

DATA IS POTENTIAL

Seagate Helps Maximize Data

Jeff Fochtman

Vice President, Marketing



Safe Harbor Statement

This document contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, each as amended, including, in particular, statements about the Company's plans, strategies and prospects, estimates of industry growth, market demand, and liquidity position for the fiscal quarter ending September 29, 2017 and beyond. These statements identify prospective information and may include words such as "expects," "intends," "plans," "anticipates," "believes," "estimates," "predicts," "projects," "should," "may," "will," or the negative of these words, variations of these words and comparable terminology. These forward-looking statements are based on information available to the Company as of the date of this document and are based on management's current views and assumptions. These forward-looking statements are conditioned upon and also involve a number of known and unknown risks, uncertainties, and other factors that could cause actual results, performance or events to differ materially from those anticipated by these forward-looking statements, including but not limited to, the Company's ability to effectively manage its debt obligations, control its capital expenditures, operating expenses and share repurchases in order to maintain optimal free cash flow and cash position. Such risks, uncertainties, and other factors may be beyond the Company's control and may pose a risk to the Company's operating and financial condition. Such risks and uncertainties include, but are not limited to: items that may be identified during its financial statement closing process that cause adjustments to the estimates included in this document; the uncertainty in global economic conditions; the impact of the variable demand and adverse pricing environment for disk drives; the Company's ability to successfully qualify, manufacture and sell its disk drive products in increasing volumes on a cost-effective basis and with acceptable quality, the impact of competitive product announcements; the Company's ability to achieve projected cost savings in connection with restructuring plans; possible excess industry supply with respect to particular disk drive products; disruptions to its supply chain or production capabilities; unexpected advances in competing technologies or changes in market trends; the development and introduction of products based on new technologies and expansion into new data storage markets; The Company's ability to comply with certain covenants in its credit facilities with respect to financial ratios and financial condition tests; currency fluctuations that may impact the Company's margins and international sales; cyber-attacks or other data breaches that disrupt its operations or results in the dissemination of proprietary or confidential information and cause reputational harm; and fluctuations in interest rates. Information concerning risks, uncertainties and other factors that could cause results to differ materially from the expectations described in this document is contained in the Company's Annual Report on Form 10-K filed with the U.S. Securities and Exchange Commission on August 4, 2017, the "Risk Factors" section of which is incorporated into this document by reference, and other documents filed with or furnished to the Securities and Exchange Commission. These forward-looking statements should not be relied upon as representing the Company's views as of any subsequent date and the Company undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date they were made.



BRAND PILLARS



HUMANITY

CARING foremost about the value of data and its impact on the human experience.



CRAFTMANSHIP

CREATING reliable solutions through breakthrough R&D and precision engineering to deliver peace of mind.



PARTNERSHIP

COLLABORATING to create value for our customers greater than the sum of the individual contributors.

