



Lexar

Brand Profile

Contents

01

02

03

Lexar

Company Profile

Lexar

Product Introduction

Lexar

Product Appendix



Live For The Memory

Founded in 1996, Lexar was born to innovate and provide industry-leading data storage and memory solutions worldwide.

We continually strive to deliver best-in-class products, unwavering reliability, and superior customer service.

Milestones

Introducing leading solutions, improving product line.



Lexar was founded in California, USA, and set the standard for CF Card reading speed.

1996



Introduced the world's first Professional Workflow solution.

2013



Longsys acquired Lexar, upgrading its channel and supply chain capabilities.

2017



Launched Lexar Gaming product line.

2021



Acquired the exclusive "Lexar Empowered By SK hynix" Gold Label certification.

2023

2012

Introduced the world's first 256GB CompactFlash Card & SDXC UHS-I Card.



2014

Introduced the world's fastest SD UHS-II Card.



2018

Introduced the world's largest capacity SD Card and microSD Card.



2022

Introduced the world's fastest CFe Cards.



2024

Introduced the ARMOR Series, the SD express Series, new Workflow Series product line, and upgraded CFe 2.0 to CFe 4.0.



Data source: Based on internal testing.

About Longsys (Stock Code:301308.SZ)

Founded in 1999, Longsys is a leading semiconductor memory enterprise.

USD 55 billion

Market Value

USD 1.427 billion

2023 Annual Revenue

3,000

Employees

986

R&D Personnel

533

Valid Granted Patents



Lexar

Data Source: 2023 Annual Report of Shenzhen Longsys Electronics Co., Ltd.
Data as of December 31, 2023
The exchange rate is official rate on 29 December 2023

Market Share

Growing against the trend, leading in market share.

