

Haben Festplatten noch eine Zukunft?

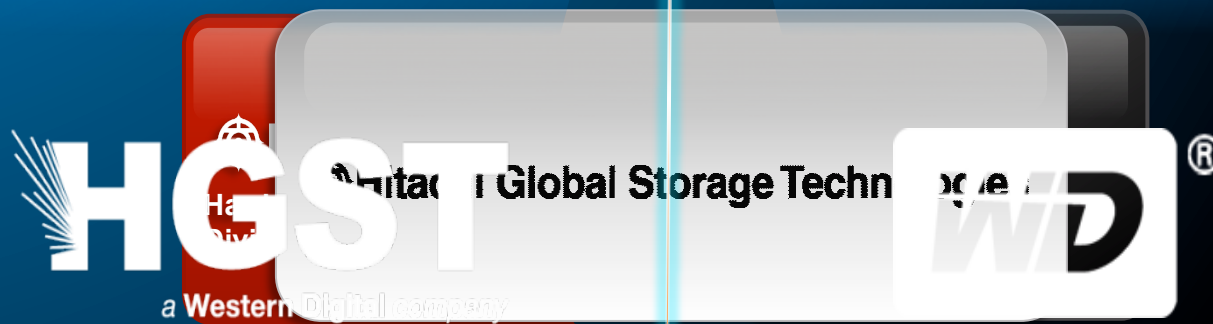
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Sr. Mgr. Cloud&Mobility EMEA



Forward Looking Statement

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements concerning: growth opportunities in the various storage markets as well as the industry as a whole, including growth in units shipped, areal density and content stored; HGST's position within the industry; the increasing diversity of storage demand; and the outlook for the storage industry, HGST and its customers. These forward-looking statements are based on management's current expectations and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including the impact of continued uncertainty and volatility in global economic conditions; supply and demand conditions in the hard drive industry; uncertainties concerning the availability and cost of commodity materials and specialized product components; actions by competitors; unexpected advances in competing technologies; uncertainties related to the development and introduction of products based on new technologies and expansion into new data storage markets; business conditions and growth in the various hard drive markets; pricing trends and fluctuations in average selling prices; and compliance with regulatory conditions imposed on us by the Chinese Ministry of Commerce. 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 Quarterly Report on Form 10-Q filed with the SEC on February 1, 2013, to which your attention is directed. The forward-looking statements speak only as of the date hereof. We do not intend, and we undertake no duty, to update these forward-looking statements to reflect subsequent events or circumstances.

Who is “HGST”?...