Increasing Data Growth

The Data Age 2025



163ZB

Total amount of data
in existence 10x
increase from 2016



19ZB

Storage that must ship
from 2017 to 2025 to
keep up with demand



60%

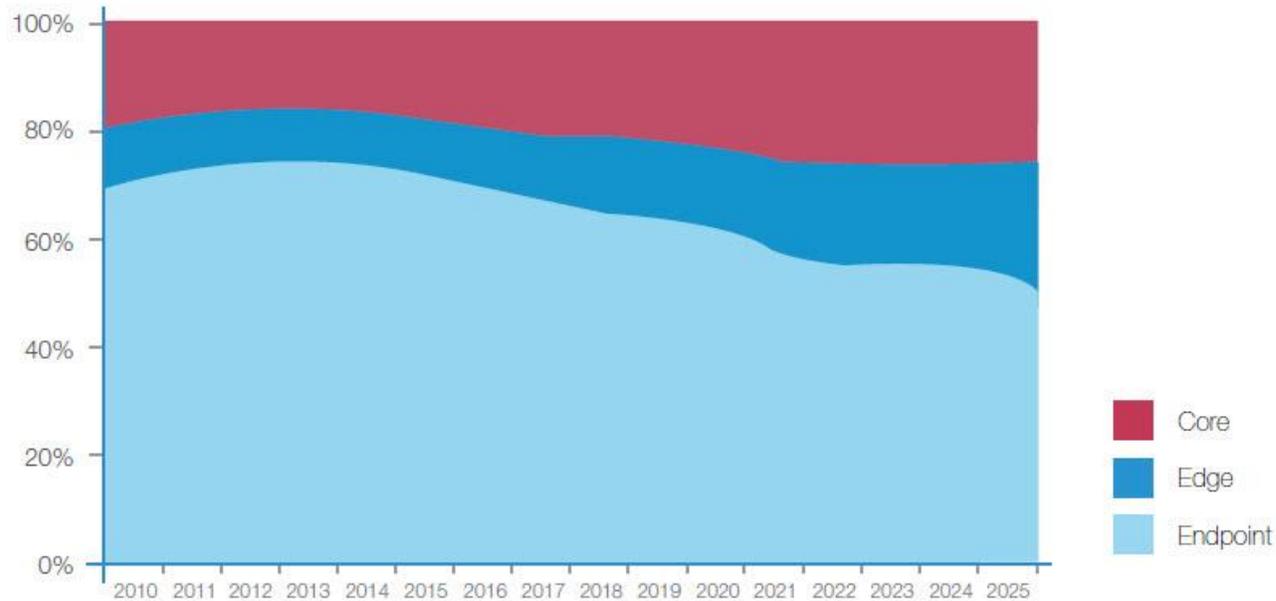
Created by Enterprises
in 2025 from ~30%
in 2015