2023 Annual Revenue

USD 350 million

 **Global**

Memory Cards

Top 2 in 2022

Data Source: Omdia (IHS Markit) 2022

 **Global**

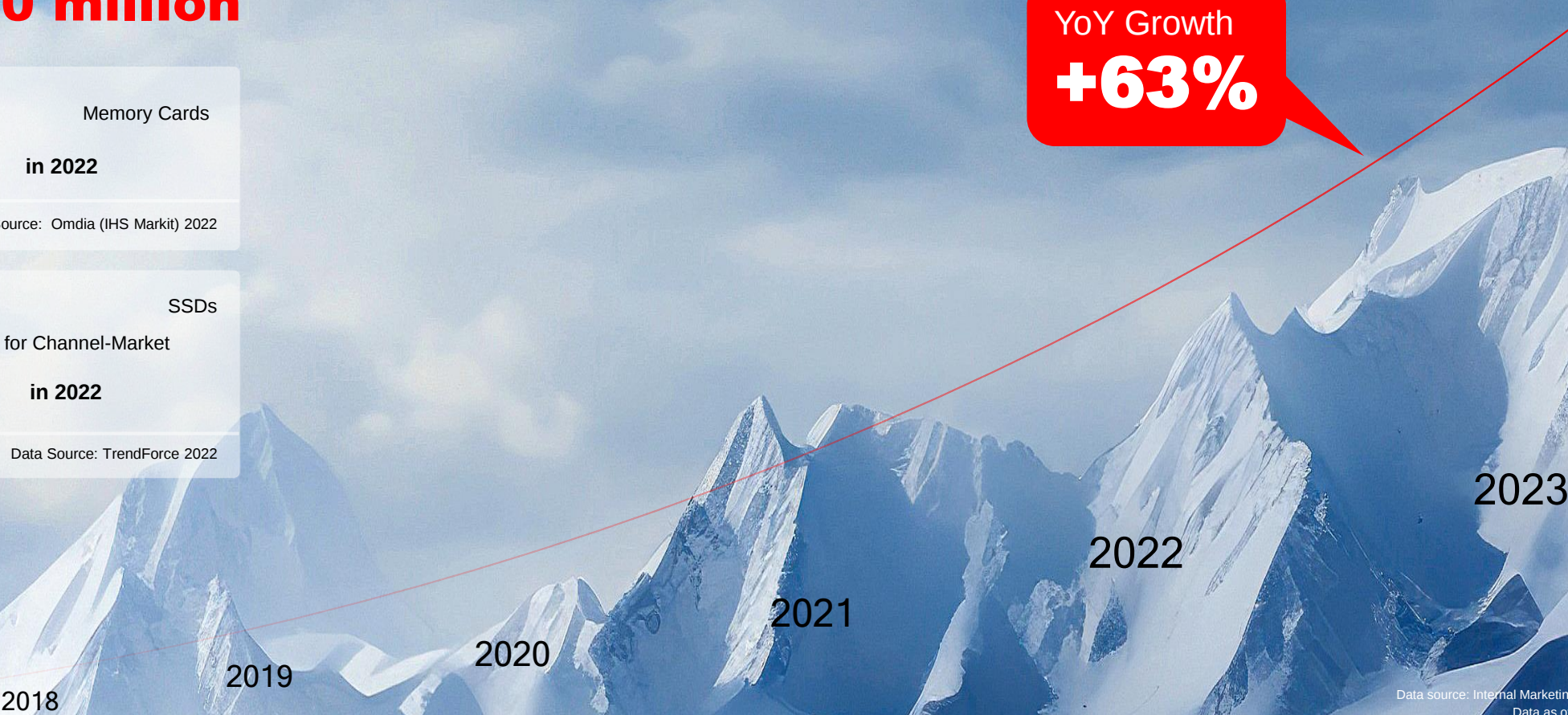
SSDs

Module Makers for Channel-Market

Top 3 in 2022

Data Source: TrendForce 2022

YoY Growth
+63%



Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

Why Lexar

Leading
Supply Chain and R&D



10

Wafer Manufacture Partners



4

Self-owned Packaging & Testing Manufacturing

Global
Channels and Brands



52

Countries / Regions



300+

Partners

Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

Supply Chain

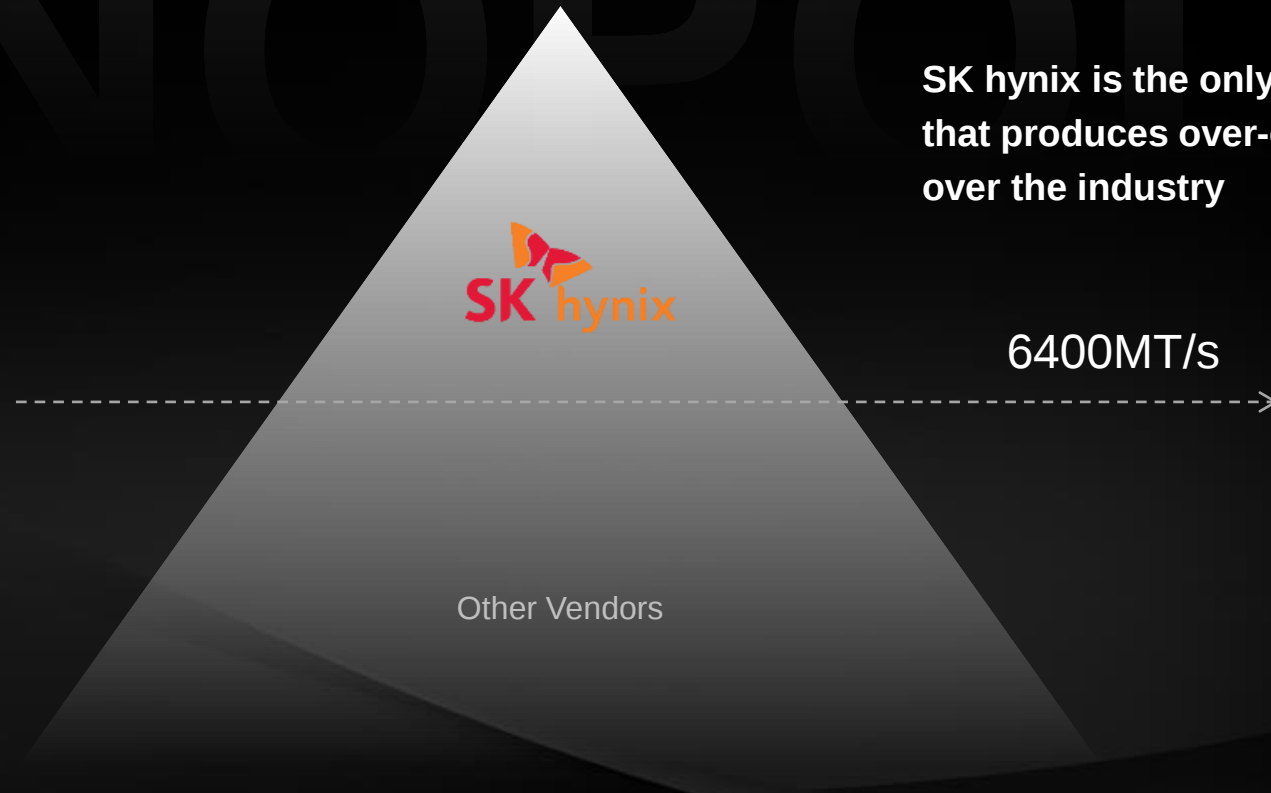
Original wafer supply chain collaboration, enhancing product competitiveness.



Exclusive Certification



Lexar is the exclusive partner
for obtaining the SK hynix
Gold Label certification.



SK hynix is the only company
that produces over-clock die
over the industry

Data source: Based on internal testing.

Industry Association Core Member

As a core member, Lexar jointly creates industry standards.

