AGENDA

- Company Introduction
- Competitive Advantages
- Product Portfolios
COMPANY INTRODUCTION
About ADATA

- **Founded May 4, 2001**
- Founder, chairman, and chief executive: Simon Chen
- Date of listing on Taipei Exchange/GreTai (code 3260): October 8, 2004
  Record-breaking speed from founding to becoming a listed company!
- **World’s second largest module manufacturer** (DRAMeXchange)
- Sales surpassed US$1 billion in first five years of operation
- Team members: approx. 1,400 employees worldwide
- **More than 300 patents owned**
History of Continuous Growth

- ADATA ranked **no.4 in global SSD market share** (Forward Insights)
- ADATA ranked **no. 2 DRAM module manufacturer** (DRAMeXchange)
- ADATA named one of the world’s most effective rebrands in the 8th annual **REBRAND 100 Global Awards**
- ADATA ranked no. 3 in the Top 100 Info Tech listing of all Taiwan-based companies
- ADATA received the 4th National Industrial Innovation Award in the Excellent Innovative Company or Organization category
Culture of Continuous Improvement as a Team

- 2009-2012 QCC Quality Control Circle
- 2012-2013 CIP (Automation)
- 2014-2015 Six Sigma CIP
- 2014 Best Companies to Work For
- 2015 EICC certification
- 2016 TÜV Rheinland certification
- 2016-Present CIP

* EICC- Electronic Industry Citizenship Coalition
* CIP- Continuous Improvement Process
Revenue Breakdown by Product Type

- Solid State Drives: 30%
- DAM Modules: 32%
- USB Flash Drives: 11%
- External Hard Drives: 11%
- Memory Cards: 10%
- Others: 6%
# Milestones & Achievements

## 2013
- In-house SSD firmware development initiated
- Awarded contracts with IPC leaders Beckhoff and Hitachi
- Won contract with networking leader Fortinet
- Suzhou smart factory automation project launched

## 2014
- 2nd largest vendor of memory modules in the world (DRAMeXchange)
- Won HP Best Supplier Award
- Awarded contracts with IPC leaders Seco and Toshiba
- Secured contract with tier-1 electronics manufacturing services firm Celestica
- 6-Sigma development and implementation

## 2015
- Secured contracts with IPC leaders Siemens, B&R, ABB, and Fujitsu
- Expanded gaming and e-sports business

## 2016
- ADATA chosen as Haier gaming notebook DRAM/SSD provider, brand co-featured in marketing
- Ranked no.4 in global SSD market share (Forward Insights)
- Brazil manufacturing facility established

## 2009
- Complete process re-engineering
- Suzhou factory certified AA-grade

## 2010
- Launched new corporate image (Hummingbird logo and slogan)
- First SSD launch
- Industrial PC division established

## 2011
- Won iF Design Award
- Flagship branded store opens
- Awarded HP server contract
- Awarded ASUS and Dell contracts

## 2012
- No. 1 SSD brand
- Awarded Advantech and Aaeon industrial contracts

## 2001
- ADATA founded

## 2004
- ADATA 2nd memory company publicly listed

## 2006
- ADATA Suzhou factory opens
- Awarded Sony contracts

## 2007
- Official Sony Green Partner
ADATA Logo and Motto

**Agile** – responsive to markets and customers

**Swift** – leading innovation and productivity

**Exploring** – seeking and exploring all possibilities

**Lively** – diverse and stylish product design

**ADATA team spirit**
We perform with agility and swiftness to enrich all of life’s precious moments
Global Exhibitions

Embedded World, Nuremberg

SPS IPC Drives, Nuremberg

IAS, Shanghai

ESEC, Japan

Flash Memory Summit, San Diego

IDF, San Francisco

ISS, Las Vegas
Award-Winning

Winner of 1000+ Awards

Product Design Awards

- iF product design award: x 12
- red dot: x 5
- GOOD DESIGN: x 8
- TAIWAN EXCELLENCE GOLD AWARD: x 2
- TAIWAN EXCELLENCE: x 70

Exhibition & Media Awards

- Computex. Taiwan
- BC Award: USA
- Recommended: USA
- CHIP: Germany
- Recommandé: France
- Editor's Choice 2017: USA
COMPETITIVE ADVANTAGES
ADATA Strengths

Reliability and Consistency
- Quality control and assurance
- Extended and industrial temperature validation
- Professional testing array

Expertise
- Brand recognized globally
- Leading and innovative technologies
- In–house research & development

Technology Leadership
- Strong product development
- Extensive patent portfolio
- In-house production and QA

