

## Zava Market Brief

### Memory — DRAM & NAND — Q3 Market Brief

Brief ID: MB-2025Q3-MEMORY • Sentiment: Negative • Updated: 2025-08-25 • Region: Global • Demo dataset

Note: Demo dataset for presentation use. Values illustrative.

#### Executive summary

Memory pricing trends higher on producer discipline and AI-adjacent demand. DRAM spot moves

lead contract resets; NAND contracts lag but drift up. For Zava's devices, BoM pressure is

moderate but real—optimize densities and avoid unneeded speed bins.

#### Drivers & risks

- Driver: Capacity prioritized to higher-margin parts; limited spot relief

- Driver: AI server demand tightens certain DRAM grades

- Risk: Sudden ASP jumps on constrained nodes

- Risk: Spec creep in consumer devices inflates BoM without visible benefit

#### Implications for Zava

- Retail device margins sensitive to density selections

- Promotional bundles should avoid top-bin memory SKUs

#### Watchlist

- Contract resets at quarter boundaries

- Vendor guidance on wafer starts and utilization

#### Recommended actions

- Standardize on 2–3 memory options per platform; pre-qualify alternates

- Right-size capacities for actual use; avoid over-spec in entry SKUs

- Negotiate index-based clauses with quarterly caps