The CompactFlash
Association



The SD Association
Board Member



Intelligent Terminal Memory
Association
Co-founder



In-house R&D



Self-owned Chip Design

Self-developed LDPC Algorithm

Samsung 28nm technology

Perf. 15%-30%↑

eMMC 5.1 Controller Chip

SD 6.1 Controller Chip

Lexar

Independent Firmware Capabilities

A unified firmware platform covering all products

Leading algorithms and architecture

20 years of firmware development experience

Data source: Based on internal testing.
And internal Marketing Performance Data.
Data as of December 31, 2023

In-house Manufacturing

4 self-owned packaging & testing manufacturing plants.



Suzhou
China

Packaging and
Test Plant



Zhongshan
China

Data Storage
Production Line



Atibaia
Brazil

Packaging and
Test Plant



Manaus
Brazil

Module
Production Plant

Lexar Quality Labs



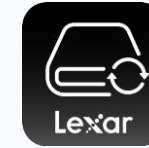
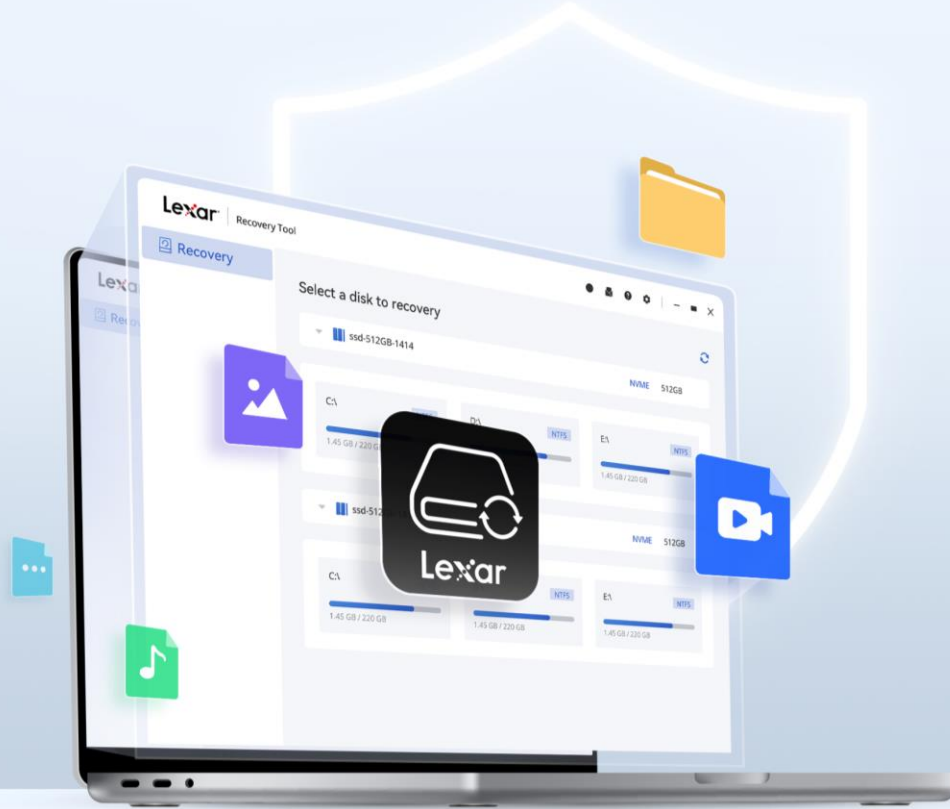
1000+

Digital Testing Devices

All products undergo
extensive testing to ensure
performance and quality.

