

## Company profile

SanDisk® is the leading consumer brand in the world of flash-based portable storage. SanDisk designs, develops, manufactures and markets the most advanced, cost-effective flash-memory-based storage products and solutions for a wide variety of enterprise, professional and consumer electronics applications using its patented, high-capacity flash memory and controller technology. SanDisk is a well-known consumer brand with products sold in more than 210,000 retail outlets worldwide. The company is also a partner to tier-1 original equipment manufacturers (OEMs) including most of the leading global mobile handset vendors.

SanDisk is the original inventor and the world's largest supplier of flash storage cards. SanDisk pioneered the USB Flash Memory Drive technology and is the inventor of Multi-Level Cell (MLC) NAND flash technology. SanDisk also provides high-capacity embedded flash memory drives for tens of millions of mobile handsets and mobile flash cards to hundreds of millions of smartphones and multimedia-capable handsets.

With flash memory's capability for storing large amounts of data in a compact, removable or non-removable format, SanDisk's products have helped drive exponential growth in sales of digital cameras, multi-function mobile phones, USB flash drives, MP3 music players, and other digital consumer devices.

SanDisk presently holds over 1000 US Patents and thousands more worldwide. SanDisk manufactures and sells every major flash memory card format, including microSD™, miniSD™, SD™, CompactFlash®, MultiMediaCard™, Reduced Size MultiMedia Card (RS-MMC™), Memory Stick PRO™ and related Memory Stick™ products and xD-Picture Card™. SanDisk also manufactures USB flash memory drives, smart cards, SIM cards and MegaSIM® cards with high-capacity flash storage, embedded flash drives and Solid State Drives (SSDs). SanDisk also licenses its technology to other industry-leading companies.

Founded in 1988, SanDisk (NASDAQ:SNK) has been publicly traded since November 1995. In 2006 revenues grew to US\$3.3 billion. With more than 3,000 employees worldwide, SanDisk is headquartered in Milpitas, California with operations around the globe.

## Technology

SanDisk manufactures a broad range of SIM cards including MegaSIM with abundant, highly secure flash memory to enable easy support for the flood of storage-hungry applications and services that mobile network operators want to offer to their subscribers to stay competitive and profitable.

SanDisk's security technology is silicon-proven in tens of millions of deployed smart cards and brings best-in-class security to mobile platforms, consumer electronics and embedded systems. SanDisk's crypto cores are made smarter to secure customers' design and fortify their brand equity.

For enterprise applications, SanDisk offers solutions to securely store and manage enterprise data, within and outside the enterprise environment. With the introduction of virtualization and identity and access management capabilities, the SanDisk Cruzer Enterprise USB Flash Memory Drive provides an unparalleled level of safety and security for sensitive information and its management.

## Quality

SanDisk holds quality in the highest regard. SanDisk is ISO9001 and ISO14001 certified. SanDisk products undergo rigorous testing at all stages of production.

## Support

SanDisk develops, produces, markets and supports its memory storage solutions across a global network, with centers in the United States, Europe, Asia and Israel. SanDisk provides its OEM partners with products that help differentiate their offerings, accelerate time to market and reduce costs.

## Innovation

Since 1988, SanDisk has focused its best minds and has applied considerable resources to research and development. It is through such effort and dedication that SanDisk is able to maintain its position as an industry leader, in creating new consumer products and product categories and in developing cutting-edge solutions with advanced flash management and security technologies for OEM customers. Innovation is embedded in SanDisk's way of life. Today SanDisk continues to invest heavily in R&D to ensure that our customers get the most advanced, easy-to-use, cost-effective portable storage products and solutions.

## Product Leadship Examples

**Flash memory cards for digital imaging:** SanDisk is the world market leader in flash memory cards for digital cameras and camcorders – and its high-performance SanDisk Ultra® and SanDisk Extreme® lines regularly win industry awards.

**Flash memory cards for mobile phones:** SanDisk is No. 1 worldwide in removable flash memory cards for mobile phones – enabling users to experience music, video and more.

**USB Flash Drives:** SanDisk is also the world market leader in USB flash drives with its Cruzer® line.

**Digital media players:** SanDisk's Sansa® line of digital audio and video players, sold worldwide, has the No. 2 market share in the United States.