Product Portfolio

Cloud & Datacenter

Performance Enterprise



Capacity Enterprise



Mobile

Computing



Consumer Electronics



Automotive & Industrial



External Storage

Creative Professional



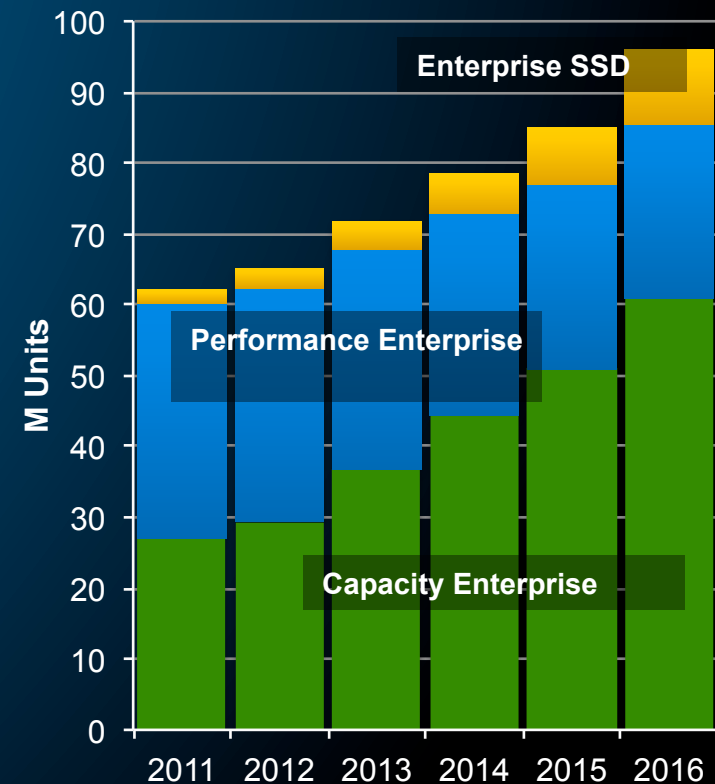
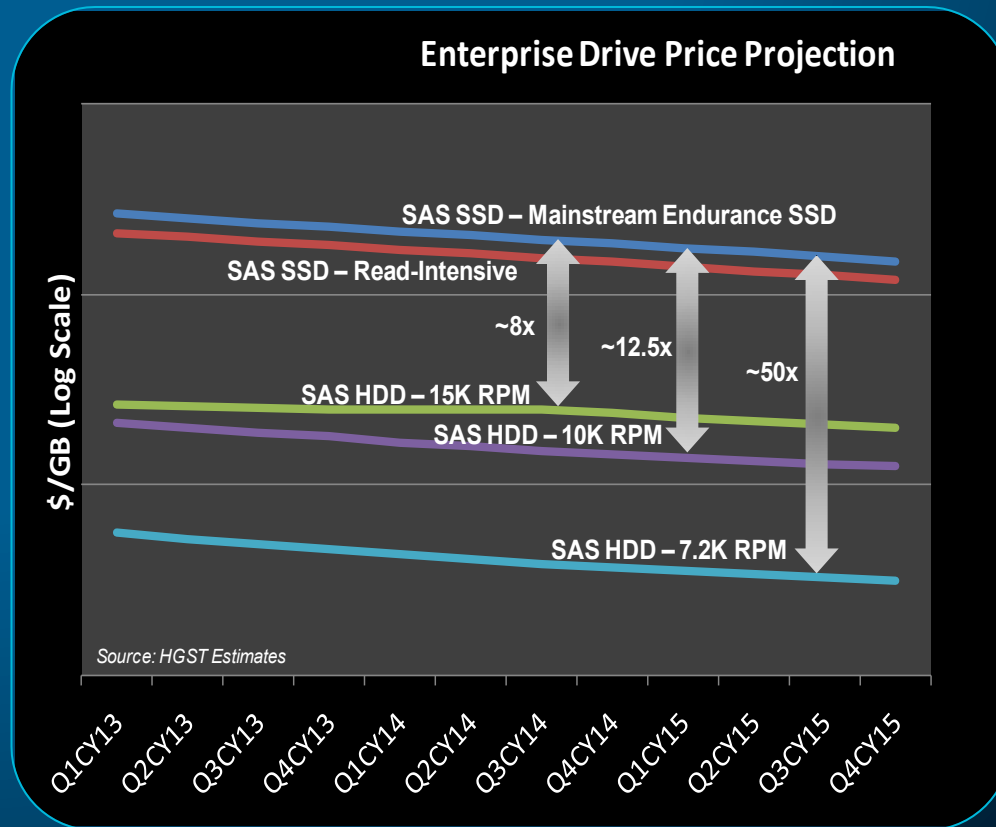
Consumer



