

## Avnet Silica named 'Distributor of the Year' by ON Semiconductor for third year in succession

*Distributor receives 2018 award for EMEA region for continued sales growth and ability to create demand for On Semiconductor products and technologies*

**Poing, Germany, 8<sup>th</sup> April 2019** – Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), has received the Distributor of the Year 2018 award for a third consecutive year from ON Semiconductor, a leading supplier of semiconductor-based solutions that drive energy efficient innovations and empower customers to reduce global energy use. Each year ON Semiconductor honours its top distribution partners for each of its major sales region around the world – with Avnet Silica winning the award for the EMEA region in 2016, 2017 and now 2018.



*Enrico De Salve (Avnet Silica, VP Strategy and Program Management EMEA), Christian Will (ON Semiconductor, Sr. Director Sales Distribution EMEA), Mario Orlandi (Avnet Silica, President), Marco Scarazzati (ON Semiconductor, Corporate Account Manager)*

ON Semiconductor has seen an increasing proportion of its revenue coming in via distribution channels – contributing more than half of the company's sales since 2015 and now reaching approximately 60 percent of revenue. The company has an extensive portfolio of energy-efficient power management ICs, along with a wide range of sensors and analogue, discrete, logic and connectivity devices, in addition to SoC (System-on-Chip) and other custom devices.

Again this year for the EMEA region, Avnet Silica led in key distribution channel processes and metrics, and grew overall market share for ON Semiconductor products. Key milestones achieved included: sales growth of 34 percent; the shipment of 2.5 billion components to more than 3700 customers; more than 200 new design wins, boosting results for the distributor's demand-creation programme by more than 40 percent; and lastly, an increase of 74 percent in customer registrations, paving the way for a strong performance in 2019.

"To win this award three times in row from a leading silicon vendor such as ON Semiconductor is a clear demonstration of our abilities to meet the demands for new designs, from new customers, and in new markets and applications," said Mario Orlandi,

President at Avnet Silica. “We are very proud of this achievement, and we are looking forward to another successful year, developing and evolving our joint sales programmes and creating opportunities for their advanced technologies.”

“Avnet Silica has continued year after year to reach new heights and exceed our expectations across key areas,” said Jeff Thomson, Vice President of Global Channel Sales for ON Semiconductor. “This third consecutive award is recognition that they have been an outstanding channel partner that has not only consistently worked on their relationship with us, but also continues to create innovative possibilities for our products, as well as maximizing the sales potential with existing designs and customers.”

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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](http://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](http://www.avnet.com).

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