



## Revenue Mix by Form Factor\*

	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	FY'13
Embedded <sup>(1)</sup>	23%	30%	30%	26%	20%	27%
Removable <sup>(2)</sup>	45%	42%	41%	43%	40%	43%
SSD Solutions <sup>(3)</sup>	20%	16%	20%	21%	28%	19%
License and Royalties	8%	6%	6%	6%	6%	6%
Other <sup>(4)</sup>	5%	6%	3%	5%	5%	5%

### Definitions:

- (1) Embedded includes non-SSD products that attach to a host system board
- (2) Removable includes products such as cards, USB flash drives and audio/video players
- (3) SSD includes client, enterprise and embedded SSDs and associated software
- (4) Other includes wafers, components and accessories

\*Percentages may not add to 100% due to rounding

## Total Revenue by Channel

	Q1'13	Q2'13	Q3'13	Q4'13	Q1'14	FY'13
Retail	38%	35%	35%	38%	35%	37%
Commercial <sup>(1)</sup>	62%	65%	65%	62%	65%	63%

### Definitions:

- (1) Commercial channel includes OEM, B2B such as value-added resellers, system integrators and direct market resellers, direct enterprise and license and royalty revenues

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## Quarterly Metrics

	FY 2010				FY 2011				FY 2012				FY 2013				FY 2014
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Q/Q Change in ASP/Gigabyte	-7%	-8%	-5%	-15%	-8%	-7%	-13%	-13%	-22%	-18%	-8%	+7%	+2%	+5%	-3%	-6%	-3%
Y/Y Change in ASP/Gigabyte	0%	-18%	-20%	-30%	-32%	-31%	-37%	-36%	-45%	-52%	-49%	-37%	-18%	+6%	+12%	-2%	-7%
Q/Q Change in Gigabytes Sold	-7%	+18%	+8%	+30%	+7%	+14%	+18%	+28%	-4%	+5%	+36%	+13%	-16%	+4%	+15%	+12%	-10%
Y/Y Change in Gigabytes Sold	+71%	+116%	+71%	+55%	+78%	+72%	+87%	+83%	+65%	+52%	+76%	+56%	+36%	+35%	+14%	+13%	+20%
Headcount <sup>(1)</sup>	3,284	3,331	3,420	3,469	3,557	3,671	3,839	3,939	4,094	4,292	4,535	4,636	4,729	4,904	5,360	5,459	5,856
Average GB/Unit Capacity	3.36	3.65	3.96	4.80	4.61	5.49	5.51	6.06	5.83	6.52	9.24	10.87	12.02	12.54	13.89	15.08	13.89

(1) SanDisk employees, excluding contractors and temps

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