



June 24, 2021

## TRANSFER OF AVNET INTEGRATED BUSINESS TO EBV ELEKTRONIK ...and introducing Avnet Embedded

Dear valued customer,

We at Avnet Integrated are committed to constantly driving process enhancements and providing high professional services to our customers.

We have reviewed our current business support model in detail and concluded that we can better serve our customers by reorganizing our Embedded, Display and Software solution business. The new business model will – among other things – include a new go-to-market strategy and a **new organization brand, "Avnet Embedded"**.

The following products are included in the new Avnet Embedded organization: Embedded Boards and Systems including all the products under the MSC Technologies brand as well as Displays and Software solutions. **The OEM server business will remain under Avnet Integrated.** Going forward, all business currently handled by Avnet Integrated globally (except OEM servers) will be operationally executed through one of the Avnet core sales organizations EBV Elektronik, Avnet Abacus, and Avnet Silica.

All business currently handled by **MSC Technologies GmbH and MSC Technology Systems GmbH** will jointly be continued together with EBV Elektronik GmbH & Co. KG, which has been appointed as an operational partner, effective 1st of July 2021. With these changes we can guarantee our customers better access to the whole Avnet ecosystem while minimizing the amount of trading partners for our customers. We also will be able to focus our resources on supporting our customers best and utilizing our well-established world leading distribution network for business operations.

**The business transfer of our Embedded, Display and Software solution side will start from July 19, 2021 on.**

### WHAT DOES THIS MEAN FOR YOU?

- As a consequence of the business transfer, all distribution and display products, MSC standard and custom boards as well as systems under the new Avnet Embedded brand will be sold to you by EBV Elektronik – and no longer by Avnet Integrated.
- For customers with individual contracts, all obligations between you and MSC Technologies or MSC Technology Systems will remain in place. We will contact you to confirm this in a three-party agreement including EBV Elektronik in their distributor role.
- If a business transfer to EBV Elektronik takes place and EBV Elektronik is not yet set up as a vendor in your ERP system, please create a vendor number for EBV Elektronik. Your EBV Elektronik Sales contact will support you with EBV Elektronik company data.
- Your current Program Manager – your main contact person – will remain unchanged.

### OUR PLAN FOR A SMOOTH BUSINESS TRANSITION MINIMALLY IMPACTING YOUR BUSINESS

- You will be contacted to align date and procedure for the business transfer from MSC to EBV Elektronik.
- Once the transfer is agreed, there will be a decision of a backlog transfer, a dry out or a combination of the two.
- A dry-out will mean that existing orders will continue to be conducted as pre-change until the backlog has been fully shipped and invoiced by MSC. This will be chosen if a backlog transfer is not feasible.
- A backlog transfer will mean that the backlog is transferred to EBV Elektronik and you will receive new order confirmations from EBV Elektronik. Invoicing will be done by EBV Elektronik.
- Your goods will be delivered as of today from Stutensee and Freiburg, but in the name of EBV Elektronik.
- RMAs / good returns / repairs will be handled the same as they are today.

**We have successfully managed this type of transfer many times, so we anticipate a smooth transition.**

## ADDITIONAL BENEFITS TO CUSTOMERS:

There are many additional benefits to customers from the change.

- The new Avnet Embedded organization will focus on providing more comprehensive services to you in the fields of embedded computing, displays and software that help you to innovate faster and tackle your challenges with a competitive edge.
- In the future, we will be expanding our R&D, technical specialist and project management teams to provide more advanced solutions and support for our customers.
- We are building out more comprehensive software services for customers
- Our global supply chain and account handling is always improving, and it will be easier for customers to access Avnet's whole ecosystem of services and solutions, with simplified logistics, finance models and day-to-day account management.

We appreciate your ongoing business and partnership. Thank you very much for your support during this transition. We're excited to share more about our latest innovations and solutions with you in the near future.

If you have any questions or concerns regarding the transition, please contact your country specific contact person or the support team [AvEChannelSupportEMEA@avnet.eu](mailto:AvEChannelSupportEMEA@avnet.eu)

Stay tuned for more information about Avnet Embedded!

Sincerely,

Dr. Dominik Reßing  
VP, Avnet Embedded

Thomas Staudinger  
President, EBV Elektronik