Data source: Internal Testing Data.
Data as of December 31, 2023

Lexar Service



Lexar Recovery Tool
Your Data Recovery Assistant

-  Lifetime Free Use
-  Ensuring Data Security
-  Easy to Use
-  Secure File Storage

Product Innovation

R&D inventiveness generates leading products.



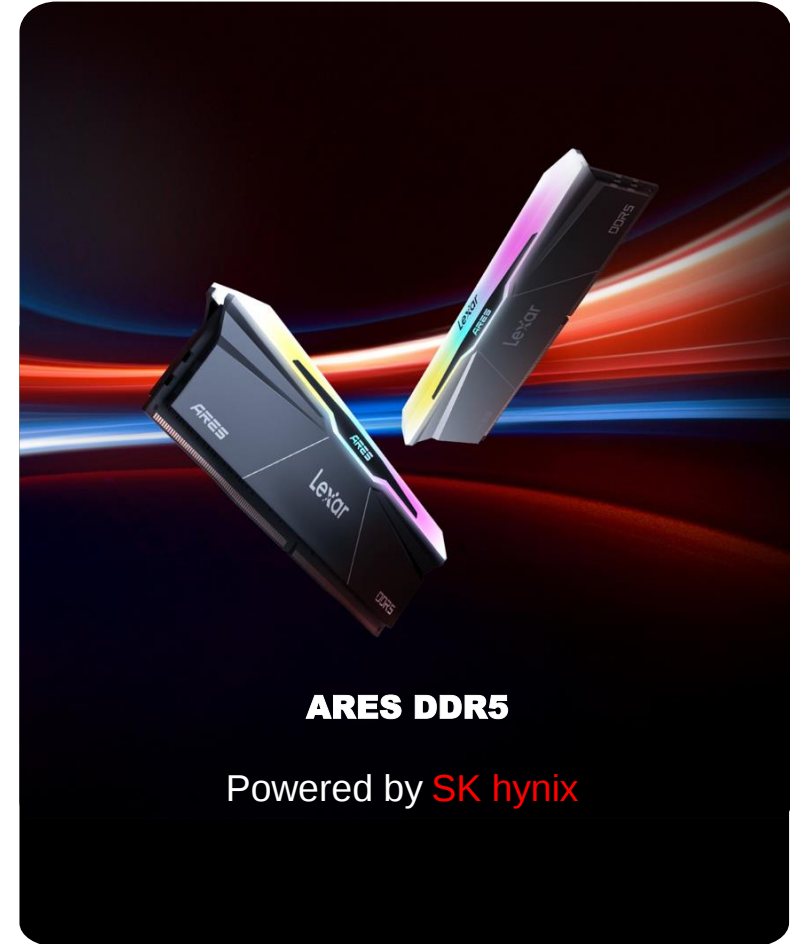
NM790 SSD

Tier 1 Wafer
CN Chip



SL500 Portable SSD

Unique-Chip
Powered by **Silicon Motion**

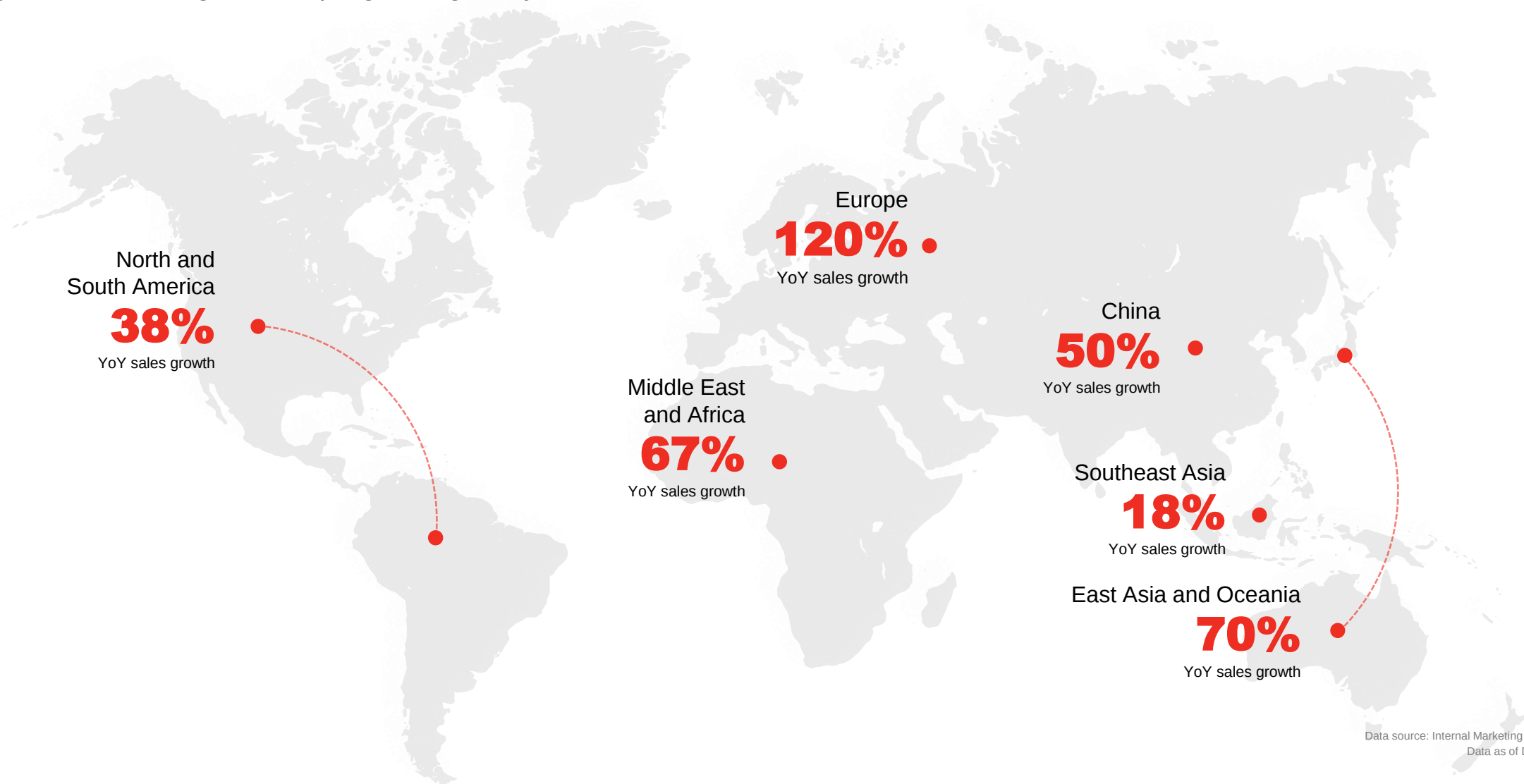


ARES DDR5

Powered by **SK hynix**

Global Progress in 2023

Regional breakthroughs and rapid growth globally.



Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

100+ Top Global Channels

Continuously expanding top channels globally.

Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

Costco Strategic Cooperation

Featured in **700+** stores worldwide, including the US, Australia and China.



Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

Technology Brand Partner

Received official AVL/QVL certification from 200+ top technology brands.

Camera	Consumer Electronics	Tablet & Mobile	Vehicle
CanonFUJIFILM SONYRED PanasonicNikon BlackmagicdesignOLYMPUS	dji GoPro Insta360 TP-LINK	Microsoft SurfaceSAMSUNG HUAWEImotorola LGNOKIA LenovoNINTENDO SWITCH	BYDNISSAN 理想mi TOYOTA阿维塔 AVATR 吉利汽车GEELY AUTO长安汽车 CHANGAN AUTO

Awards

50+ global design awards and high-level imaging industry awards.



reddot design award
winner 2024



TIPA WORLD AWARDS 2024



Product of the Year 2024



Best Storage of CES 2024



Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

Brand Influence

Brand Image Exposed to Billions

20+
Global Exhibitions

30+
Lexar Nights

1000+
Store Displays

Millions of Loyal Consumers

1 Million
Social Media Followers

4 Million
Followers on JD.com's Self-operated Stores

50+
Top Media Recognitions

100+
Top Global Influencers Recommendations

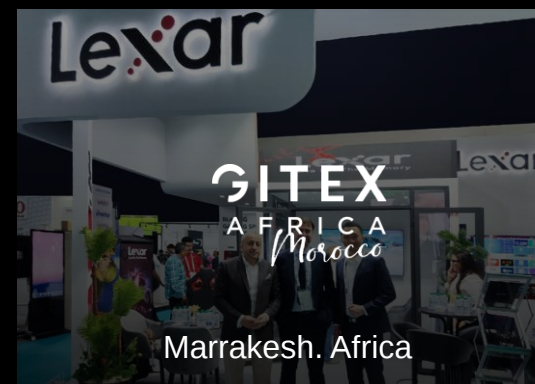
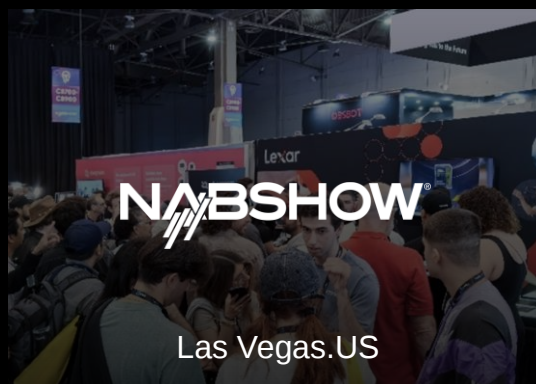
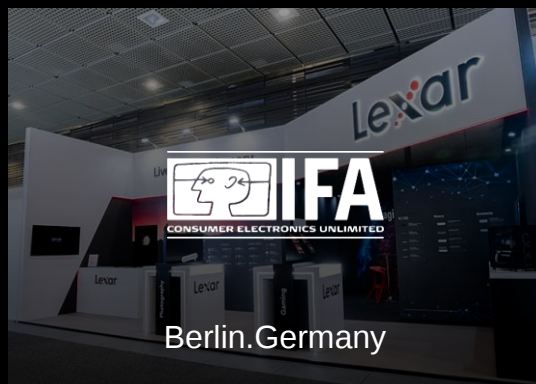
Photography and Gaming Vertical Community

