

Avnet Silica Garners ‘Distributor of the Year 2017’ from ON Semiconductor

Distributor receives award for the second year in a row for its impressive sales growth of ON Semiconductor products in the EMEA region

Poing, Germany, 6 June 2018 – Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), has received the Distributor of the Year 2017 award from ON Semiconductor for the second time. Each year, the semiconductor manufacturer honours its top distribution partners in each major sales region around the world – with Avnet Silica winning the award for 2017 for the EMEA region again.

ON Semiconductor is a world-leading supplier of semiconductors and offers a wide portfolio of energy-efficient power management ICs, together with analogue, discrete, logic, sensor, and connectivity devices, as well as SoC (System-on-Chip) and other custom devices. Avnet Silica gained the award as the distributor that led overall channel sales, grew market share, captured increased sales of products from ON Semiconductor’s acquisitions and scored highly on overall process excellence.

Key milestones achieved by Avnet Silica, in partnership with ON Semiconductor throughout 2017, include: sales growth of 17 percent; increasing design wins boosting the distributor’s ‘Demand Creation’ by over 50 percent; development of existing franchises leading to exceptional growth in revenues; and a massive increase – up by 48 percent – in customer registrations, paving the way for strong performance in 2018.

“Once again, we are very proud to be the recipient of this award from one of the world’s leading semiconductor vendors,” said Mario Orlandi, President at Avnet Silica. “Avnet Silica helped make a significant contribution to ON Semi’s sales via distribution, helping them to outpace the market in the EMEA region and worldwide.”

“The support of our distribution partners, like Avnet Silica in EMEA, is fundamental to the success of ON Semiconductor’s ongoing plans to increase market penetration and grow revenue at a faster pace than the industry. Avnet Silica has continued to demonstrate the collaborative relationships and progressive sales programs that we foster within ON Semiconductor, which is why we have awarded them our Distributor of the Year award for a second year running. We are pleased to recognise them as an outstanding channel partner and look forward to continued success in the coming year,” said Jeff Thomson, Vice President of Global Channel Sales for ON Semiconductor.



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About Avnet Silica

Avnet Silica is the European semiconductor specialist division of Avnet, 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. 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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