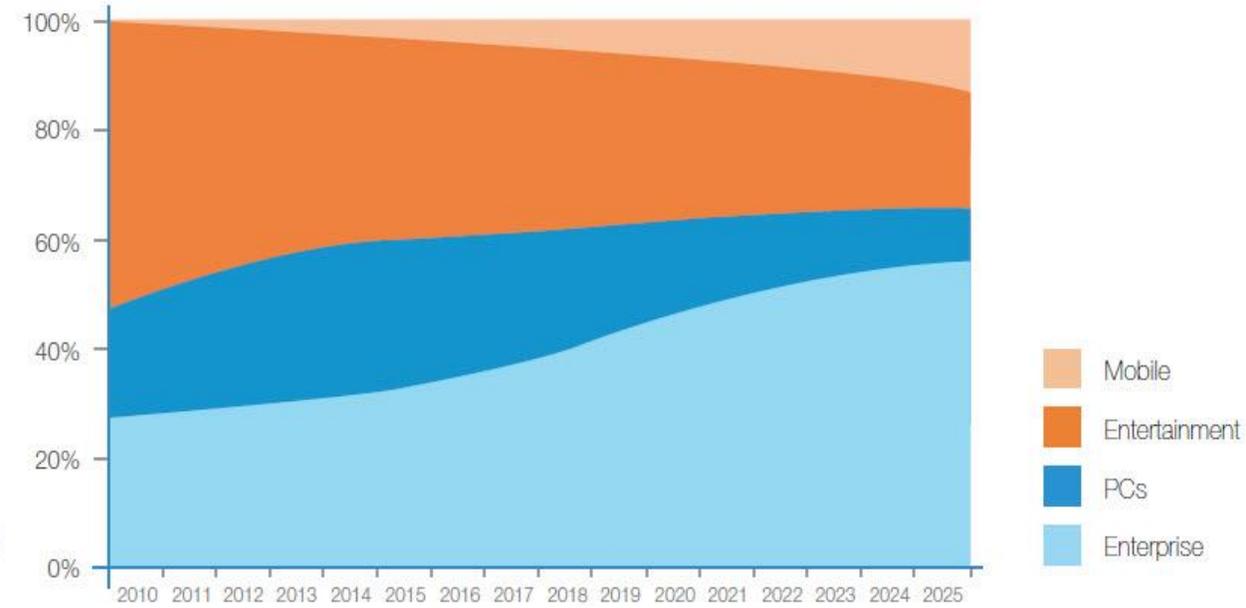
Data Creation and Storage

The Data Age 2025