30+
Photography Ambassadors

Top
Gaming IP Sponsor

Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

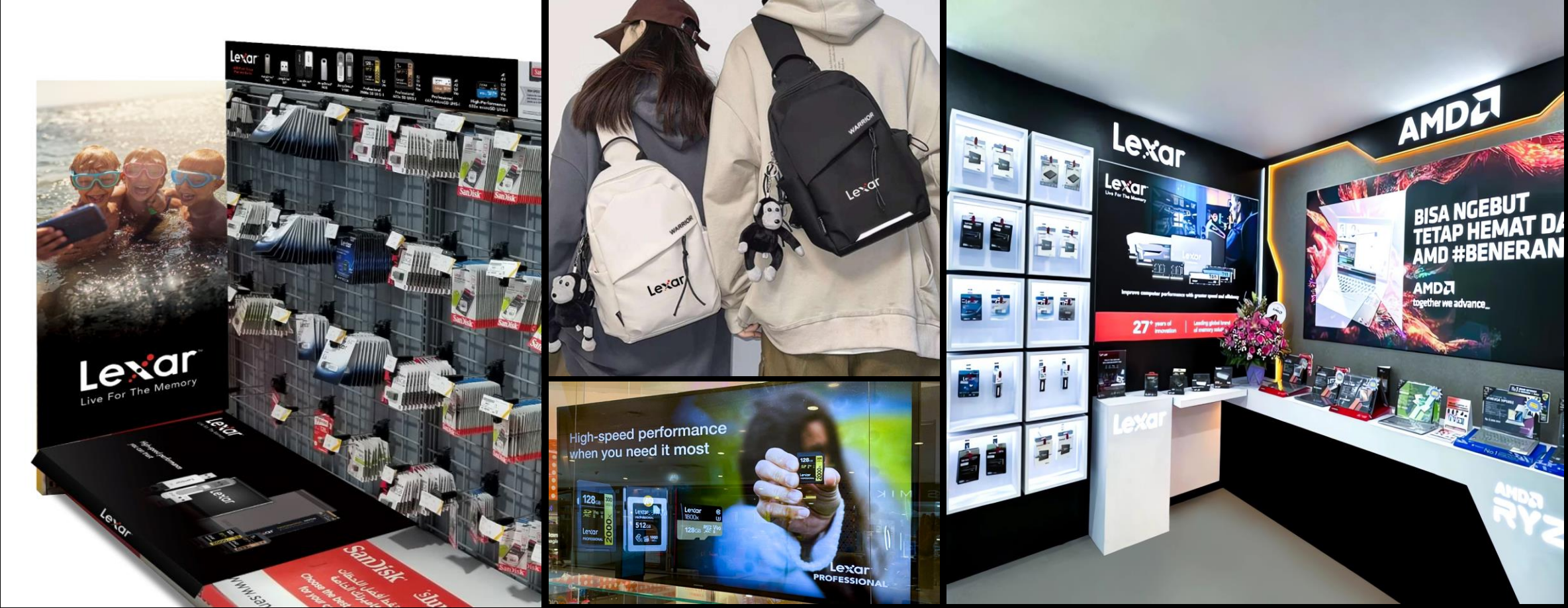
20+ Top Global Exhibitions



Global Offline Events



1000+ Store Brandings



Data source: Internal Marketing Performance Data.
Data as of December 31, 2023

50+ Top media recognitions

"Lexar Play 1TB SSD review: A high performance M.2 2230 SSD for your gaming handheld. A perfect portable pairing."

tom's HARDWARE
THE AUTHORITY ON TECH

"The Lexar SL500 is the cutest and most stylish little SSD. It's not the fastest on the market but it is sensibly priced and with Lexar you are paying for the reliability."

Forbes

BEST SSD of 2023

"All of this speed and cool, efficient performance is delivered for a very reasonable MSRP, making it a big slab of very fast NVMe storage for less than you might expect."

**PC
GAMER**

"Ultra-slim and portable, this high-capacity drive is ideal for anyone needing storage on the go."

techradar

Forbes

**PC
GAMER**

THEGAMER

techradar

tom's HARDWARE
THE AUTHORITY ON TECH

B&H
PHOTO VIDEO PRO AUDIO

**ZD
NET**

PCWorld

LES NUMERIQUES

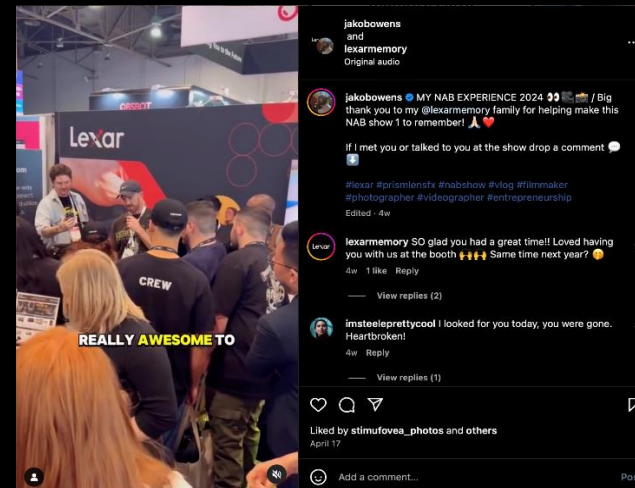
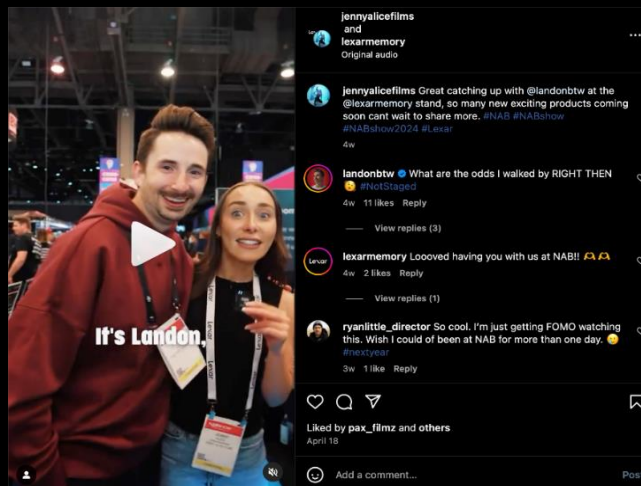
**Digital
Camera
World**

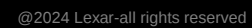
Data source: Internal Marketing Performance Data.
Data as of June 30, 2024

1 Million Social Media Followers

 **15** Countries

 **10+** Platforms





Photography Community

Lexar



Alex Strohl



Charly Savely



Gina Danza



Jamey Price



Laretta Houston



Richard Bernabe



Kelsey Johnson



Tiffany Nguyen



Roberto Valenzuela



Scott Kelby



Stephen Wilkes



Vanessa Joy



Zak Noyle



Andre Wille



Kostas Garcia



Rory Kramer



Andy To



Emmett Sparling



Erwin Marionneaux



Felgra Yogatama



Jakob Owens



Jenny Alice



Luke Stackpoole



Rachel Stewart

Lexar
AMBASSADOR

Photography Community



Stephen Wilkes 《Day to Night》
An exhibition at The Brooklyn Museum.