Longevity Commitment
- Extended support for long product life cycles

Total Solution Service
- Responsive service
- Solution driven
- Full range of consultancy services

Customization
- Customization to meet special requirements
- Electronic design and manufacturing services (EDMS)
Strategic Partners

- Consistent supply
- Quality and reliability
- Technology integration

Logos of Intel, Samsung, Micron, Toshiba, SK hynix, Nanya, Silicon Motion, Marvell, and Maxiotek are displayed.
Business Partners
Global Service & Worldwide Presence

- Headquarters
- Regional Offices x 12
- Factories x 3
- Sales service coverage country x 70+

Taiwan Taipei
## Manufacturing Facilities

### Suzhou, China
- Established: January, 2004
- Product Lines: DRAM Modules, External Hard Drives, Solid State Drives, LED Lighting

### New Taipei, Taiwan
- Established: May, 2001
- Product Lines: DRAM Modules, USB Flash Drives, Memory Cards, External Hard Drives, Solid State Drives, LED Lighting

### São Paulo, Brazil
- Established: December, 2016
- Product Lines: DRAM Modules, Solid State Drives, IC Packages (COB), eMMC/eMPC

<table>
<thead>
<tr>
<th>Facility</th>
<th>Module (Monthly)</th>
<th>SSD (Monthly)</th>
<th>Flash (Monthly)</th>
<th>IC package (COB) (Monthly)</th>
<th>eMMC/eMPC (Monthly)</th>
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<td>1.0 M</td>
<td>1.0 M</td>
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<td>NA</td>
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<tr>
<td>New Taipei, Taiwan</td>
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<tr>
<td>São Paulo, Brazil</td>
<td>150 K</td>
<td>50 K</td>
<td>NA</td>
<td>1.5 M</td>
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### Fully Automated Production

<table>
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<tr>
<th>Product Line</th>
<th>SMT</th>
<th>Testing</th>
<th>Packaging</th>
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<tbody>
<tr>
<td>Module</td>
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<td>V</td>
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<tr>
<td>Flash</td>
<td>V</td>
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<tr>
<td>IC Testing</td>
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<tr>
<td>SSD</td>
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</tbody>
</table>

- **Flash Auto Function Test**
- **Module PCBA Auto Receiver**
- **SSD SMT Line**
- **IC Auto-testing**
- **Module ATE**
- **Auto Label Application Machine**
ADATA Automated Production
https://www.youtube.com/watch?v=bPIsiH2iesg

ADATA SSD Production Introduction
https://www.youtube.com/watch?v=K84MxDs0504
Highest Honor in China

AEO (Authorized Economic Operator) certification

Only **0.4%** of enterprises awarded highest AEO certification
AEO status benefits ADATA and our customers:
- ADATA: fast, priority customs clearance and low inspection rate
- Customers: buyers enjoy priority clearance and low inspection rate

Safe Enterprise Award

**Top 3%** companies received a Safe Enterprise certificate from the Public Safety Bureau

ADATA carried out safety and security enhancement, covering production, distribution, and management. ADATA continues to develop relevant training programs and concepts
Research & Development

Component Engineering
- Yield Rate Improvement
- Manufacturing Automation
- Traceability
- Production Control

System Engineering
- Product Development
- Design Verification
- Protocol Analysis
- FAE Service

Production Engineering
- Flash Packaging
- Flash Analysis
- Flash Sorting
Quality & Environmental Certifications

It is our commitment to provide finest quality and service for complete customer satisfaction

**Industry Certifications and Partnerships**

- ISO 9001
- ISO 14001
- OHSAS 18001
- QC080000
- B2B Green Partner
- RoHS
- WEEE
- TUV
- UL
- FCC/CE
Customer Satisfaction

Our customers are our first priority. We place a high emphasis on outstanding customer service, and act quickly on customer feedback to improve our operations and procedures.
PRODUCT PORTFOLIOS
INDUSTRIAL & ENTERPRISE PRODUCTS

With an unwavering dedication to top quality and industry-leading specifications, ADATA offers a complete range of enterprise and industrial memory solutions.
DRAM

R-DIMM
 DDR3, DDR4

ECC DIMM
 DDR3, DDR4

NON-ECC DIMM
 DDR3, DDR4

VLP DIMM
 DDR3, DDR4

LR-DIMM
 DDR3, DDR4

Server/Data Center
Desktop
Laptop
Solid State Drives

2.5”

M.2

mSATA mini

mSATA

U.2 SSD

Half Slim

Server/Data Center

Industrial PC

POS
Memory Cards and Flash Drives

- CFast
- CF
- Industrial SD/microSD
- Industrial UFD

Fanless PC
Digital Signage
Automation