



Seagate Delivers Next Level of Performance with FireCuda 530 PCIe Gen4 NVMe SSD, its fastest and highest performing gaming SSD

Showcases new gaming storage line-up with stylish high-capacity external hard drives

Auckland, New Zealand – July 29, 2021 — Seagate Technology Holdings plc (NASDAQ: STX) today announced the New Zealand launch of its newest PC gaming SSD, the FireCuda™ 530, along with two new additions to the company's line of PC gaming storage, the FireCuda Gaming Hard Drive and FireCuda Gaming Hub. FireCuda 530 offers gamers the latest PCIe Gen4 NVMe SSD technology to deliver the fastest and highest performance available in the company's line of PC gaming storage products. Delivering sequential read speeds of up to 7300 MB/s, the FireCuda 530 catalyses PCIe Gen4 power with transfer rates up to two times faster than PCIe Gen3 SSDs and 12 times faster than SATA-based SSDs. The drive is built with a Seagate-validated E18 controller and the latest 3D TLC NAND to provide the most advanced speed and durability for PC gaming. Seagate also offers a minimalistic heatsink option, specially designed by EKWB that swaps out cooling fins for a more massive, high-grade aluminium block with a finely textured finish, maximising cooling. Available in capacities up to 4TB, the FireCuda 530 offers long lasting endurance of 1.8M MTBF and up to 5100 TBW— meaning gamers can write and delete 70% of the drive capacity every day for five years. Seagate's FireCuda 530 includes a three-year Rescue Data Recovery Service plan and a five-year limited warranty, so gamers have peace of mind knowing their data is secure. The drive also comes bundled with Seagate's SeaTools™ and DiscWizard™ making it easy for gamers and PC builders to add new drives to their computer and monitor the health and performance of each drive. FireCuda 530 will be available from leading retailers, Computer Lounge, Mighty Ape and PB tech in New Zealand in early August with an MSRP of NZ\$219(500GB), NZ\$379(1TB), NZ\$799(2TB) and NZ\$1,549(4TB). FireCuda 530 Heatsink will be available in New Zealand with an MSRP of NZ\$259 (500GB), NZ\$429(1TB), NZ\$889(2TB) and NZ\$1,649(4TB). FireCuda Gaming Hard Drive features RGB LED lighting that gamers can customise through Seagate's Toolkit software for an epic gaming atmosphere. It also features Razer™ Chroma RGB compatibility to synchronise users' Chroma-enabled gaming peripherals. The lightweight FireCuda Hard Drive is designed with USB 3.2 Gen 1 connection for universal compatibility and quick transfer speeds and is USB bus-powered, making it the winning choice for laptop and PC gamers on the go. FireCuda Gaming Hard Drive will be available from leading retailers in late August with an MSRP of NZ\$135(2TB) and NZ\$249(5TB). FireCuda Gaming Hub features the same customisation options and USB 3.2 Gen 1 connection as the FireCuda Hard Drive, along with dual front-facing USB-C and USB-A ports so gamers can connect and power other gaming peripherals in one place. Seagate's FireCuda Gaming Hub will be available from leading retailers later this year. Both the FireCuda Gaming Drive and FireCuda Gaming Hub include three-years of Rescue Data Recovery Services™ and a three-year limited warranty so gamers have peace of mind. / Ends About Seagate Technology Seagate Technology crafts the datasphere, helping to maximise humanity's potential by innovating world-class, precision-engineered data storage and management solutions with a focus on sustainable partnerships. A global technology leader for more than 40 years, the company has shipped over three billion terabytes of data capacity. Learn more about Seagate by visiting www.seagate.com or following us on Twitter, Facebook, LinkedIn, YouTube, and subscribing to our blog. ©2021 Seagate Technology LLC. All rights reserved. Seagate, Seagate Technology, and the Spiral logo are registered trademarks of Seagate Technology LLC in the United States and/or other countries. FireCuda is either a trademark or registered trademark of Seagate Technology LLC or one of its affiliated companies in the United States and/or other countries. All other trademarks or registered trademarks are the property of their respective owners. When referring to drive capacity, one gigabyte, or GB, equals one billion bytes and one terabyte, or TB equals one trillion bytes. Your computer's operating system may use a different standard of measurement and report a lower capacity. In addition, some of the listed capacity is used for formatting and other functions, and thus will not be available for data storage. Actual data rates may vary depending on operating environment and other factors, such as chosen interface and disk capacity. Seagate reserves the right to change, without notice, product offerings or specifications. Media Contact Antoinette Georgopoulos Einsteinz Communications Ph: +61 02 8905 0995 antoinette@einsteinz.com.au

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