

Avnet Silica Wins Distributor of the Year Award from Nordic Semiconductor

Brussels, Belgium, 11th September 2018 – Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), today announced it has received the ‘Distributor of the Year’ award from Nordic Semiconductor ASA, a fabless semiconductor company specializing in ultra low power (ULP) and low power wireless communication.

The ‘Distributor of the Year’ award was presented to Avnet Silica at Nordic’s recent annual sales conference. The award was earned due to many factors, however Avnet Silica’s ‘overall engagement and exceptional revenue growth of more than 300 percent’ was highlighted by Nordic Semiconductor. Avnet Silica was named a distributor for Nordic Semiconductor products in July 2015, with the aim to focus on the company’s Bluetooth low energy (BLE) and wireless charging technologies.

“We anticipated great things from Avnet Silica right from the very beginning,” said Morten Staale, Nordic’s Distribution Sales Manager for Europe. “However, their performance in selling and supporting our products has significantly exceeded our expectations, and exemplifies Avnet Silica’s proven track record in supporting customers at all stages of the design cycle. This award is more than just well deserved.”

“Nordic Semiconductor is an undisputed leader in ultra-low-power short-range wireless communications and especially Bluetooth low energy and Bluetooth 5, which are important technologies in many industrial market applications and new designs,” said Laurence Dellicott, Director Supplier Management of Avnet Silica. “We are very proud to win this award, which is testament not only to the team’s hard work, but also as a proof point for what has been and continues to be a highly successful confluence of expertise from our two respective companies.”

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About Avnet Silica

Avnet Silica is the European semiconductor specialist division of Avnet (NASDAQ: AVT), one of the leading global technology distributors, and acts as the smart connection between customers and suppliers. The distributor simplifies complexity by providing creative solutions, technology and logistics support. Avnet Silica is a partner of leading semiconductor manufacturers and innovative solution providers over many years. With a team of more than 200 application engineers and



technical specialists, Avnet Silica supports projects all the way from the idea to the concept to production. Avnet Silica is a regional business unit of Avnet, (NASDAQ: AVT) with European headquarter in Belgium (Avnet Europe Comm. VA). For more information, visit www.avnet-silica.com

About Avnet

From idea to design and from prototype to production, Avnet supports customers at each stage of a product's lifecycle. A comprehensive portfolio of design and supply chain services makes Avnet the go-to guide for innovators who set the pace for technological change. For nearly a century, Avnet has helped its customers and suppliers around the world realize the transformative possibilities of technology. Learn more about Avnet at: www.avnet.com.

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