

Silica signs distribution agreement with Nordic Semiconductor

Poing, Germany, 8th July 2015 – Silica, an [Avnet](#), Inc. (NYSE: [AVT](#)) company, has signed a distribution agreement with the ultra low power (ULP) short-range wireless communication specialist Nordic Semiconductor ASA (OSE: NOD). The agreement authorises Silica to sell and support the full range of ULP wireless solutions available from Nordic across Europe.

“We are excited to be partnering with Silica for our distribution across Europe. The technical and sales support they will offer our customers is vital as the connectivity market grows,” said Morten Staale, Nordic's Distribution Sales Manager for Europe. “Bluetooth low energy and wireless charging are focal areas for us and as leaders in this field, we only partner with companies who can help us and our customers grow and develop market changing products. Silica has a proven track record in supporting customers in every stage of the design process, which, in this rapidly developing market, is crucial.”

“Silica, with its large engineering customer support team, is helping customers grow their business in a variety of electronics segments such as industrial, automotive and home automation. These segments are becoming increasingly connected and Bluetooth is a booming key technology for communications. Together with Nordic, a leader in short-range wireless applications and Bluetooth, we can develop together new segments, going beyond the already successful consumer and wearable markets,” said Mario Orlandi, president of Avnet Memec - Silica.

Nordic Semiconductor products are now available to buy from Silica.

###

About Nordic Semiconductor

Nordic Semiconductor ('Nordic') is a fabless semiconductor company specializing in ultra low power (ULP) short-range wireless communication in the license-free 2.4-GHz and sub-1-GHz Industrial, Scientific and Medical (ISM) bands. Nordic's ULP wireless solutions enable its customers to build wireless connectivity into everything from mainstream consumer PC peripherals, sports & fitness devices, toys and RF remote controls through to the most advanced and innovative 'game-changing' wireless devices such as beacons, health monitors

and home automation – while exceeding end users' expectations in terms of features, performance and price.

About Silica

Silica, an Avnet, Inc. (NYSE:AVT) company, is one of the leading semiconductor distributors in Europe. Silica accelerates its customers' success by connecting 25 technology suppliers with a broad base of more than 15,000 customers and providing in-depth design support and cost-effective, value-added services and solutions. For more information, visit www.Silica.com

About Avnet, Inc.

Avnet, Inc. (NYSE: AVT), a Fortune 500 company, is one of the largest distributors of electronic components, computer products and embedded technology serving customers globally. Avnet accelerates its partners' success by connecting the world's leading technology suppliers with a broad base of customers by providing cost-effective, value-added services and solutions. For the fiscal year ended June 28, 2014, Avnet generated revenue of \$27.5 billion. For more information, visit www.avnet.com

Editorial Contact

Silica (Avnet EMG GmbH)
Kerstin Kurth, VP Communications
Phone +49 (0)8121 777-340
kerstin.kurth@Silica.com

Anja Woithe, Senior PR Manager Avnet EM EMEA

Phone: +49 (0)8121 774 459

Anja.woithe@avnet.eu