

SimCOM and EBV Elektronik Plan for a New Strategic Partnership

Poing, Germany and Shanghai, China: SIMCom and EBV Elektronik, an Avnet (NYSE: AVT) company and the leading specialist in EMEA semiconductor distribution, plan to become a driving force in the machine-to-machine world. For this, SIMCom and EBV have formed a new strategic partnership to integrate key assets and create completely new product offerings, while extending established products and services to the European market.



Slobodan Puljarevic, President EBV Elektronik

Slobodan Puljarevic, president and CEO of EBV Elektronik, who visited SIMCom Wireless Solutions in Shanghai on October 8, 2012, said: "With EBVchips we are now able to define totally new products, based exactly on the needs of our clients. SIMCom Wireless Solutions is the leader in high quality wireless modules for different technology platforms. The combination of SIMCom's state-of-the-art portfolio, the EBVchips program, and our knowledge of the markets and the needs of our 15,000 customers in EMEA will be the basis for this strategic alliance. We are very much looking forward to this partnership and to all the new and exciting products we will create together with SIMCom for our customers in the MMI (Man-Machine-Interface) world."

SIMCom is continuing to innovate and build new smart wireless modules that enable its customers to be more proactive. "Our customers benefit from smart solutions as well as being able to manage their product more efficiently," said Wendy Wang, the general manager of SIMCom Wireless Solutions. "Customers are chosen for SIMCom based on a number of criteria, including quality and number of customer references."



About SIMCom

SIMCom is committed to connecting people and machines, combining advanced technology that enables people to stay close to what matters to them. Every day, more than 30 million machines connect to one another with a SIMCom device – from security control panels to smart metering devices and high-performance mobile applications. For more information, visit www.sim.com.

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. 120 continuously trained Application Specialists offer extensive application know-how and design expertise. 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 60 offices in 27 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit www.ebv.com. Follow EBV on [Facebook](#), [LinkedIn](#), [Twitter](#) and [YouTube](#).

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