Gaming Community

China University Gaming Competition

Lexar

2 Months

9 Cities

200 Universities



Gaming Community

Gaming Sponsorship

Lexar is the official and exclusive storage brand selected by the BLG League of Legends department.



The BLG team from China is the champion of the League of Legends Pro League (LPL) 2024 and the runner-up of the global MSI tournament.



Contents

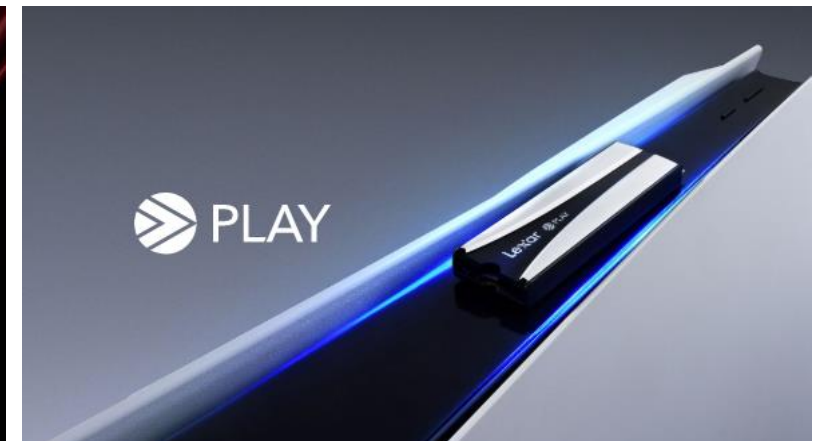
02



Lexar

Product Introduction

Product Series



Lexar

PROFESSIONAL

Built For Professional Users





TIPA Award

Unmatched CFe 4.0 Performance

Lexar Professional DIAMOND CFexpress™ 4.0 Type B Card



Superior Performance



Seamless Video Capture



VPG400 Video Class



Durable and Stable



Data source: Based on internal testing.



Outstanding Performance Exceptional Experience

Lexar® Professional SILVER SDXC™ UHS-I Card

Lexar® Professional SILVER PLUS SDXC™ UHS-I Card

Lexar® Professional SILVER PLUS microSDXC™ UHS-I Card



High-Speed
Performance



Capture in
4K Ultra HD



Durable and
Compatible



Lexar Recovery
Tool

* Based on internal testing.





Maximized Performance Minimized Size

Lexar SL500 Portable SSD



High Performance



Slim and Solid



Wide Copatibility



iPhone Friendly



* Based on internal testing.

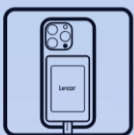


Easily Attach, Capture, and Transfer

Lexar SL500 Portable SSD with Magnetic Set



with Magnetized
Sleeve



Support ProRes
Recording



Exceptional
Performance



Wide
Compatibility



Data source: Speeds based on internal testing.



Capture, Save, Go

Lexar Professional Go Portable SSD with Hub



Designed for
iPhone creators



Mini Size
Max Capacity



Professional
Setup



Dust / Water
Resistant





Ultra Fast, Ultra Cool

Lexar® Professional NM1090 PCIe 5.0 SSD



PCIe 5.0 Speed



Unique and
Potent Heatsink



DRAM-based



* Based on internal testing.



All-in-one Workflow Solution

Lexar professional Workflow



Six Bays for
Simultaneously Offloads



Thunderbolt™ 4
(support 40Gbps max)



Support readers and
Portable SSD Simultaneously



140W Universal
GaN Adapter



* Based on internal testing.



All-in-one Portable Backup Solution

Lexar® Professional Workflow Go



Compact design



Support module readers
and Portable SSD



Back up without laptop



Attachable battery



* Based on internal testing.



Comprehensive Protection
For Outdoor Users



Lexar



Built for Speed Designed for Durability

Lexar® ARMOR 700 Portable SSD



Powerful Performance



Dust / Water Resistant



Drop Resistant



Wide Compatibility



Data source: Speeds based on internal testing

Lexar



The 'Iron Man' of SD card



Bend-resistant
180N pressure proof



Waterproof and dustproof
IP68



Superb stability
5-meter drop-proof



Lexar ARMOR GOLD SDXC™ UHS-II Card
Lexar ARMOR SILVER PRO SDXC™ UHS-II Card

Data source: Based on internal testing.

ARES

Highest Performance For Next-Gen





Exclusive series that Empowered by SK hynix

Lexar® ARES RGB DDR5 Desktop Memory

Lexar

Empowered By
SK hynix



*Based on internal testing



Extreme Performance for Extreme Creativity

Lexar® ARES RGB 2nd Gen Desktop Memory



Empowered by
SK hynix



UP to
8000MT/s*



Game
in Style



Effective
Heat Dissipation

Lexar

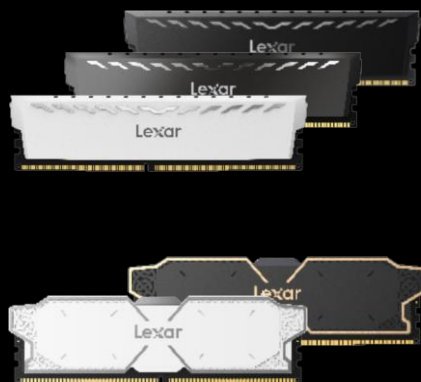
Empowered By
SK hynix



*Based on internal testing

THOR

Empowering Youth With
Next-level Experience





Born For Players





Born For PS5

Lexar® PLAY 2280 PCIe 4.0 SSD



Ideal for PS5



High-speed performance



Large capacity



Heatsink





Small Form Factor, Big Performance

PLAY M.2 2230 PCIe Gen4x4 NVMe SSD



High-speed
Performance



M.2 2230
Compact Size



Easy
Expansion



Low Power
Consumption



Lexar

Seamless Play Ultimate Gaming

Lexar® PLAY microSDXC™ UHS-I cards



V30 Video
Speed Class



A1/A2
App Performance



Up to
160MB/s Read



Up to 1TB
Capacity



Data source: Based on internal testing.

