

# FLEXTRONICS



**Sean Burke**  
**President, Computing**

**Flextronics Mid-Year Business Update**  
**November 17, 2009**

# Agenda

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**Segment Overview and Operating Footprint**

**History**

**Product Strategies**

**Customers and Competition**

**Financials**

# FlexComputing Products and Scope

Full system and subsystem design, ODM & EMS manufacturing, fulfillment, and aftermarket services



**Desktop PCs**



**Notebooks**

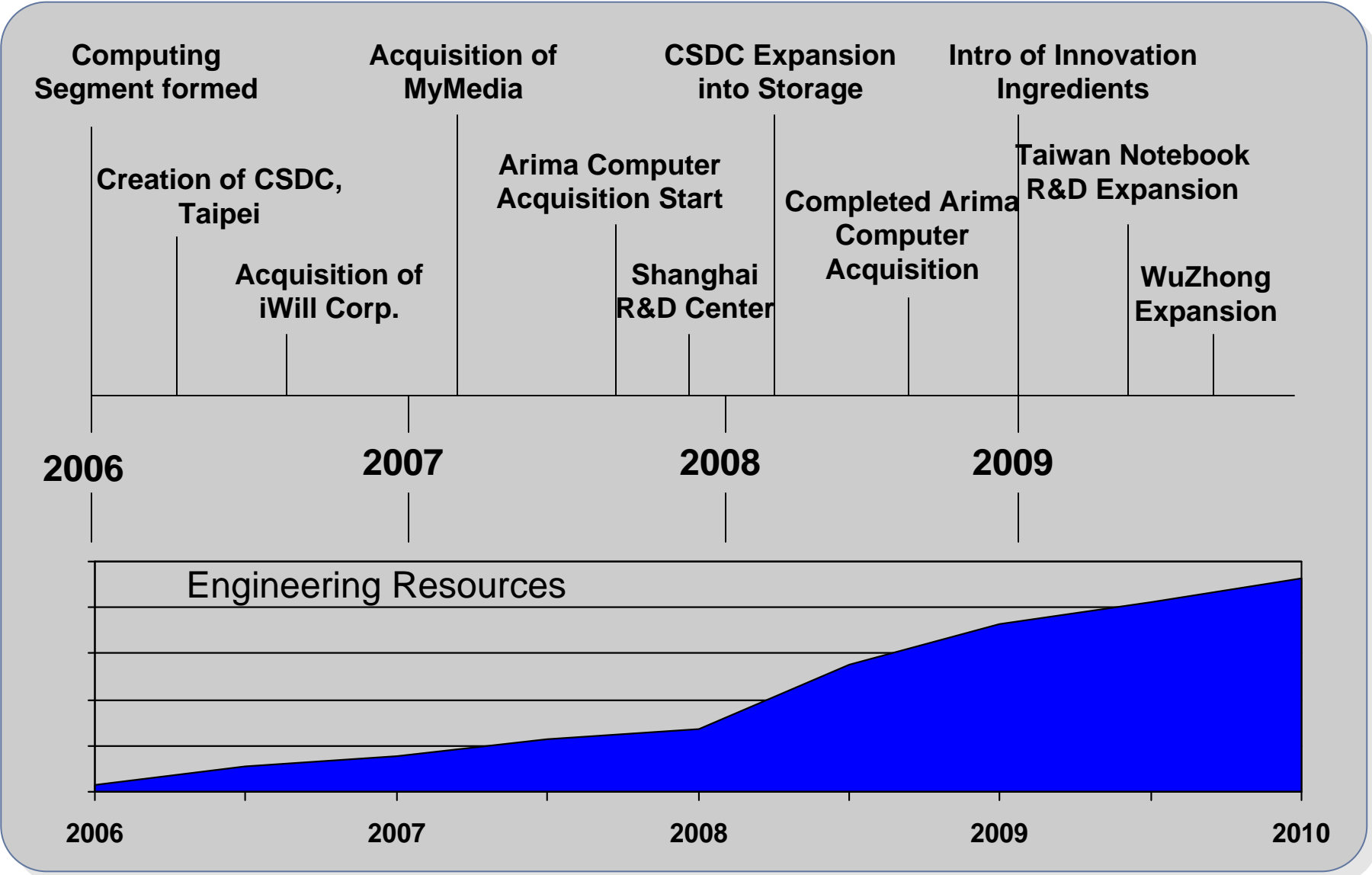


**Servers**



**Storage**

# FlexComputing History



# Two major ways in which we compete

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1) Scale and Footprint

