



Transfer of Avnet Integrated business to Avnet Silica ...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, Avnet Abacus, Avnet Silica and EBV.

With these changes we can guarantee our customers a 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 is planned for Monday, July 19, 2021.

What does this mean for you?

- As a consequence of the business transfer, all distribution and display products, especially COM products, displays, power and MSC boards under the new Avnet Embedded brand will be sold to you by Avnet Silica – and no longer by Avnet Integrated.
- The Avnet legal billing entity will be the same and the Avnet vendor account (address, bank details) will remain in place unchanged.
- Your Account Manager / Inside Sale Representative and their contact data will change to a new contact person from Avnet Silica.
- Your order backlog will be transferred to Avnet Silica from July 15 until July 18, 2021.
- In order to make the business transition as smooth as possible, our business operation will have limited availability on July 15 and July 16, 2021.
- You will receive new order confirmations from Avnet Silica.
- RMAs / good returns / repairs will be handled by the new sales contact of Avnet Silica

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

Stay tuned for more information about Avnet Embedded!

Sincerely,

Dr. Dominik Reißing
VP, Avnet Embedded

Gilles Beltran
President, Avnet Silica

[avnet.com/integrated](https://www.avnet.com/integrated)

