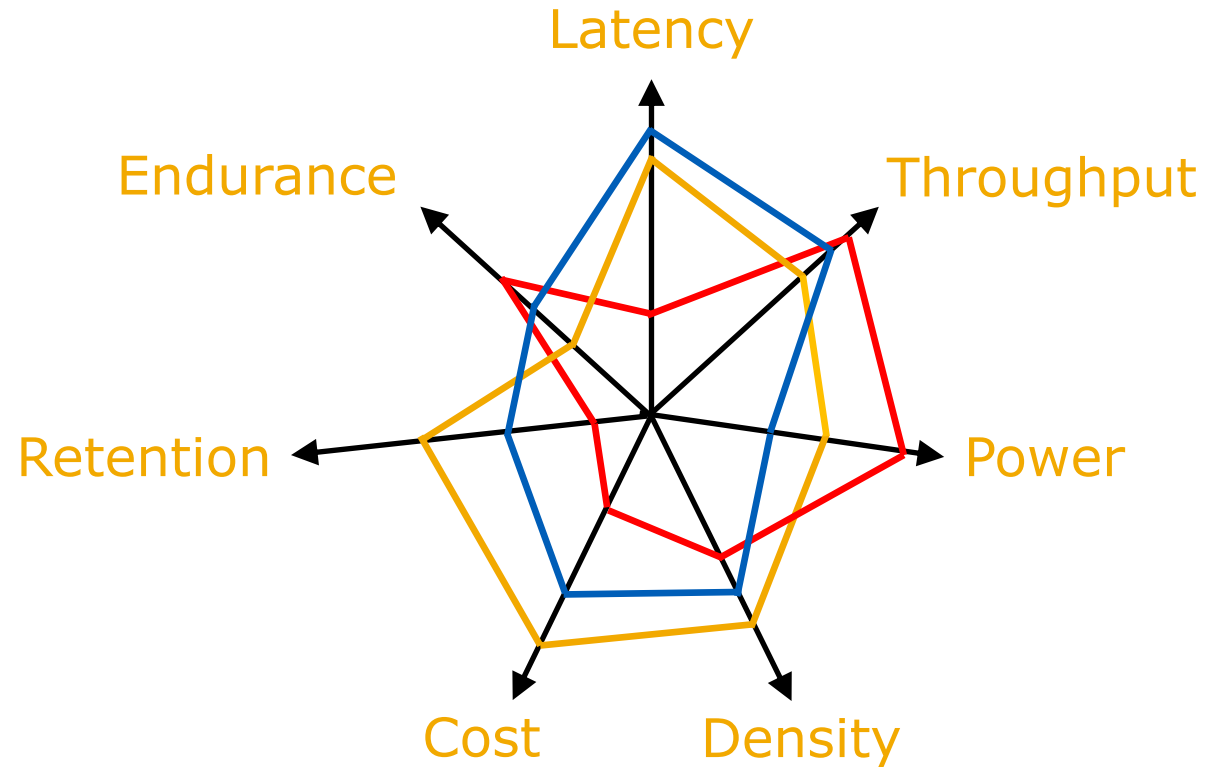


And Someone Was Asking for Some Memories...