2) Innovation and integration

# We compete on our scale and footprint



**The most comprehensive computing manufacturing footprint and breadth of design capability in the industry**



# Computing Segment Design Centers



**CSDC**



**SDC**



**CSNC**



**TDC**

- Taipei, Taiwan
- Product Focus:
  - Desktop, AIO, Server, Storage
- Technical Expertise:
  - Elec, Mech, System design
  - FW / BIOS / SW
  - Tooling, Signal Integrity, System Validation

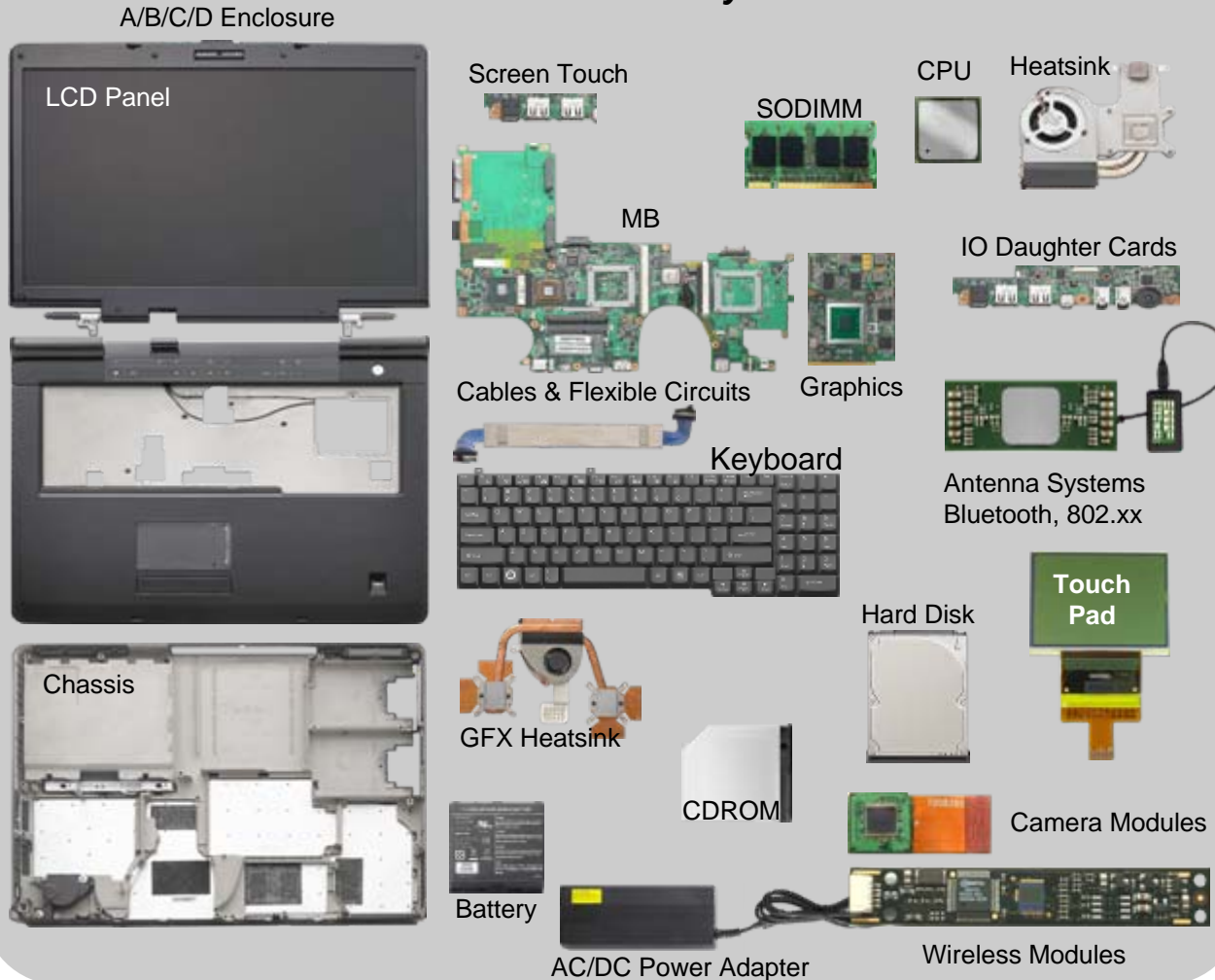
- Shanghai, China
- Product Focus:
  - Desktop
  - AIO
- Technical Expertise:
  - Elec, Mech
  - BIOS, Signal Analysis
  - System Validation

