

KIOXIA

KIOXIA's New Corporate Logo Unveiled

Düsseldorf, Germany, September 30, 2019 — Toshiba Memory Europe GmbH, which will officially rebrand as KIOXIA Europe GmbH on October 1, 2019, unveiled today the new company's corporate logo.

The silver of KIOXIA's new logo will be the company's official corporate color, meant to represent the superior quality of its memory technology. In addition to silver, the company will have communication colors – light blue, magenta, light green, orange, yellow, light gray, white and black.

In recognition of its new start, KIOXIA will be launching a #FutureMemories brand campaign.

The company's new corporate logo and colors will be rolled out through KIOXIA's products, official websites, and other channels. Retail consumer products, such as solid-state drives (SSDs), microSD cards and USB flash, will continue under the Toshiba brand name. Retail consumer products released in 2020 will be under the KIOXIA brand.

Related link from 1 October:

KIOXIA official page: www.kioxia.com

#FutureMemories brand campaign: brand.kioxia.com/en-jp/

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About KIOXIA

KIOXIA, which will officially start operating on October 1, 2019, after rebranding from Toshiba Memory, is a world leader in memory solutions, dedicated to the development, production and sale of flash memory and solid-state drives (SSDs). In April 2017, its predecessor Toshiba Memory was spun off from Toshiba Corporation, the company that invented NAND flash memory in 1987. KIOXIA is committed to uplifting the world with memory by offering products, services and systems that create choice for customers and memory-based value for society. KIOXIA's innovative 3D flash memory technology, BiCS FLASH™, is shaping the future of storage in high-density applications, including advanced smartphones, PCs, SSDs, automotive and data centers.

Note: All other company names, product names, and service names mentioned herein may be trademarks of their respective companies.

Contact details for publication:

KIOXIA Europe GmbH, Hansaallee 181, 40549 Düsseldorf, Germany

Tel: +49 (0)211 368 77-0 Fax: +49 (0) 211 368 774 00

E-mail: KIE-support@kioxia.com

Contact details for editorial enquiries:

Sandrine Aubert, KIOXIA Europe GmbH

Tel: +49 (0) 211 36877 579

Email: sandrine.aubert@kioxia.com

Issued by:

Birgit Schöniger, Publitek

Tel: +44 (0)1582 390980

Email: birgit.schoeniger@publitek.com

Web: www.publitek.com

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