Contents

03



Lexar

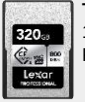
Product Appendix

Product Portfolio

 Memory Cards	 CFexpress	 SDHC/SDXC	 microSDHC/SDXC	 NM Card
 Portable Storage	 Portable SSD  Portable SSD with hub	 USB 3.2 Gen 1		 USB 3.2/Fingerprint
 SSDs	 M.2 SSD			 SATA SSD
 Memory	 DDR5		 DDR4	
 Accessories	 Card Reader		 Enclosure	 workflow

Memory Card Portfolio

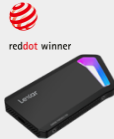
 CURRENT  NEW LAUNCH  TRANSITION  EOL

	CFexpress	SD	microSD
HIGH PERFORMANCE	 Type B DIAMOND 128GB~512GB R/W 1900/1700MB/s New Capacity:1TB 128GB-1TB Upgrade to CFe 4.0 R/W 3700/3400MB/s	 GOLD PRO SD Express SD 8.0 Demo 1TB R/W 1700/1000MB/s	 PLAY PRO microSD Express 256GB~1TB R/W 900/600MB/s
	 Type B GOLD 128GB~2TB R/W 1900/1500MB/s New Capacity:4TB 512GB-4TB Upgrade to CFe 4.0 R/W 3600/3300MB/s  Type A GOLD 80GB~320GB R/W 900/800MB/s New Capacity 640GB-1TB Upgrade to CFe4.0 R/W 1800/1650MB/s	 V90 8K 4K 2000X GOLD 32GB, 64GB~256GB New Capacity:512GB R/W 300/260MB/s	 V60 4K GOLD 128GB~256GB R/W 280/180MB/s
MAINSTREAM	 Type B SILVER 128GB~1TB R/W:1750/1300MB/s 1TB Upgrade to CFe 4.0 R/W 3600/3000MB/s	 1800X GOLD 64GB~1TB R/W 280/210MB/s  ARMOR GOLD 64GB~1TB R/W 280/210MB/s IP68, 5M-drop, 6K	 SILVER PLUS 64GB~256GB R/W 205/150MB/s New Capacity 512GB~1TB  PLAY 64GB~1TB R/W 160/100MB/s Speed Upgrade R/W 205/140MB/s
	 Type A SILVER 160GB, 320GB R/W 800/700MB/s	 V60 4K SILVER PRO 64GB~1TB R/W 280/160MB/s  1667X SILVER 64GB~256GB R/W 250/120MB/s  ARMOR SILVER PRO 64GB~1TB R/W 280/160MB/s IP68, 5M-drop, 6K	 V30 4K 1066X 64GB~1TB R/W 160/130MB/s  FLY 64GB~256GB R/W:160/90MB/s  High Endurance 32GB~128GB R/W 100/45MB/s
ENTRY-LEVEL		 SILVER PLUS 64GB~256GB R/W 205/150MB/s New Capacity 512GB~1TB	
		 SILVER 64GB~256GB R/W 205/140MB/s New Capacity 512GB~1TB  V30 4K 1066X 64GB~1TB R/W 160/120MB/s  800X Pro 32GB~256GB R/W 150/45MB/s	 V30 4K 633X 32GB~512GB R/W 100/70MB/s  BLUE 128GB~2TB R/W 150/40MB/s  NM Card 128GB~512GB New Capacity 1TB R/W 90/85MB/s

Data source: Based on internal testing.

PSSD Portfolio

Evaluation CURRENT NEW LAUNCH TRANSITION EOL

	≤1050MB/s	2000MB/s	≥3000MB/s
PROFESSIONAL	 Go Portable SSD with Hub USB 3.2 Gen 2 1TB, 2TB RW 1050/1000MB/s Black Silver	 ARMOR 700 USB 3.2 Gen 2x2 1TB, 2TB, 4TB RW 2000/2000 MB/s IP66 Water and Dust Resistance 3-meter Drop Resistance  WF750 USB3.2 Gen2x2 2TB-4TB, IP68 R/W 2000/2000 MB/s IP68 Water and Dust Resistance	 ARMOR 800 USB4 (TBD) 2TB, 4TB, 8TB RW 3800/3600 MB/s(TBD) IP68 Water and Dust Resistance 3-meter Drop Resistance
MAINSTREAM	 SL300 USB 3.2 Gen 2 512GB, 1TB, 2TB RW 1050/1000 MB/s	 SL600 USB 3.2 Gen 2x2 512GB, 1TB, 2TB, 4TB RW 2000/2000 MB/s  SL660 USB 3.2 Gen 2x2 512GB, 1TB RW 2000/2000 MB/s  SL500 USB 3.2 Gen 2x2 512GB, 1TB, 2TB,4TB RW 2000/1800 MB/s Silver Black  SL500 Magnetic Set USB 3.2 Gen 2x2 1TB, 2TB RW 2000/1800 MB/s  SL500 Magnetic Sleeve Black Gray	
ENTRY-LEVEL	 SL200 USB 3.2 Gen 1 512GB, 1TB, 2TB RW 550/400 MB/s  SL210 USB 3.2 Gen 1 512GB, 1TB, 2TB RW 550/400 MB/s		

Data source: Based on internal testing.

