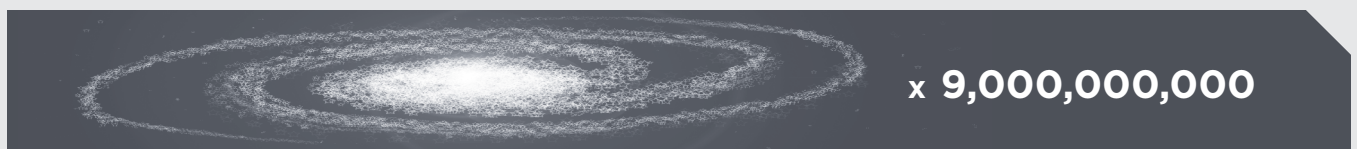
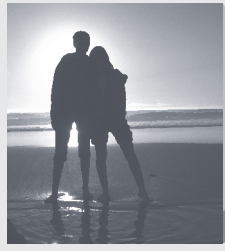


## THE CONTENT BOOM



IN 2012 THERE WILL BE 9 BILLION MILKY WAYS' WORTH OF DATA CREATED AND CONSUMED<sup>1</sup>

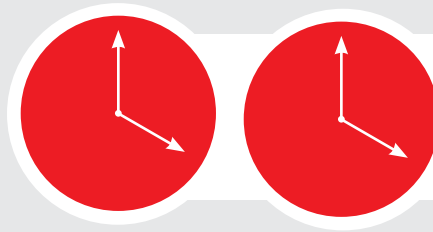
**~700 BILLION DIGITAL IMAGES**



WILL BE CAPTURED IN 2012<sup>2</sup>



200+ billion of those images will be taken with mobile phones (nearly 29%)



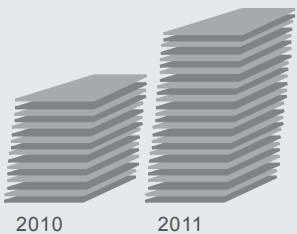
**48 HRS** OF VIDEO ARE UPLOADED TO YouTube EVERY MINUTE

MORE VIDEO IS UPLOADED TO YouTube **IN ONE MONTH** THAN THE 3 MAJOR US NETWORKS CREATED **IN 60 YEARS**

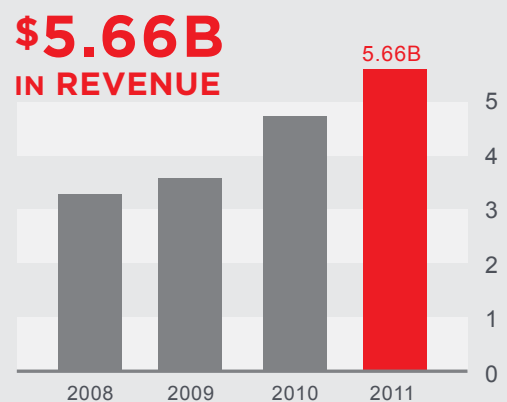
## BROAD IMPACT

**2 MILLION UNITS SHIPPED DAILY = 700 MILLION PER YEAR**

**R&D SPENDING** up 30% in 2011 to \$513 Million



**\$513M**



**19NM TECHNOLOGY:** smallest, most advanced memory process node

**3,000 CIRCUIT LINES**

WIDTH OF A HUMAN HAIR<sup>3</sup>

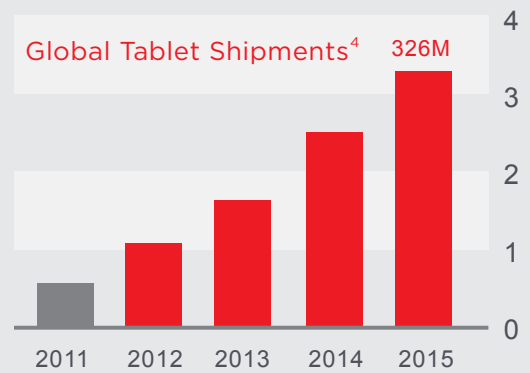
## SERVING 3 MEGA-MARKETS

### 1: MOBILE



**THE KEY** MOBILE HANDSET MANUFACTURERS ARE SANDISK CUSTOMERS

**TOP TABLET MAKERS ARE SANDISK CUSTOMERS**



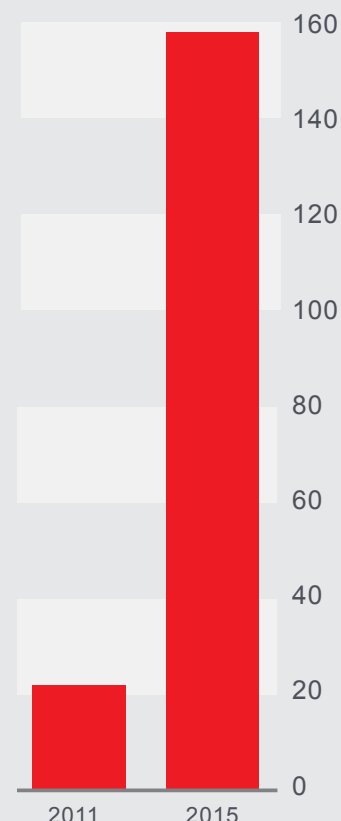
### 2: CONSUMER ELECTRONICS

**RETAIL MARKET LEADER<sup>5</sup>** in flash cards and USB flash drives in:

- ✓ AMERICA
- ✓ EUROPE
- ✓ APAC
- ✓ JAPAN



**GLOBAL SSD SHIPMENTS<sup>6</sup>** in Millions, Client + Enterprise



### 3: COMPUTING

**3 OF THE TOP 7**

STORAGE OEMS ARE SANDISK CUSTOMERS

Sources:

1. IDC estimates that the volume of digital content will reach 2.7ZB in 2012. SanDisk calculates that this is 9 billion times the number of stars in the Milky Way.  
 2. IDC, Worldwide Digital Image 2011-2014 Forecast: The Image Capture and Share Bible, IDC #227040, Feb 2011.  
 3. Based on SanDisk internal research.  
 4. Gartner December, 2011 - Forecast: Semiconductor Consumption by Electronic Equipment Type, Worldwide, 4Q11 Update.  
 5. The NPD Group/Retail Tracking Service, and GfK Retail and Technology, December 2011.  
 6. Average of multiple third party forecasts.  
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