

# Company Profile

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HQ / MKD

# Agenda

- Company Profile and Overview
- Our Strengths
- Our Services and Support
- Future Outlook

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# About Transcend



Founded in  
**1988**



**12** Branch Offices  
Worldwide



Made in  
**Taiwan**



Total  
Employees  
**1200+**



Total Products  
**2000+**



Patents  
**150+**



# Global Network



# Manufacturing Base

**16**

High-Speed SMT Lines

**35K m<sup>2</sup>**

Factory Floor Area

**10M**

pcs/month

**Highly**

Automated Manufacturing





# Manufacturing Quality and Reliability

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- 1<sup>st</sup> company in Taiwan to obtain ISO9001, ISO14001, and QC080000 certifications
- Stringent quality control: IQC, IPQC, FQC, OQC
- Quality guaranteed: ISO9001, ISO14001, IECQ QC080000, ISO45001





# Top 25 Taiwan Global Brands

For the 16th consecutive year, Transcend appears in Interbrand's ranking of the **BEST TAIWAN GLOBAL BRANDS**, as one of Taiwan's top 25 global brands in 2022, with a brand value of **USD 100 million**.





# Consumer Products



- Internal SSDs
- Portable SSDs
- External Hard Drives
- Personal Cloud Storage
- Dashcams
- Body Cameras
- Memory Cards
- USB Flash Drives
- DRAM Modules
- Apple Solutions
- Card Readers, DVD Writers & Accessories

# Embedded Solutions



Product overview



## Memory Cards

SD Cards  
microSD Cards  
CompactFlash Cards  
CFast Cards

## SSD Solutions

PCIe SSDs  
2.5" SSDs  
M.2 SSDs  
mSATA SSDs  
Half-Slim SSDs

## Flash Solutions

USB Flash Drives  
USB Flash Modules  
eMMC

## DRAM Modules

DDR5  
DDR4  
DDR3

# Embedded Applications

Transcend's embedded solutions are utilized across various industries

## Transportation

Fleet Management | Event Recorders |  
Navigation

## Healthcare

Medical Tablets & AIO PCs |  
Medical Imaging |  
Patient Monitoring

## Gaming

Casino Gaming | Lottery | Player Tracking

## Automation

Robot Controllers |  
Human Machine Interfaces

## Network & Telecom

Industrial Switches |  
5G Base Stations |  
Network Security Appliances

## Embedded

Digital Signage | Fanless PCs |  
Embedded PCs

## AIoT

Edge Computing | AI Platforms

## Defense

Rugged Laptops & Tablets |  
Rugged Rackmount Devices



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# Our Strengths

- **Top Quality Storage Solutions**

Branded chips to ensure the highest quality

Exclusive software for efficient device management

- **R&D Expertise**

More than 150 patents

100+ person in-house R&D team

Extensive experience in embedded product development

- **Reliable Supply**

Strategic alliance and direct relationship with top-tier suppliers

**SAMSUNG**



# Our Strengths

- **Global Operation & Worldwide Support**

Professional technical support and failure analysis reports  
12 branch offices worldwide  
Localized sales and FAE support

- **Management of Product Life Cycle**

Embedded-grade product lifecycle management  
Fixed BOM management  
In-house ERP system  
Regular roadmap updates

- **Facilities & Production Process**

Highly automated production  
Rigorous reliability and environmental testing  
Stringent quality control: IQC, IPQC, FQC, OQC



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# Embedded Services

- Pre-sale Service
- Product Lifecycle Management (PLM)
- Supply Control
- Post-sale Service





# Pre-sale Service

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- Total solution & customization consulting
- Side-by-side support in the design-in process
- Professional training/workshop arrangement



# Product Lifecycle Management

- Fixed BOM and Fixed FW management
- One P/N per solution
- PCN notifications
- Advanced EOL notification & LTB arrangement



# Supply Control

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- Long-term partnership with 1<sup>st</sup> tier vendors
- Sophisticated inventory management
- Efficient production & stringent quality control



# Post-sale Service

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- Worldwide and real-time technical support
- On-site or remote FW update to solve technical issues
- FAR/8D reports upon request





# Marketing Support

- Transcend Info (Consumer & Embedded Newsletters)
- Product marketing kits
- Point-of-sale materials



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# Our Commitment to Sustainability

## Environmental Protection

- Greenhouse gas reduction:  
**110.65** MTCO<sub>2</sub>e reduced
- Carbon emission reduction:  
**161.45** MTCO<sub>2</sub>e reduced
- **135,420** kg of resources recycled
- Transition to eco-friendly paperboard packaging instead of blister packaging

## Social Responsibility

- Sponsored **3** varsity baseball teams in Taiwan, with **75** students participating in 2022.
- Sponsored Chinese Taipei School Sport Federation (CTSSF) for the **12<sup>th</sup>** consecutive year
- Participated in the social welfare charity event in Korea for the **8<sup>th</sup>** consecutive year



# Market Objectives

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- Resolve the challenges of 5G, Automotive, Big Data, and Edge Computing
- Strengthen value-added and professional service
- Maintain longevity support of embedded solutions





The background of the slide features a central image of two hands shaking, symbolizing partnership. This is set against a backdrop of a city skyline at night, with various skyscrapers and lights visible. Overlaid on the entire scene is a network of white lines connecting small circular nodes, some of which are highlighted in blue and red. The text "The Best Quality, Memory and Partnership." is written in a large, white, sans-serif font across the middle of the image.

**The Best Quality,  
Memory and Partnership.**