It's Not “One-Size-Fits-All” For Storage Devices

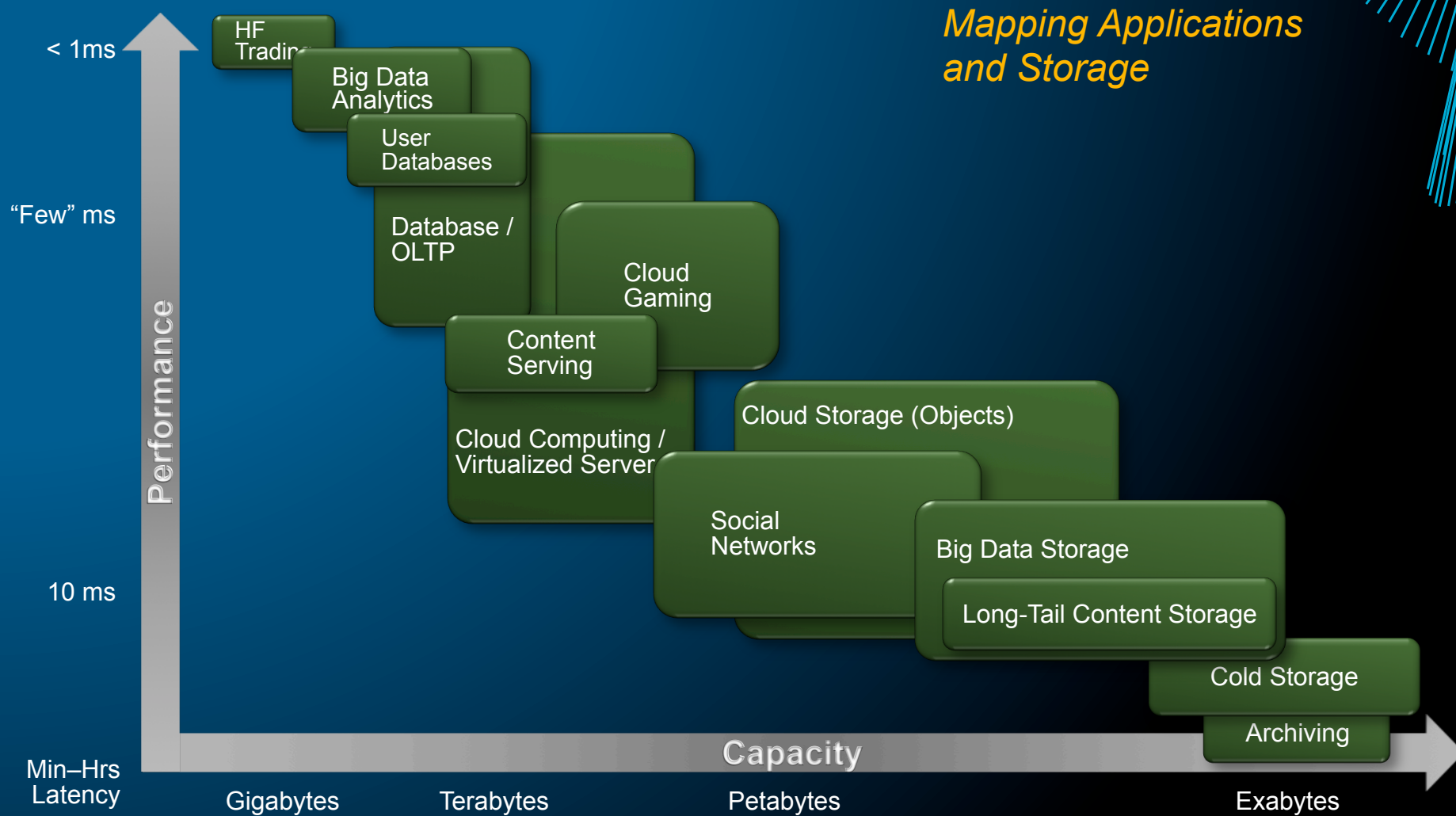
SSDs and HDDs Will Remain Complementary

Enterprise SSD Market Overview