- Taipei, Taiwan
- Product Focus:
  - Notebook, Netbook
- Technical Expertise:
  - Elec, Mech, System design
  - FW / BIOS / SW
  - Tooling, Signal Integrity, System Validation

- Burlington, Canada
- Product Focus:
  - Sys, Emb, App SW
  - Innovation Ingredients
  - Automated SW, Des. Val & Mfg Systems
- Technical Expertise:
  - SW Dev ((MSFT, Linux, Android)
  - Sys Eng, Sys Design
  - Elec, Mech, Materials

# We compete on innovation and Integration

## Full Notebook System



- Packaging
- Parts Hubbing
- VMI Management
- CTO Manufacturing
- Logistics
- Postponement
- Retail Technical Services
- Service Parts Logistics
- System Level Repair
- System Refurbishment
- Environmental Disposal



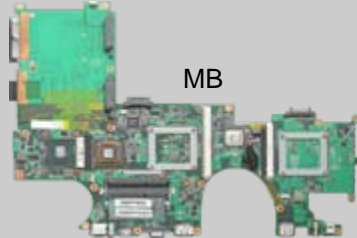
# We compete on innovation and Integration

## *Flextronics Notebook Vertical Content*

A/B/C/D Enclosure



Screen Touch



MB



Graphics

IO Daughter Cards



Cables & Flexible Circuits



Chassis



GFX Heatsink



Touch Pad



Camera Modules



AC/DC Power Adapter



Wireless Modules

- Packaging
- Parts Hubbing
- VMI Management
- CTO Manufacturing
- Logistics
- Postponement
- Retail Technical Services
- Service Parts Logistics
- System Level Repair
- System Refurbishment
- Environmental Disposal

# Key Markets

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Market	Rev FY10	Market Share
1 Notebook	~\$1,000M	2.0%
2 Desktop	\$857M	1.9%
3 Server/Storage	\$2,372M	15.3%
4 Other	\$257M	N/A
Revenue	\$4,486M	

# FlexComputing Overview – Notebooks

- Notebook Market Trend:

- 18% CAGR to 300Mu market size in FY14
- <13", Thin-n-Light NB & Netbook to take 50% mkt
- Top 5 ODMs have 85% of supply, top 5 OEM have 66%

- Notebook Product Strategy:

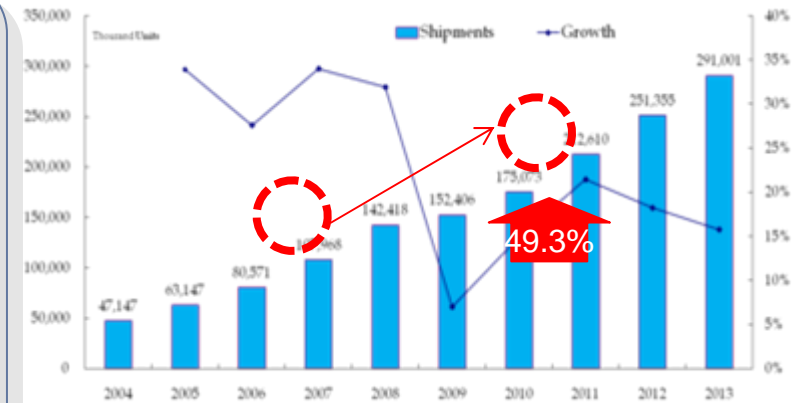
- Build OEM confidence by delivering difficult programs
- Ultra Hi-end to Thin-n-Light, now Mainstream
- Pre-RFQ roadmaps & prototypes to shorten TTM
- Deliver Innovation Ingredients for add'l opportunities
- Develop leading concepts, new materials (Ti clad), new features (touch), etc

- Key Design Wins:

- 8 wins including refresh models from HP & Dell in CY09
- In development with new notebooks/netbooks
- Working additional quotes for more volume in 2010

- Flexronics Vertical Opportunities:

