



## Press Release

### KIOXIA Europe Appoints New President to Further Progress the Company's Long-Term Business Goals



**Düsseldorf, Germany, 16 April 2021** – [KIOXIA Europe GmbH](#) has confirmed the appointment of Asayuki Nannichi as its new president. He replaces the previous president Masaru Takeuchi. Mr Nannichi has thirty years industry experience, occupying high level sales and marketing roles in Japan, North America and EMEA. Under his leadership, KIOXIA Europe will now prepare itself to address the numerous challenges and opportunities that are currently emerging within the European data storage market.

Combining the engineering expertise inherited from Toshiba Memory (which originally invented NAND flash memory in 1987) with ongoing large-scale investment into the development of advanced processes and devices, KIOXIA is continuing to drive data storage innovation forward. The company's leadership position is underlined by the huge commercial traction being made by its ground-breaking BiCS FLASH™ 3D flash memory technology.

“I am eagerly looking forward to guiding KIOXIA Europe into this next phase of its commercial development, both in terms of consolidating the achievements the company has already made and striving to attain still further success,” states Asayuki Nannichi, the newly appointed President of KIOXIA Europe. “Thanks to our BiCS FLASH™, KIOXIA is currently seeing very strong sales activity within the flash memory and SSD sectors, and we continue to strengthen our market position in the years ahead as exciting new application possibilities begin to arise.”

KIOXIA Europe expects to benefit from the continued demand of its SSDs, their utilization in data center and enterprise servers, as well as the increased uptake from the latest gaming console models. The roll-out of 5G services are also set to push data storage capacity requirements upwards, so handset manufacturers will need to integrate higher memory densities into their designs.

“On behalf of KIOXIA Europe we are very grateful for Mr. Takeuchi’s leadership, support and cooperation these past years. We are now welcoming Mr. Nannichi to the KIOXIA team in Europe”, said Sandrine Aubert, Senior Manager Head of Marketing Communications at KIOXIA Europe GmbH.

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#### **About KIOXIA Europe GmbH**

KIOXIA Europe GmbH (formerly Toshiba Memory Europe GmbH) is the European-based subsidiary of KIOXIA Corporation, a leading worldwide supplier of flash memory and solid-state drives (SSDs). From the invention of flash memory to today's breakthrough BiCS FLASH™, KIOXIA continues to pioneer cutting edge memory solutions and services that enrich people's lives and expand society's horizons. The company'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.

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