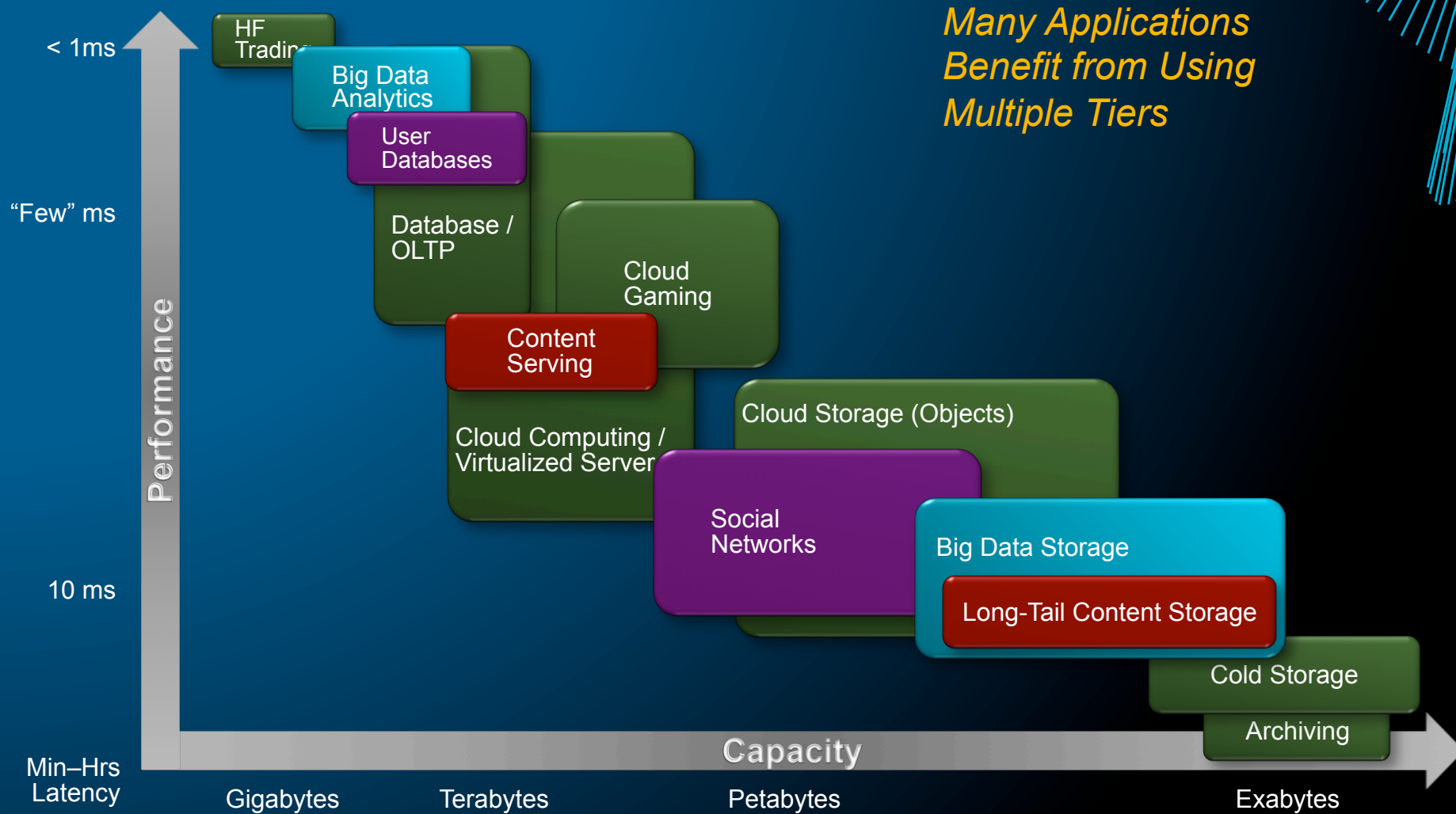
Enterprise SSDs will continue to carry a significant \$/GB premium over Enterprise HDDs –
SSDs will be deployed where performance justified