USB Flash Drive Portfolio

Evaluation CURRENT NEW LAUNCH TRANSITION EOL

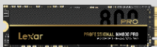
	Car Industry	Dual Drive for General Market	USB-A for General Market	
HIGH PERFORMANCE USB 3.2 Gen 1 >200MB/s			Metal  red dot winner P30 USB 3.2 Gen1 128GB-256GB up to RW 450MB/s (128GB W 420MB/s) Metal  M900 USB 3.2 Gen 1 64GB-256GB up to RW 400/90MB/s (64GB RW 300/50MB/s)	Metal  Fingerprint ID F35 Pro Fingerprint USB 3.2 Gen 1 64GB-256GB up to R 400 MB/s , W 350MB/s (128GB: R 400MB/s ,W 300MB/s 64GB: R 300MB/s, W 150MB/s) Metal  S47 USB 3.2 Gen 1 32-256GB Up to R 250 MB/s W 30MB/s, 50MB/s,80MB/s,120MB/s
MAINSTREAM USB 3.2 Gen 1 <=200MB/s	 red dot winner C50V USB 3.2 Gen 1 64GB-256GB R up to 200MB/s W 40MB/s Type C  red dot winner A50V USB 3.2 Gen 1 64GB-256GB R up to 200 MB/s W 40MB/s Type A	Metal  D400 USB 3.2 Gen 1 32GB-512GB 512GB 170/90MB/s 64-256GB 130/30MB/s 32GB 100/30MB/s  D300 USB 3.2 Gen 1 32GB-256GB R up to 130 MB/s W 30MB/s (32GB R 100MB/s)	 V400 USB 3.2 Gen 1 32GB-256GB R up to 100MB/s W 30MB/s 32GB Green, 64GB Pink, 128GB White  S80 USB 3.2 Gen 1 32GB-512GB R up to 150, W 60 MB/s 32GB(130/ 25MB/s)	Metal  M400 USB 3.2 Gen 1 32GB-256GB R up to 150MB/s W 30MB/s (32GB R 130MB/s)  V100 USB 3.2 Gen 1 32GB-128GB R up to 100MB/s, W 30MB/s
ENTRY-LEVEL USB 2.0			 V40 8GB-128GB  M22 8GB-128GB  E21 8GB-64GB  TwistTurn2 16GB-128GB  S60 16GB-128GB	

Data source: Based on internal testing.

Internal SSD Portfolio



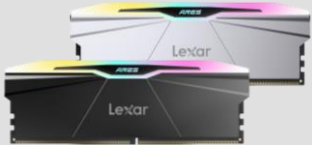
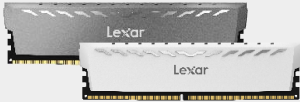
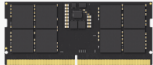
CURRENT NEW LAUNCH TRANSITION EOL

	PCIe Gen5 x4	PCIe Gen4 x4		PCIe Gen3 x4	SATA
HIGH PERFORMANCE	 NM1090 (Inbox active fan heatsink with RGB lighting) DRAM-based Seq.R/W up to 12/11GB/s* 1TB-2TB	 NM800PRO NM800PRO with Heatsink DRAM-based Seq.R/W up to 7500/6500 MB/s* 512GB-8TB			
MAINSTREAM		 NM790 NM790 with Heatsink Seq.R/W up to 7400/6500MB/s* 512GB-4TB New capacity: 8TB	 NQ790 Seq.R/W up to 7000/6000MB/s* 500GB-4TB  NQ780 Seq.R/W up to 7000/6000MB/s* 1TB-4TB	 NM620 Seq.R/W up to 3500/3000MB/s* 256GB-2TB	 NS100 Seq.R/W up to 550/500MB/s 128GB-2TB  NM100 SATAIII M.2 2280 Seq.R/W up to 550/500MB/s 128GB-512GB
ENTRY LEVEL		 NM710 Seq.R/W up to 5000/4500MB/s* 500GB-2TB	 NQ710 Seq.R/W up to 5000/4000MB/s* 500GB-2TB	 NM610 PRO Seq.R/W up to 3300/2600MB/s 500GB-2TB	 NQ100 Seq.R up to 550MB/s 240GB-1920GB
Gaming (For PC)		 ARES Seq.R/W up to 7400/6500MB/s* 512GB-4TB New capacity: 8TB	 THOR PCIe Gen4x4		
PLAY (For Console*) Include handheld gaming console		 PLAY 2280 (with Heatsink) Seq.R/W up to 7400/6500MB/s* 2TB-4TB New capacity: 8TB	 PLAY Seq.R/W up to 5200/4700MB/s* 1TB New capacity: 2TB		

Data source: Based on internal testing.

DIMM Portfolio



	DDR5		DDR4	
HIGH PERFORMANCE	 ARES RGB DDR5 5600/6000/6400/6800/7200/7600/8000MT/s Black/ White or Black only	 Ares RGB DDR5 5600/6000/6400/6800/7200/7600/8000MT/s Black/ White or Black only	 ARES RGB DDR4 3600/4000 MT/s Black/White	
MAINSTREAM	 ARES OC DDR5 5600/6000/6400 MT/s Black/White/Grey	 THOR OC DDR5 5600/6000/6400 MT/s Black/White	 ARES OC DDR4 3600 MT/s Black	 THOR OC DDR4 3200 / 3600 MT/s Black / Dark Grey / Light Grey / White
ENTRY-LEVEL	 UDIMM DDR5 ST 4800/5600 MT/s	 SODIMM DDR5 ST 4800/5600 MT/s	 UDIMM DDR4 ST 3200 MT/S	 SODIMM DDR4 ST 3200 MT/s

Data source: Based on internal testing.

Workflow Portfolio

Workflow Series					
Dock			NEW 2024.8 Lexar Professional Workflow 2 x Thunderbolt™ 4 1 x USB-C 1 x USB-A 6 x Module bays (USB-C 10Gbps*4+TBT4 40Gbps*2) COO: China		
					NEW 2024.9 Lexar Professional Workflow Go 2 x USB-C 2 x Module bays (USB-C 10Gbps*2) 1 X 5000mAh detachable battery 1 X APP COO: China/Vietnam
Modules		NEW 2024.8 Workflow Dual-Slot SD UHS-II Reader USB 3.2 Gen 2 Two SD UHS-I and UHS-II 3-year warranty COO: China		NEW 2024.8 Workflow SD/MicroSD UHS-II Reader USB 3.2 Gen 2 SD & micro SD UHS-I and UHS-II 3-year warranty COO: China	
				NEW 2024.8 Workflow CFexpress 4.0 Type B Reader USB 4 CFexpress Type B 3-year warranty COO: China	
				NEW 2024.8 Workflow CFexpress 4.0 Type A Reader USB 4 CFexpress Type A 3-year warranty COO: China	
				NEW 2024.8 Workflow Portable SSD USB3.2 Gen 2x2 2TB-4TB, IP68 R/W: 2000/2000 MB/s 5-year warranty COO: Thailand	
All the modules can sell separately.					

Data source: Based on internal testing.

Lexar

