

## Toshiba is the Fastest Growing HDD and SSD Vendor of 2016

*New Reports Identify Toshiba as the Growth Leader<sup>[1]</sup> in Hard Disk and Solid State Drive Market Segments*

**Düsseldorf, Germany, March 08, 2017** — Toshiba Electronics Europe announces today that Toshiba was the fastest growing vendor in both the worldwide \$25 billion hard disk drive (HDD) segment, as well as in the \$17 billion solid state drive (SSD) segment in 2016 over 2015, as measured by revenue and units. These accolades were recognized in two recent [IDC](#) reports: “[Worldwide Solid State Storage Quarterly Update, CY 4Q16<sup>\[2\]</sup>](#)” and “[Worldwide 4Q16 HDD Shipment Results and Four-Quarter Forecast Update<sup>\[3\]</sup>](#).”

"Toshiba's broad HDD and SSD portfolio enabled them to participate in nearly all market segments for storage devices, a key factor that helped to underpin Toshiba's strong year-over-year revenue growth in CY2016," according to John Rydning and Jeff Janukowicz, research vice presidents at IDC. "With successful launches of new HDD and SSD products over the next few quarters to address demand from cloud service providers and the traditional IT market, Toshiba should be well positioned to sustain further HDD and SSD revenue growth in 2017."

In the HDD segment, Toshiba's unit market share increased by 9 percentage points in the fourth quarter 2016, reaching a total market share of 24 percent, a 60 percent increase from the second quarter 2015 share of 15 percent. Toshiba was the only HDD vendor to grow in total revenue in 2016 and increase revenue share in every product segment including mobile, desktop, performance-optimized enterprise and capacity-optimized enterprise for the year. The SSD business also realized strong growth. Toshiba grew SSD revenue 114% year over year in 2016, reaching the fourth share position in the market.

"The rapid growth we achieved across both our HDD and SSD portfolios is a result of the trust our customers have in the worldwide Toshiba teams to provide a broad array of products that help them scale quickly and remain competitive in a fast-paced environment," said Akira Morinaga, President, Toshiba Electronics Europe. "These results are just the

beginning as we will continue to roll out innovative storage products that enable the rapid data growth required by Client, Cloud Data Center and Enterprise applications.”

As a global technology company that has been innovating in storage for years, Toshiba offers a comprehensive portfolio of HDD and SSD products that address the storage needs of enterprise, Data Center, and client markets. The company solves customer challenges with innovative HDD models focusing on four primary market segments: The [AL Series](#) focuses on the Enterprise Performance segment; the [MG Series](#) is aimed at Enterprise Capacity and Data Center needs; the [MQ Series](#) covers the broad spectrum of use cases that require Mobile Client HDDs; and the [DT Series](#) addresses the traditional Desktop Client use case. Toshiba’s SSD solutions also span multiple market segments and include the [PX Series](#) of SAS SSDs, which provide excellent performance and capacity for enterprise and hyper-converged environments; the [ZD6300 Series](#), which is the highest<sup>[4]</sup> capacity, native dual port Non-Volatile Memory Express® (NVMe<sup>[5]</sup>) SSD at 7.68TB<sup>[6]</sup> in a 2.5 inch form factor; and the [BG Series](#), which is the smallest<sup>[7]</sup> multi-lane Peripheral Component Interconnect Express® (PCIe<sup>[8]</sup>) NVMe SSD in production designed for client drive and server boot drive applications.

For more information on Toshiba’s line of storage products, please visit:

<http://toshiba.semicon-storage.com/eu/product/storage-products.html>.

Notes:

<sup>[1]</sup> 2015 revenue and unit baseline includes separate results from companies merged in 2016

<sup>[2]</sup> [Worldwide Solid State Storage Quarterly Update, CY 4Q16](#) (Feb 2017 - Doc # US41259317)

<sup>[3]</sup> [Worldwide 4Q16 HDD Shipment Results and Four-Quarter Forecast Update](#) (Feb 2017 - Doc # US42306617)

<sup>[4]</sup> As of Toshiba Survey, February 14, 2017

<sup>[5]</sup> NVMe and NVM Express are a trademark of NVM Express, Inc.

<sup>[6]</sup> Definition of capacity: Toshiba defines a megabyte (MB) as 1,000,000 bytes, a gigabyte (GB) as 1,000,000,000 bytes and a terabyte (TB) as 1,000,000,000,000 bytes. A computer operating system, however, reports storage capacity using powers of 2 for the definition of 1TB = 2<sup>40</sup> = 1,099,511,627,776 bytes and therefore shows less storage capacity. Available storage capacity (including examples of various media files) will vary based on file size, formatting, settings, software and operating system, such as Microsoft Operating System and/or pre-installed software applications, or media content. Actual formatted capacity may vary.

<sup>[7]</sup> As of Toshiba Survey, February 14, 2017

<sup>[8]</sup> PCIe and PCI Express are a registered trademark of PCI-SIG

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**About Toshiba Electronics Europe**

[Toshiba Electronics Europe](#) (TEE) is the European electronic components business of [Toshiba Corporation](#), which is ranked among the world's largest semiconductor vendors. TEE offers one of the industry's broadest IC and discrete product lines including high-end memory, microcontrollers, ASICs and ASSPs for automotive, multimedia, industrial, telecoms and networking applications. The company also has a wide range of power semiconductor solutions as well as storage products including HDDs, SSDs, SD Cards and USB sticks.

TEE was formed in 1973 in Neuss, Germany, providing design, manufacturing, marketing and sales and now has headquarters in Düsseldorf, Germany, with branch offices in France, Italy, Spain, Sweden and the United Kingdom. TEE employs approximately 300 people in Europe. Company president is Mr. Akira Morinaga.

For more company information visit TEE's web site at [www.toshiba.semicon-storage.com](http://www.toshiba.semicon-storage.com).

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March 2017

Ref. TBS001/D3