



## NEWS RELEASE

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### **Excelpoint Selected as Analog Devices' Strategic Regional Distribution Channel Partner**

**SINGAPORE, 1 August 2017** – Excelpoint Technology Ltd (“Excelpoint”) today announced that it has been selected as the Asia Pacific Regional strategic distribution channel partner for Analog Devices, Inc. (“ADI”), including China, ASEAN, India, Australia and New Zealand regions.

With the aim to streamline its regional distribution channel partners, ADI’s decision will allow both companies to deepen their level of engagement with customers in the different regions, through a more committed team providing a greater range of dedicated support services.

Commenting on this corporate milestone, Mr. Albert Phuay, Chairman and Group CEO of Excelpoint, said, “ADI was Excelpoint’s first product line distributed, and we are very honoured to be selected as its regional strategic partner today. Our focus has always been in the Asia Pacific region, and this partnership will allow both parties to build on long-term strategies that can open up doors to new market segments within this region.”

He added, “The cutting-edge technologies and innovations that ADI has, coupled with our emphasis on value-added services, we believe that this collaboration will provide both existing and new customers with more in-depth end-to-end support services.”

Excelpoint has played a key role in expanding ADI’s footprint across Asia Pacific for 30 years since 1987. This enhanced strategic partnership will give Excelpoint access to the full product portfolio of ADI as well as allowing customers to tap into a strong and dedicated channel team for support services ranging from solution design, prototyping, technical and logistics support.

“Excelpoint has been a key ADI channel partner for three decades, and we are excited by the value this expanded partnership will bring to our customers,” said Jim Schmidt, Vice-President, Global Broad Market & Sales Operations., Analog Devices. “Working together, we will leverage the full range and depth of our product and technology portfolios, along with Excelpoint’s full-product-lifecycle capabilities, to help solve our customers’ biggest analog and mixed-signal challenges. As we transition over the coming months to our new Asia Pacific network, ADI is committed to providing the highest level of service and support to make this as seamless as possible for our customers.”

To learn more about Excelpoint's Analog Devices offerings, please visit

<http://www.excelpoint.com/products/analog-devices?back=products>

For more information about Analog Devices' sales and distribution support, please visit

<http://www.analog.com/en/about-adi/corporate-information/sales-distribution.html>

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## **About Excelpoint Technology Ltd (Registration No. 200103280C)**

Excelpoint Technology Ltd (“Excelpoint” or the “Group”) is a leading regional electronics components distributor providing quality components, engineering design services and supply chain management to original equipment manufacturers (“OEM”), original design manufacturers (“ODM”) and electronics manufacturing services (“EMS”) in the Asia Pacific region. It ranks among the Top 25 Global Franchised Distributors List from EBN in 2016.

Excelpoint works closely with its principals to create innovative solutions to complement its customer’s products. The Group has research and development (“R&D”) centres in both Singapore and China supported by a team of professional engineers aimed at helping customers improve operational efficiency and cost effectiveness.

Established in 1987 and headquartered in Singapore, Excelpoint’s presence spans more than 25 cities across Asia Pacific. Currently, we provide employment to more than 600 people of different nationalities. Our shares are quoted on the Main-Board of the Singapore Exchange (“SGX”).

For more information about Excelpoint, please visit [www.excelpoint.com](http://www.excelpoint.com)

## **About Analog Devices**

Analog Devices is the leading global high-performance analog technology company dedicated to solving the toughest engineering challenges. We enable our customers to interpret the world around us by intelligently bridging the physical and digital with unmatched technologies that sense, measure, power, connect and interpret. Visit <http://www.analog.com>

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