

## Second Year in a Row - Atmel Corporation Names EBV Elektronik "Distributor of the Year"

Munich/Poing, 28<sup>th</sup> April 2016

EBV Elektronik, an Avnet company (NYSE: AVT) and the leading specialist in EMEA semiconductor distribution, has been awarded by Atmel Corporation (Nasdaq: ATML) "Distributor of the year 2015" for the whole EMEA region as well as on a country level for France, Italy, UK and Eastern Europe & Emerging Markets.

The categories EBV was awarded from Atmel for excellent achievements were "sales growth" and "design-win volume".

"Atmel provides the electronics industry with complete system solutions focused on industrial, consumer, security, communications, computing and automotive markets. Also Atmel is a global leader in the design and manufacture of MCU's, advanced logic & mixed-signal, non-volatile memory and RF, to name just a few. Especially their state of the art portfolio for IoT, Industry-4.0 or M2M communication adds significantly value to EBV and our customers because these are the areas EBV is focusing on heavily as well," said Thomas Staudinger (left side of the picture), VP Technical Development and Vertical Segments of EBV Elektronik.

"These awards confirm once more that we are doing a great job together and are also very well preparing our common future success and growth," Staudinger concludes.

EBV is a strong key partner in Atmel's European distribution network. Based on the well-established collaboration we have again achieved significant revenue and Design Win levels in 2015 with an increasing focus on IoT applications. Given the design funnel both companies have generated, we are looking forward to a continuous future business growth supported by the excellent technical team from EBV" said Jens Kahrweg, FAE Director EMEA at Atmel.



Thomas Staudinger and Jens Kahrweg

### About EBV Elektronik

EBV Elektronik, an Avnet (NYSE:AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 230 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 110 continuously trained Application Specialists offer extensive application know-how and design expertise. With the EBVchips Program, EBV, together with its customers, defines and develops new semiconductor products. Targeted customers in selected growth markets will be supported by the Vertical Sales Segments. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 63 offices in 29 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit [www.ebv.com](http://www.ebv.com).

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