

Toshiba Memory to Rebrand as “Kioxia” in October

Unique brand name combines Japanese word for “memory” and Greek word for “value”

Tokyo, July 18, 2019 – Toshiba Memory Holdings Corporation announced today that it will officially change its name to Kioxia Holdings Corporation on October 1, 2019. The name Kioxia (*kee-ox-ee-uh*) will be adopted for the names of all Toshiba Memory companies, largely effective on the same date.

Kioxia is a combination of the Japanese word *kioku* meaning “memory” and the Greek word *axia* meaning “value.” Merging “memory” with “value,” Kioxia represents the company’s mission to uplift the world with “memory,” which forms the foundation of the company’s vision. Kioxia will cultivate the new era of memory, defined by rapidly increasing demands for large-capacity, high-performance storage and data processing, which positions the company to grow sustainably as a leading flash memory producer for many years to come.

“I am delighted to take the next step in our company’s evolution as we continue to enhance our position at the forefront of the memory industry,” said Stacy J. Smith, executive chairman of Toshiba Memory Holdings Corporation. “Using ‘memory’ as our starting point, Kioxia will collaborate with people to meet the various needs of everyday life, making the world more interesting and providing long-lasting value to society.”

Toshiba Memory Corporation has driven the technological evolution of flash memory from its invention of NAND flash memory in 1987 through its introduction of the latest 3D flash memory, BiCS FLASH™. As society creates increasing amounts of active data through new technologies such as 5G, IoT and cloud computing, more memory and storage is needed than ever before. As an industry pioneer and continued global leader in flash memory and solid-state drives, we are well positioned to enable our digital society to launch into a new era of memory.

Kioxia’s Mission

Uplifting the world with “memory” —

By evolving “memory,” we create uplifting experiences and change the world.

Kioxia’s Vision

With progressive memory technology at the core, we offer products, services and systems that create choice and define the future.

Related link:

https://global.toshiba-memory.com/tmchd_e.html

[ATTACHMENT]

Renamed Toshiba Memory Group Companies

Current name	New name
Toshiba Memory Corporation	Kioxia Corporation
Toshiba Memory Systems Co., Ltd.	Kioxia Systems Co., Ltd.
Toshiba Memory Advanced Package Corporation	Kioxia Advanced Package Corporation
Toshiba Memory Etoile Corporation	Kioxia Etoile Corporation
Toshiba Memory Iwate Corporation	Kioxia Iwate Corporation
Toshiba Memory America, Inc.	Kioxia America, Inc.
Toshiba Memory Europe GmbH	Kioxia Europe GmbH
Toshiba Memory Asia, Limited	Kioxia Asia, Limited
Toshiba Memory Singapore Pte. Ltd.	Kioxia Singapore Pte. Ltd.
Toshiba Memory Taiwan Corporation	Kioxia Taiwan Corporation
Toshiba Memory Semiconductor Taiwan Corporation	Kioxia Semiconductor Taiwan Corporation
Toshiba Memory Korea Corporation	Kioxia Korea Corporation
Toshiba Electronics (China) Co., Ltd.	Kioxia (Shanghai) Co., Ltd.
OCZ Israel Ltd.	Kioxia Israel Ltd.
OCZ Storage Solutions Ltd.	Kioxia Technology UK Ltd.

Note:

- The Chinese notation of Kioxia is 鎧俠 in traditional Chinese and 铠侠 in simplified Chinese.
- The name of Toshiba Electronics (China) Co., Ltd. is planned to be changed in the spring of 2020.