Phison Announcement
May 20th 2025

Phison Unveils Next-Generation AI and Storage Innovations at COMPUTEX 2025

Phison Electronics (8299TT), a leading innovator of NAND controllers and NAND storage solutions, today announced a showcase of breakthrough technologies at COMPUTEX 2025. Aligning with this year's theme, *"Connecting AI,"* Phison is aligning six major trends — Generative AI, Advanced Computing, Sustainability, Next-Generation Connectivity, Smart Applications, and Innovation — within powerful solutions that drive AI deployment and tomorrow's digital infrastructure.

Under the theme *"Accelerate Innovation with Phison,"* Phison is exhibiting its latest developments at Booth MO419a, 4th Floor, Hall 1, Taipei Nangang Exhibition Center. The lineup spans enterprise SSDs, AI deployment platforms, advanced SSD controllers, and PCIe high-speed signal ICs—demonstrating Phison's pivotal role in accelerating AI transformation across industries.

Pascari X200Z: Enterprise SSD Built for the AI Era

Phison's Pascari X-Series is built to meet the performance and endurance demands of modern enterprise workloads, from AI acceleration to mission-critical storage infrastructure. Expanding this powerful lineup, Phison introduces the Pascari X200Z, which is its most write-intensive and performance-optimized enterprise SSD to date. Designed for the high write endurance demands of generative AI and real-time analytics, the flagship Pascari X200Z enterprise SSD features a PCIe Gen5 NVMe

interface with near-SCM latency and up to 60 DWPD endurance. Engineered for AI training workloads, transactional databases, and high-frequency data logging, the X200Z delivers unmatched scalability and sustained write performance, setting a new benchmark for enterprise storage solutions.

aiDAPTIVGPT: An All-in-One Inference Toolkit for Private AI Deployment

As more enterprises adopt privately trained large language models (LLMs), Phison introduces aiDAPTIVGPT — a comprehensive AI inference toolkit tailored for secure, on-premises environments. Built on the patented aiDAPTIV+ platform, winner of a COMPUTEX Best Choice Award, aiDAPTIVGPT supports generative tasks such as conversational AI, speech services, code generation, web search, and data analytics.

Targeted at SMBs, educators, and public institutions, this comprehensive solution simplifies AI inference while preserving data privacy. Phison's aiDAPTIVGPT enables cloud-like performance in a local setup, underscoring the company's leadership in edge AI computing and private LLM deployment.

aiDAPTIVCache AI150EJ: A GPU memory extension optimized for AI Edge and Robotics Systems

Phison will also showcase its next generation aiDAPTIVCache AI150EJ, a solution specifically designed for AI edge systems. Integrated with Phison's proprietary aiDAPTIVLink software layer, it significantly enhances edge inference performance by optimizing Time to First Token (TTFT) and increasing the number of tokens processed.

E28 SSD Controller: The World's First SSD Controller with Built-In AI Computing Capability

The groundbreaking E28 PCIe 5.0 SSD controller, built on TSMC's 6nm process, is the first in the world to feature integrated AI processing. E28 enhances SSD intelligence by accelerating AI model updates and overall system performance.

E28 delivers breakthrough performance, achieving up to 2,600K/3,000K IOPS (random read/write)—over 10% higher than comparable products—solidifying Phison's leadership in high-performance storage. Despite this exceptional throughput, E28 achieves up to 15% lower power consumption versus competing 6nm-based controllers, demonstrating Phison's superior chip design and power efficiency capabilities.

Overall, E28 achieves an ideal balance between data bandwidth and power usage, with a performance-to-power ratio up to 15–30% higher than equivalent competitors—defining a new standard in power-optimized high-performance SSDs.

Notably, E28 achieved "first cut, first success" status—successfully entering mass production with its initial design version. This milestone underscores Phison's robust IC design expertise and extensive production experience, indirectly highlighting competitors' delays and product stability challenges.

Additionally, crowned with the COMPUTEX 2025 Golden Award, E28 is recognized for its innovation, utility, and market potential, positioning it as the essential controller for future flagship SSDs.

E31T: DRAM-less PCIe Gen5 Controller for Mobile Platforms

Phison will feature E31T, a DRAM-less PCIe 5.0 SSD controller designed for ultra-thin laptops and handheld gaming devices. Supporting compact M.2 2230 and 2242 form factors, E31T delivers high performance, low power consumption, and space efficiency—ideal for mobile computing. As Phison's latest addition to its DRAM-less lineup, E31T strikes a perfect balance between speed, cost, and battery life.