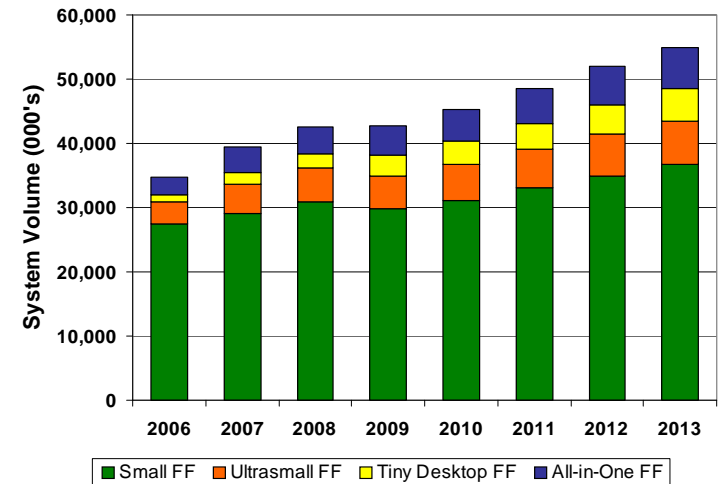
- PSU, Webcam, Mechanicals, Cosmetic Finishes, PCB, Touch



**Aggressive Tier 1 account penetration and product line growth**

# FlexComputing Overview – Desktops

- Desktop Market Trend:
  - Market moving to smaller form factors – by 2011
  - Small/ultrasmall form factor & All-in-One systems will make up > 35% of market, ~ 50M units/yr (IDC 2009)
- Desktop Product Strategy:
  - Targeting fastest growing desktop segments
  - AIO/USFF products can leverage notebook capability
- Targeted Desktop Product Categories:
  1. All-in-One systems
  2. Small & Ultrasmall form-factor systems
  3. Gaming PCs
- Flextronics Vertical Opportunities:
  - PSU, PCB, camera modules, touch, cosmetic finishes, plastic/metals



**Compelling DT business growth in new disruptive product lines**

# FlexComputing Overview – Servers

- **Server Market Trend:**

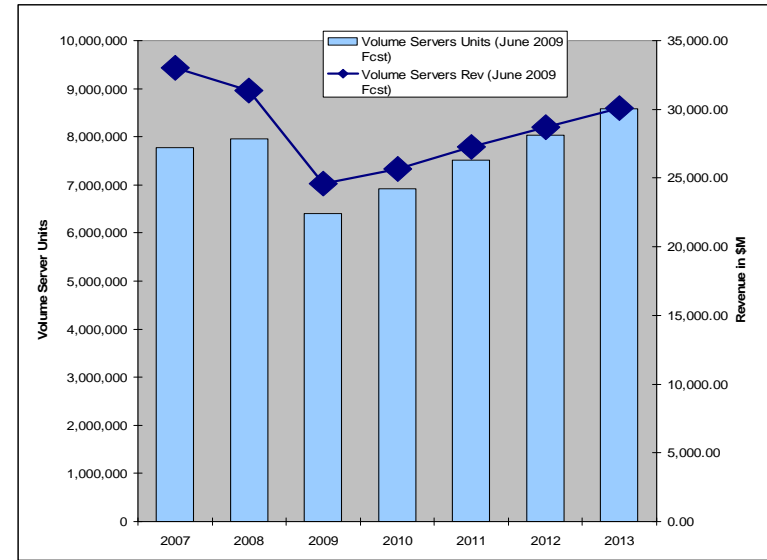
- WW server market revenue declined ~30% YoY in 2Q09 (IDC, Sept '09)
  - 4th consecutive Qtr of rev decline
  - Lowest Qtr server rev since IDC began tracking Qtrly data in 1996
- Increasing demand for low-power
- Greater energy efficiency driving evolution to higher density configurations

- **Server Product Strategy**

- Targeting High Density, Energy Efficient Solutions
- 2-Socket (1U & 2U rack & tower, Intel & AMD)
- 1-Socket (1U rack & tower servers, Intel & AMD)
- Focused effort for leverage and reuse