Where Data is Created

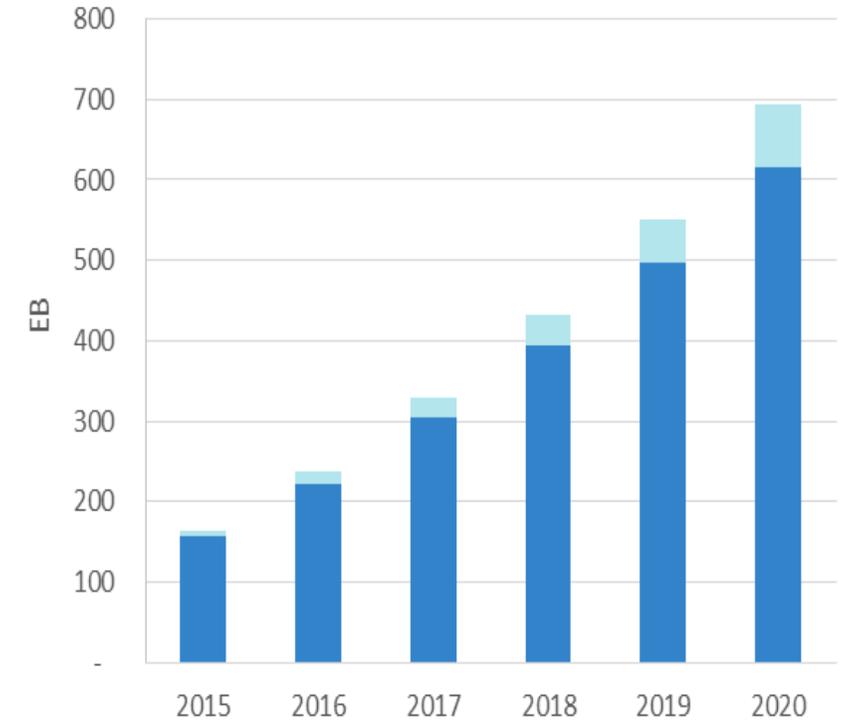
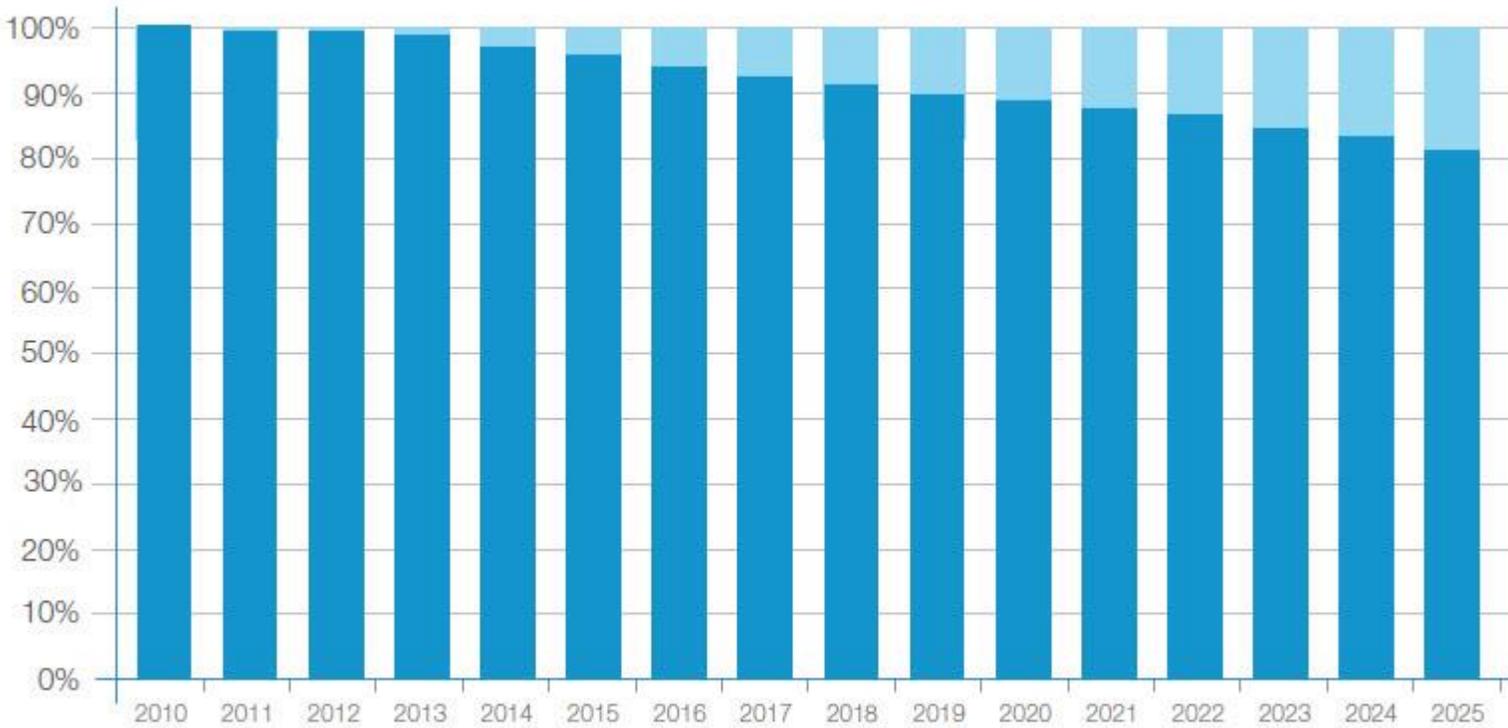