Next-Level Connectivity: World-Leading PCIe Signal ICs

Continuing its dominance in high-speed data transmission, Phison presents a complete suite of PCIe signal IC solutions. Highlights include:

- The world's first PCIe 5.0 Retimer certified for CXL 2.0
- PCIe 5.0 Redriver with over 50% global market share
- The industry's first PCIe 6.0 Redriver
- Upcoming PCIe 6.0 Retimer, Redriver, SerDes PHY, and PCIe-over-Optical platforms co-developed with customers

"The convergence of AI and storage is rapidly reshaping the world. At COMPUTEX 2025, we are presenting the engines that will power global digital transformation. From the world's first AI-enabled SSD controller, E28, and high-end enterprise SSD, Pascari X200Z, to our aiDAPTIVGPT toolkit that democratizes private AI deployment - every innovation stems from years of R&D and a future-forward vision," said K.S. Pua, CEO and Founder of Phison Electronics. "AI adoption must not remain exclusive to tech giants. Real competitiveness lies in empowering SMBs, educational institutions, and public sectors with affordable, fast, and secure AI solutions. Phison will continue to live by the spirit of 'Accelerate Innovation with Phison,' by delivering

high-performance, energy-efficient solutions that drive the next wave of AI-powered innovation."

Join Us at COMPUTEX 2025

Experience Phison's latest AI and storage breakthroughs in person:

- Date: May 20 (Tue) – May 23 (Fri), 2025
- Time: 9:30 AM – 5:30 PM daily
- Location: Booth MO419a, 4F, Hall 1, Taipei Nangang Exhibition Center

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[PHISON's Quick Facts]

- ☐ Over 25 years experiences in NAND controller IC design and module integration.
- ☐ Over 4,000 employees globally, and more than 70% are engineers
- ☐ More than 2,000 NAND-related patents globally.
- ☐ Target long-term revenue of NT$100 billion through the 5+5 growth strategy
- ☐ The global market share of SSD controllers exceeds 20%
- ☐ The global market share of automotive-grade controllers exceeds 40%
- ☐ Phison, along with NAND makers such as KIOXIA, Micron, Western Digital, Samsung, SK Hynix, and others, are long-term partners.
- ☐ Over 70% of Phison's revenue contribution comes from "non-consumer" NAND storage applications, including servers, automotive systems, embedded systems, industrial applications, gaming consoles, and generative AI, allowing Phison to maintain relatively stable revenue and profitability despite fluctuations in the NAND industry.
- ☐ Phison's mastery of the entire NAND industry ecosystem, including its relationships with upstream NAND makers, supply chain partners for NAND controllers and storage modules, and downstream NAND storage application customers, represents invaluable and irreplaceable value that Phison brings to its global clients and partners. It is also a key advantage that enables Phison to stand firm in the NAND industry.

[About PHISON]

Phison Electronics Corp. (TPEX:8299) is a global leader in NAND Flash controller IC and storage solutions. We provide a variety of services from controller design, system integration, IP licensing to total turnkey solutions, covering applications across SSD (PCIe/SATA/PATA), eMMC, UFS, SD and USB interfaces, reaching out to consumer, industrial and enterprise markets. As an active member of industry associations, Phison is on the Board of Directors for SDA, ONFI, UFSA and a contributor for JEDEC, PCI-SIG, MIPI, NVMe and IEEE-SA.

To know more about Phison, please visit Phison Website or Phison Q&A for details.

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[Forward-looking Statements]

Information included in this press release that are not historical in nature are "forward-looking statements". Phison cautions readers that forward-looking statements are based on Phison's reasonable knowledge and current expectations, and are subject to various risks and uncertainties. Actual results may differ materially from those contained in such forward-looking statements for a variety of reasons including without limitation, risks associated with demand and supply change, manufacturing and supply capacity, design-win, time to market, market competition, industrial cyclicality, customer's financial condition, exchange rate fluctuation, legal actions, amendments of the laws and regulations, global economy change, natural disasters, and other unexpected events which may disrupt Phison's business and operations. Accordingly, readers should not place reliance on any forward-looking statements. Except as required by law, Phison undertakes no obligation to update any forward-looking statement, whether as a result of new information, future events, or otherwise.