**Business and OEM:** SanDisk's portfolio of business and OEM products includes solid state drives (SSDs) for computers; embedded memory for mobile phones, GPS receivers and other mobile devices; and secure USB flash drives for the enterprise IT market.

## **SanDisk in China**

SanDisk has invested nearly \$100M in SanDisk Semiconductor (Shanghai) Co. Ltd (SDSS), the company's first factory in the People's Republic of China, in 2007. SDSS, acquiring a 60,698 m<sup>2</sup> site in the Zizhu Science-based Industrial Park, is designed for the assembly and test operations of SanDisk's most advanced memory card products, including SD, microSD/SDHC, Memory Stick Micro (M2) and USB.

This factory which will supply both Retail and OEM markets will ensure that our Chinese customers and partners benefit from the more attractive costs and faster cycle times.

Being situated in Zizhu Science Park, SDSS is also ideally located near to Jiaotong University, Huadong University, and other top-tier schools, where it can attract the top graduates. As the industry leader in NAND flash memory products, SanDisk is also helping China to develop its key talents through investments in people development and knowledge transfer.

## **Support for IPR protection**

In 2008, SanDisk sponsored an "Anti-Counterfeit Campaign", launched by the Beijing Office of Rectification and Standardization of Market Economic Order (BORSMEO).

During the initial campaign period which was concentrated in the Haidian area, posters warning against sale and purchase of counterfeit goods were displayed prominently in key shopping areas, particularly within malls where counterfeit products are known to be readily available. Public information posters were also displayed to raise awareness and encourage reporting on IPR infringement activities.

The campaign, which is part of a 5-year initiative by BORSMEO, aims to propagate the regulations and policies of IPR protection, raise the IPR protection consciousness of the enforcement officials and consumers, and to demonstrate the determination of the authorities to protect IPR and create a counterfeit-free market environment.

## **Donation to China**

SanDisk also has a very active Community Sharing Committee. Following the massive earthquake that struck China's Sichuan province in May 2008, the committee immediately initiated a fund raising effort that was supported by employees globally. SanDisk matched the total amount of funds raised by its employees.

## Key Milestones

- 1988** - SanDisk founded by Eli Harari, Sanjay Mehrotra and Jack Yuan
- 1991** - SanDisk Flash Drive, code-named "Rainbow", used on space shuttle
- 1994** - Introduced CompactFlash®
- 1995** - First embedded flash drive
- 1997** - Introduced MultiMediaCard™
  - First NAND flash drive
- 1999** - SD™ card introduced by joint effort between SanDisk, Toshiba and Matsushita
  - First single-chip, bootable NAND flash device
  - Messrs Ban and Moran filed their U.S. patent application for USB Flash Memory Device on April 5th 1999
- 2002** - Developed, with Hitachi, Ingentix, Matsushita and Toshiba, a new Mobile Security Standard for flash memory cards
  - First to enable embedded MLC NAND flash in mobile handsets
- 2003** - With Toshiba announced new NAND cell architecture enabling major advances in flash memory capacity
  - Introduced miniSD™ removable card for mobile handsets
- 2004** - Introduced SanDisk Extreme® III, world's fastest, highest performing flash memory card
  - Introduced Cruzer® Titanium - the world's most rugged USB Flash Storage Drive
  - Introduced SanDisk Shoot & Store™, the world's first "consumable" flash memory card for digital cameras
  - First SIM cards with secure, high-density flash storage
- 2005** - Introduced microSD™, world's smallest memory card
  - Introduced Cruzer® Profile, a secure USB Flash Memory Drive with fingerprint identification
  - SanDisk and Toshiba celebrate construction of 300mm wafer fab building for NAND Flash Memory at Yokkaichi Operations
  - Introduced Sansa® MP3 player
  - First to transform USB flash drives into U3™ smart drives for protected and portable computing on any computer
- 2006** - First to introduce a virtually plug-and-play embedded flash drive
  - SanDisk acquires Matrix Semiconductor
  - SanDisk acquires m-systems
  - SanDisk revenues total US\$3.3 billion
- 2007** - SanDisk Semiconductor (Shanghai) Co. Ltd inaugurated

**End**