- **Flextronics Vertical Opportunities:**

- PSU, PCB, Mechanicals

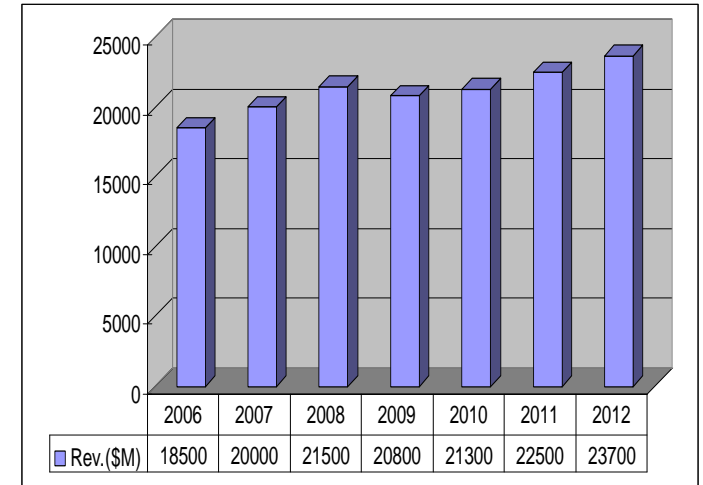


**Server business expansion through innovative industry-leading designs**












# FlexComputing Overview – Enterprise Storage

- **Storage Market Trends:**
  - Economic crisis having less impact on storage than other segments of computing sector
  - Storage systems WW sales YoY decline ~3.1% in 2009 (IDC '09)
  - Storage design & mfg outsourcing transition continues
  - Some custom storage systems moving to industry-standard, server building blocks
- **Storage Product Strategy**
  1. Continue delivering JDM-based solutions with OEMs
  2. Leveraged Server products for new Storage wins
  3. Partner/Acquisition to provide RAID Stack and Management SW
- **Flextronics Vertical Opportunities:**
  - PSU, PCB, metals








**Delivery of world-class products driving strong storage business growth**






# Competition

	NB	DT/ Nettop	AIO	Server	Storage	Computing Revenue (2008, \$B) *
	HP, Dell	Apple	Apple	Dell, HP, IBM	Dell, HP	\$26.4
	Acer, Dell, HP, Lenovo, Apple	Dell, HP	Lenovo		LSI	\$19.9
	Acer, Dell, HP, Lenovo	Dell, HP	HP, Lenovo	Dell, HP		\$12.0
	Acer, Dell, HP, Lenovo					\$11.9
	Asus, Lenovo	Asus, HP				\$11.1
	HP		HP	Dell, HP	HP	\$10.9
				HP	HP	\$1.8
		Dell, HP		Dell		\$1.5
	Dell, HP	Dell, Lenovo	Lenovo	Dell, HP, IBM, Sun	Dell, LSI, Sun, Xyratex	\$5.5