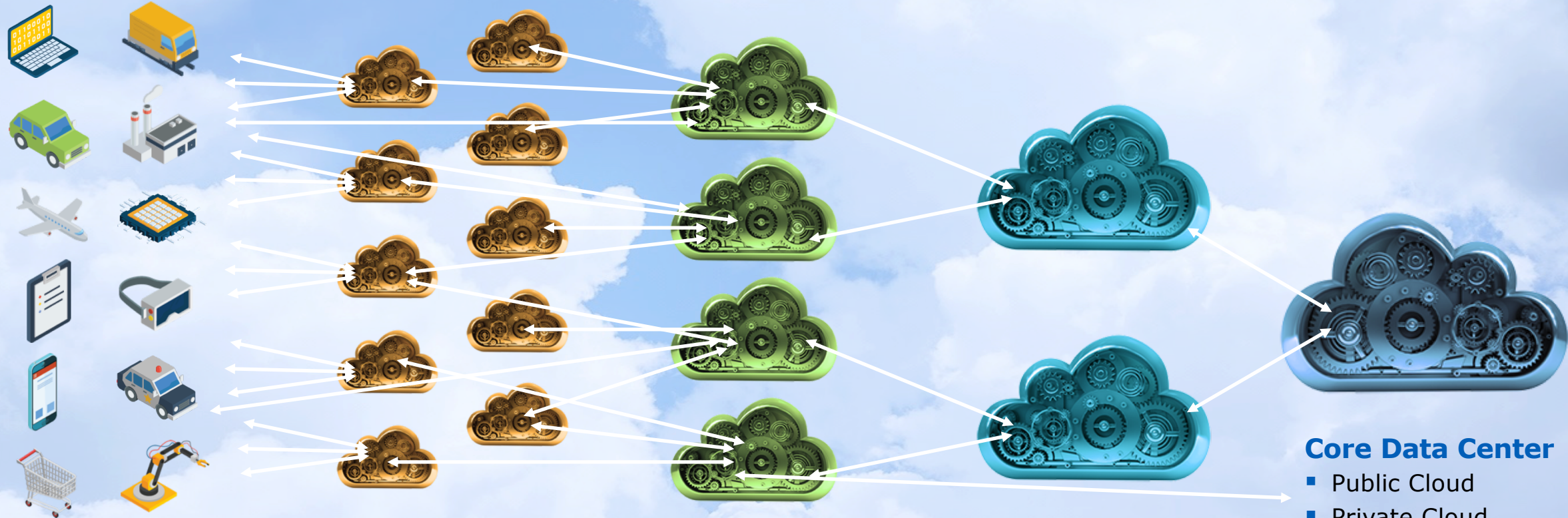
Diverging AI Applications



Diverging Memory Needs



From Edge to Core Architecture



Edge Devices

- Thing
- Sensor
- Headset
- Wearable
- Car
- Robot
- PC

Access network

- Room
- Building
- Site

Aggregation Network

- Street Furniture
- Cell Tower
- Metro Data Center

Core Network

- Cloud Availability Zone
- Colocation Data Center

Core Data Center

- Public Cloud
- Private Cloud
- Hybrid Cloud

More Diverse Workload

**REAL TIME ANALYTICS
(SURVEILLANCE)**



**IMAGING
(HEALTHCARE)**



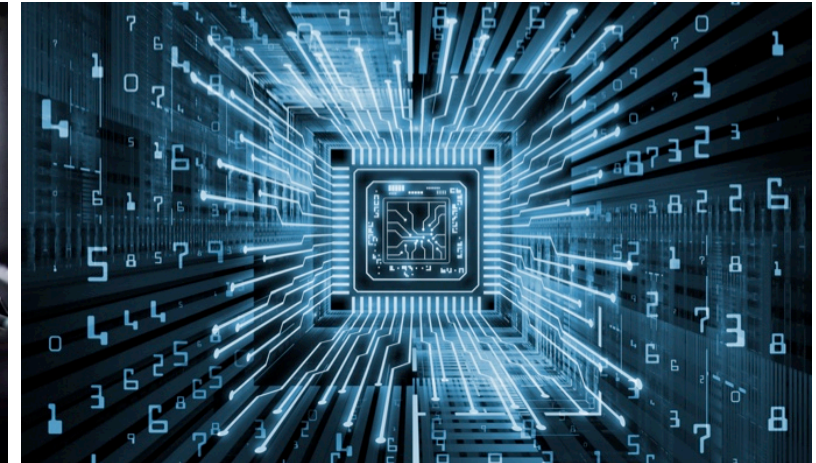
**PATTERN ANALYSIS
(SMART CITY)**



**DATA MODELING
(FINANCIAL)**



**REAL-TIME MONITORING
(AUTOMOTIVE)**



**DESIGN SIMULATION
(TECHNOLOGY)**

More Diverse Environment



Greater **TEMP** Range



More
VIBRATION
Resistance



Summary:

- Innovation based on technology leadership with the data transition.
- New application, new role of data, new require of memory.
- From edge to core, diversified memory requirement at layers of data.
- Deeply understanding of industry, closely cooperating with customers.

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