



Seagate Delivers Stylish Storage For Your Digital Life

New One Touch SSDs Offer Design and Performance Upgrade for Those on the Go

SYDNEY, AUSTRALIA – 8 October, 2019 – Seagate Technology plc (NASDAQ: STX), a world leader in data solutions, today announced the Australian and New Zealand availability of two new ultra-portable SSD storage devices. The sleek and stylish One Touch SSD and One Touch SSD Special Edition are the perfect accessories for today's on-the-go lifestyle and will be available from leading retailers and online as of the end of October, 2019. The pocket-sized One Touch SSD is wrapped in either white or black woven fabric with a cozy, textured feel, while the One Touch SSD Special Edition features limited-run camo patterns (red, green, blue and white) to make a bold fashion statement. From backing up photo memories to sharing documents and videos, One Touch offers an effortless storage solution for backup wherever and whenever. The digital world is growing exponentially and, according to a recent IDC whitepaper sponsored by Seagate, five billion consumers are currently interacting with data every single day. By 2025, that number will jump to six billion, or 75 percent of the world's population. More than ever, our on-the-go society needs quick access to their digital data. "We have more ways than ever to instantaneously consume content, driving the need to create, distribute and manage data efficiently," said Jeff Fochtman, vice president of marketing for Seagate. "Easily accessible, fast, and reliable digital storage is more important than ever, and our new One Touch SSDs deliver style, portability, and effortless performance." The uniquely stylistic fabric-covered One Touch SSD and camo print-inspired One Touch SSD Special Edition are the latest additions to Seagate's leading storage portfolio. The drives include Seagate's premium Toolkit with Sync Plus continuous backup software, feature file transfer speeds of up to 400MB/s (max sequential read/write MB/s) and are compatible with both PC and Mac (exFAT) via USB 3.0 interface (braided USB 3.0 cable included). The drives also include a complimentary two-month subscription to the Adobe Creative Cloud® Photography Plan¹ and a one-year subscription to Mylio Create² and offer a three-year warranty. Available end October, Seagate's One Touch SSDs retail for MSRPs of AU\$119 / NZ \$139 (500GB) and AU\$229 / NZ \$259 (1TB). The One Touch SSD Special Edition will be available in Australia through online retailers such as eBay as of end October, and will retail for an MSRP of AU\$119 (500GB). ### Media Contacts: Richelle Gillett, Einsteinz Communications +61 418 781 610 or + 61 2 8905 0995, richelle@einsteinz.com.au Antoinette Georgopoulos, Einsteinz Communications + 61 414 329 961 or + 61 2 8905 0995, antoinette@einsteinz.com.au About Seagate Seagate crafts the datasphere, helping to maximise humanity's potential by innovating world-class, precision-engineered data management solutions with a focus on sustainable partnerships. Learn more at www.seagate.com. Follow Seagate on Twitter, Facebook, LinkedIn, Spiceworks, YouTube and subscribe to our blog. ©2019 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. Adobe, Creative Cloud, and Adobe Premiere are either registered trademarks or trademarks of Adobe Systems Incorporated 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. ¹ Two-month membership to Adobe Creative Photography Plan is redeemable during product registration. Internet connection and Adobe ID required. Available only to users 13 and older. Not available in all countries. See www.adobe.com/legal.html for applicable terms and privacy Policy. ² Not available in all countries. One-year Mylio Create plan is redeemable during product registration. See www.mylio.com/terms-of-service/ for applicable terms and www.mylio.com/privacy/ for privacy policy. Internet connection required. - ENDS -

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