# Customers – Q3 FY09

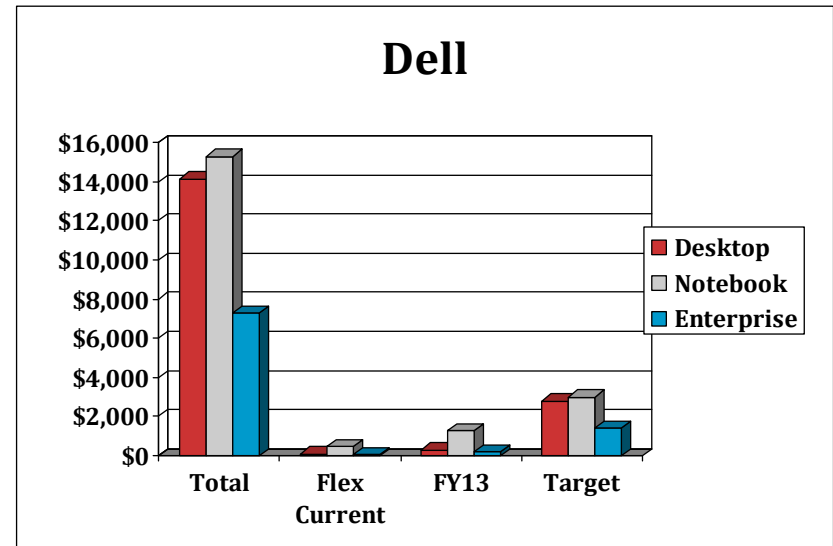
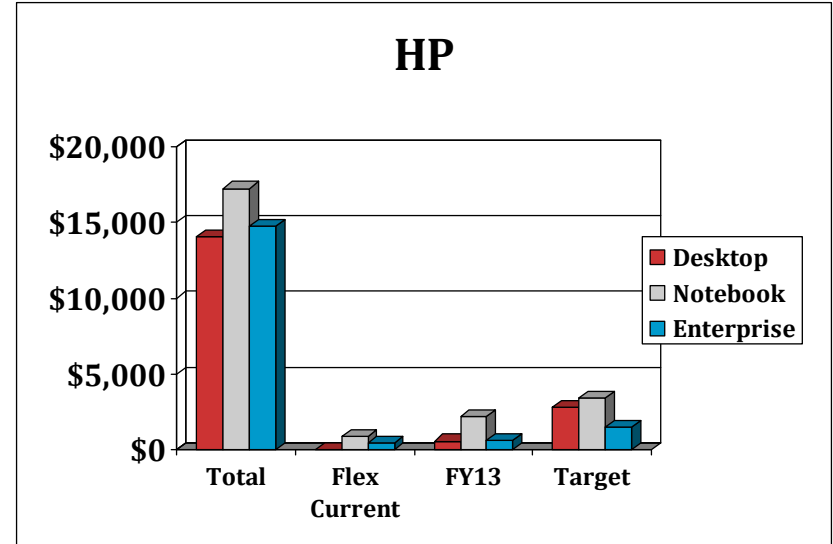
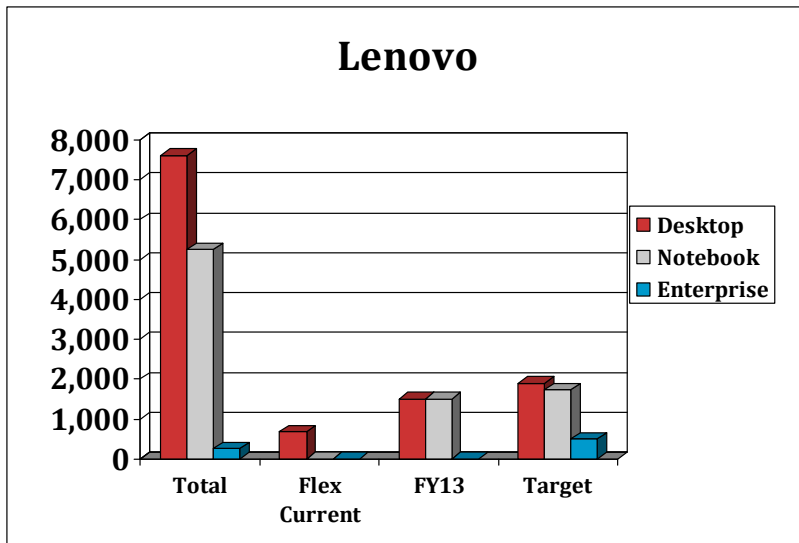
	NB	DT/ Nettop	AIO	Gaming	Server	Storage
		X		X	X	
	X				X	
<i>lenovo</i>		X				
					X	
<b>NEC</b>					X	X
<b>FUJITSU</b>					X	
						
						X
<b>Haier</b>						
<b>ViewSonic</b>						
<b>AVATAR Olivetti</b>						
<b>GENERAL DYNAMICS</b>						

# Customers – Today (Q3 FY10)

	NB	DT/ Nettop	AIO	Gaming	Server	Storage
	X	X		X	X	X
	X				X	
<i>lenovo</i>		X	X			
					X	
<b>NEC</b>					X	X
<b>FUJITSU</b>					X	
					X	
						X
<b>Haier</b>			X			
<b>ViewSonic</b>		X	X			
<b>AVATAR Olivetti</b>			X			
<b>GENERAL DYNAMICS</b>		X				

# Major ODM Customers

- Top three ODM Customers:
  - FY09 = \$1.35B
  - FY10 = \$2.20B
  - FY11 = \$4.15B
- Targeted Plan for FY13 is \$8.2B
- Target Rev at 15-25% customer share is more than \$19.0B



Notes:

- Customer data represents annualized estimated COGS.
- Current Revenue is based on FY 2Q11 run rate



# Computing Summary

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- Geographic scale and size a huge advantage
- We compete on innovation and integration using all Flex divisions
- ODM market share at 3% -- massive opportunity for future growth

This is the biggest and most outsourced market in the world today and we are excited about the next 5 years

# FLEX Computing

Thank you