Where Data is Stored



Storage Media Exabyte Growth

Enterprise HDD and NAND Exabyte Shipments



■ Enterprise HDD ■ Enterprise SSD



New Data Location and New TAM(s)



BIG DATA ANALYTICS

Waze, Splunk, Hadoop



MOBILITY

Smartphones and Tablets



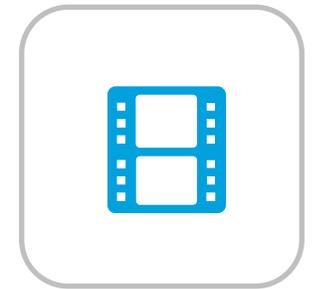
INTERNET OF THINGS

Nest, Apple Watch, Fitbit, Google Glass, Wearable Technology



SURVEILLANCE AND SECURITY

Smart City, Shopping Malls

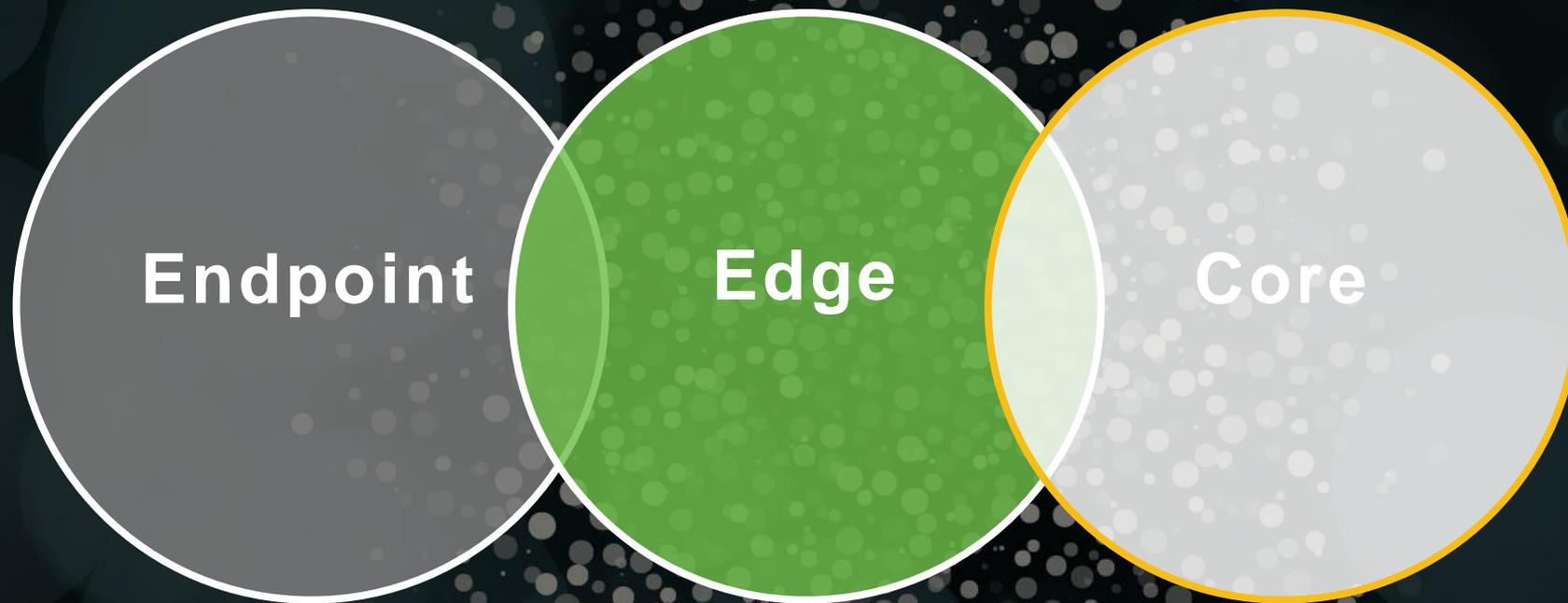


HD AND MEDIA-RICH VIDEO

iPhone 4K Video, Virtual gaming

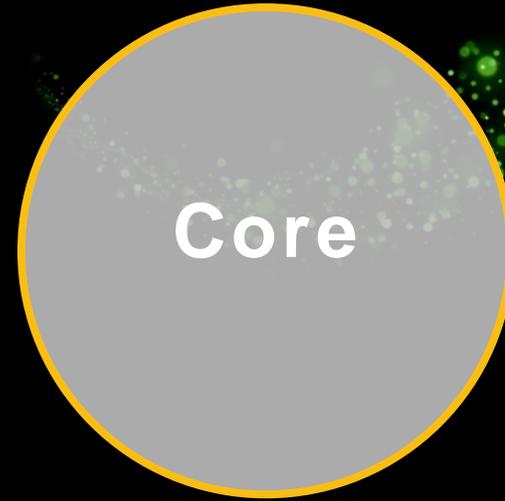
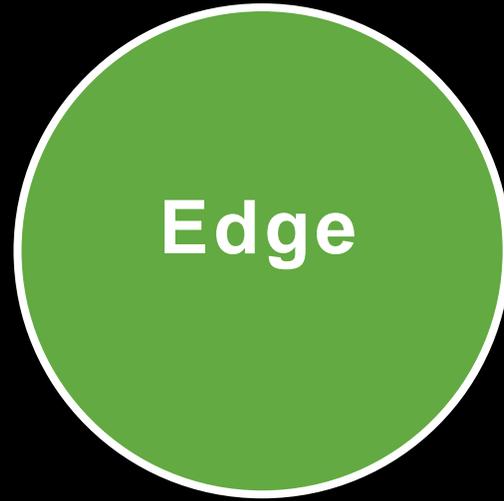


The New Storage Framework



ONE ROADMAP

MARKET
FRAMEWORK



SEAGATE
SOLUTIONS

SECURITY



MANAGEMENT SERVICES



Enterprise and Data Center Products



Exos

The leading standard in enterprise capacity and performance



Nytro

Flash-based storage for instant access to data



Systems

Building the highest performing and scalable data storage infrastructure possible

Innovative storage to meet the ever-changing dynamics of IT, enabling our customers to remain competitive and relevant.

Surveillance, NAS, Gaming, Compute



Fast, versatile, and dependable – a fierce hard drive for PC and gaming applications



The fastest PC compute drive available for PC gaming



Agile, tough and scalable for everything NAS



Smart, safe, secure surveillance-optimized

The industry's broadest portfolio of drives created and tailored specifically for diversified applications.



Consumer



**Backup &
Explore**

Protect your digital life



Play

Save all your games



Upgrade

Increase performance
and capacity



Create

Accelerate creative workflows

Sleek, dependable products that let customers automatically and continuously store digital family photos, protect and access critical business data, back up multiple computers on a small network, and stream and share videos and music.



Recent Product and Technology Development Highlights

Seagate and JD.com Jointly Launch Joy Drive

Launched the Seagate® Joy Drive - a portable device that allows Android smartphone and tablet users to expand their storage and battery usage.

The Seagate Joy Drive is a power bank and mobile capacity expansion unit for Android devices rolled into one easy-to-use package, and is designed for heavy mobile users who want to expand their storage capacity and battery range. The unit allows them to connect to their smart devices, store and read data, and enjoy media content on-the-go. Delivering up to 1000GB (1TB) capacity.

Seagate® Fast SSD

Announced new Seagate® Fast SSD – an ultra-portable flash drive that teams fast performance of up to 540MB/s transfer rates, with shock-resistance and USB-C connectivity. Users can backup or sync their content using Seagate’s new Toolkit software. The Seagate Fast SSD is available in 250GB, 500GB and 1TB capacities and will be shipping this spring.