The New Tiering



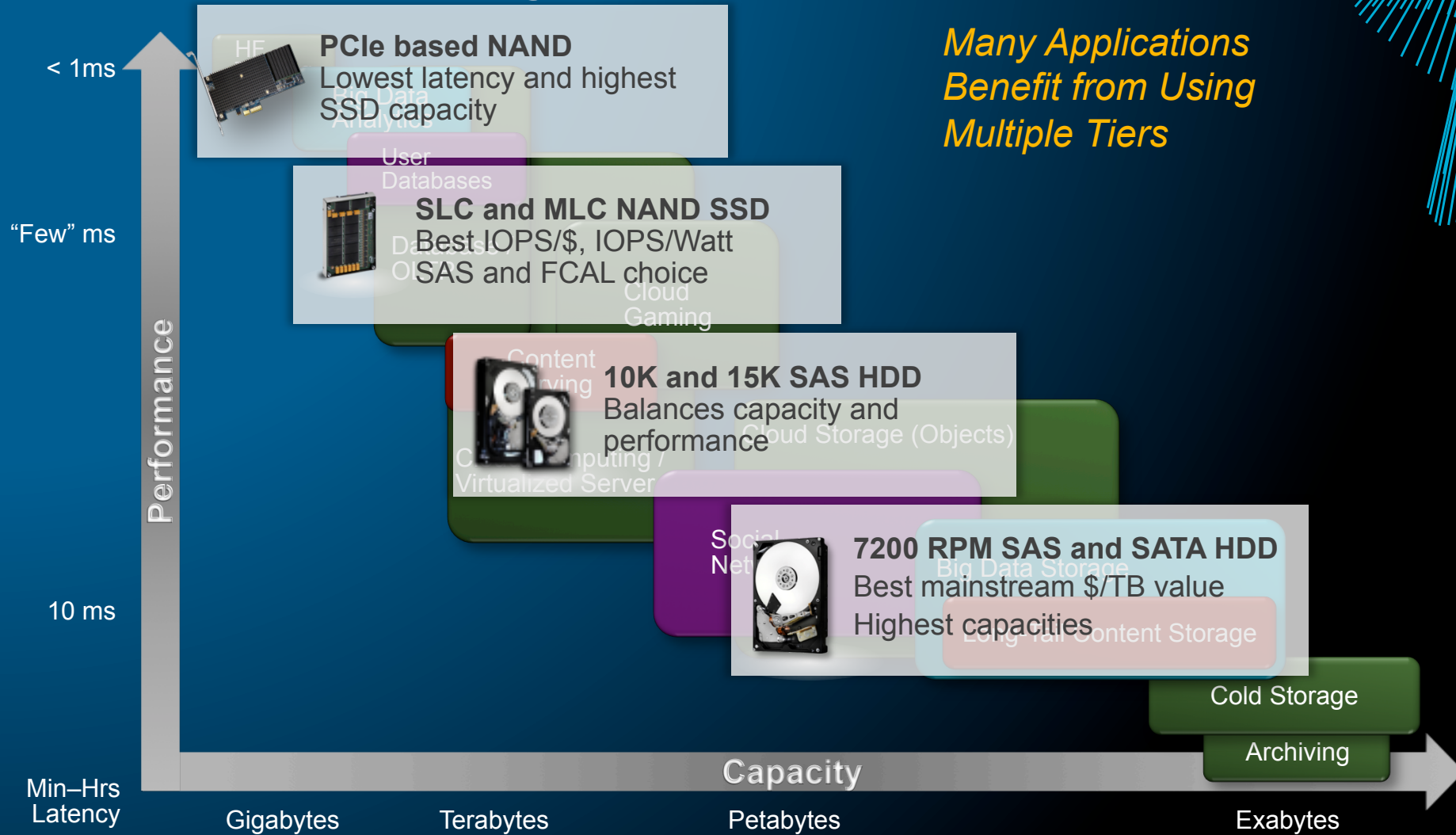
Source: HGST analysis

The New Tiering



Source: HGST analysis

The New Tiering



Many Applications Benefit from Using Multiple Tiers

Source: HGST analysis