LaCie® DJI Copilot

Announced the second product offering from Seagate’s strategic partnership with DJI, the new LaCie® DJI Copilot is a complete backup on-set solution – enabling drone users to quickly ingest and review their content in full resolution without a PC.

With 2000GB (2TB) of storage, users can quickly connect and reference the built-in screen to initiate direct file transfer from an SD card to LaCie DJI Copilot. The Copilot BOSS (Back-up On-Set Solution) app by LaCie allows users to playback video in full resolution as well as manage and organize files with their mobile phone or tablet, and a built-in power bank recharges your mobile devices.

New High Density Enclosure with Next Generation Operating System

Announced the launch of the 5U84 high-density enclosure built with a next-generation operating system that together delivers performance, capacity and reliability. The 5U84 enclosure and firmware technology will enable businesses to store massive quantities of data in a high-availability enclosure that provides high performance access to data.

Using next generation data protection technology, Seagate’s Advanced Distributed Autonomic Protection Technology (ADAPT) can eliminate up to 95% of performance degradation during a disk drive rebuild when compared to traditional RAID solutions, meaning the 5U84 is essentially “self-healing”.

12TB Drives for NAS and Desktop Computing

Announced its IronWolf™, IronWolf™ Pro and BarraCuda® Pro hard drives are now available at capacities up to 12TB.

Seagate’s 12TB IronWolf and BarraCuda Pro drives further extend the capabilities of the leading Seagate Guardian Series to meet the growing data needs of large enterprise business, small and medium-sized businesses (SMBs), and creative professionals.

Drive for AI-Enabled Surveillance

Announced SkyHawk™ AI hard disk drive (HDD), the first drive created specifically for artificial intelligence (AI) enabled video surveillance solutions. Building on Seagate’s 10-year track record of delivering surveillance optimized storage performance, SkyHawk AI provides unprecedented bandwidth and processing power to manage always-on, data-intensive workloads, while simultaneously analyzing and recording footage from multiple HD cameras.

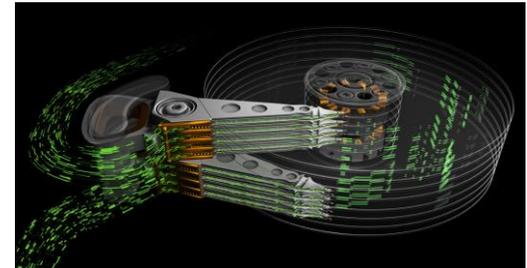


Collaboration with Top CSPs

“Seagate Hard Drives are about to embark on a new exponential growth in capacity with the introduction of EAMR technologies like **HAMR**,” says Aaron Ogus, Microsoft Azure Storage Architect. “In most datacenter applications the additional capacity gains cannot be effectively utilized without improvements in device IO capacity. The **dual actuator** technology helps unlock additional IOPS and allows cloud providers to make effective use of the new capacity gains.”



HAMR



Dual Actuator

Seagate Investing in the Future of HDD Technology

MARKET DYNAMICS



Growing Exabyte Demand

- Enable Storage Density
- Store Multiple Copies



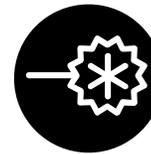
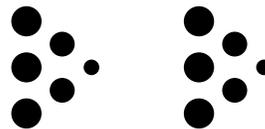
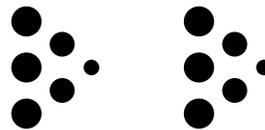
Maintain SLAs with high Performance

- High Availability
- Low Response Time



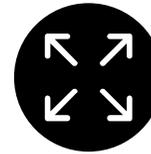
Reduce TCO

- CAPEX
- OPEX



Areal Density

- Technology: HAMR
- Focus: 20TB by 2020



Scale IOPS with Capacity

- Technology: Multi Actuator, Parallelism
- Focus: Random Read IOPS, Latency



Reduce TCO

- Technology: HE, SMR, RPM
- Focus: Power Consumption, \$ / TB

Future R&D is focused on Scaling Latency Bound IOPS with Capacity



SEAGATE HELPS

MAXIMIZE

DATA