

## TDK-Micronas and Endrich expand their distribution partnership

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- Endrich offers its design customers within EMEA comprehensive support and worldwide logistics.

**March 23, 2017** – TDK Corporation announces the expansion of its long-term partnership between TDK-Micronas, a TDK group company, and Endrich.

As of today, Endrich Bauelemente Vertriebs GmbH is TDK-Micronas GmbH's franchise partner for the distribution of Micronas products within the Europe, Middle East and Africa economic region (EMEA).

TDK-Micronas provides the world's broadest portfolio of Hall sensors and embedded motor controllers for the automotive and industrial markets. The distribution agreement covers the entire Micronas portfolio of Hall-effect sensors and embedded motor controllers. In addition, Endrich offers its design customers within EMEA comprehensive support and worldwide logistics.

"Our customers highly appreciate Micronas' excellent product quality and its short response and delivery times. Endrich is renowned for its extraordinarily close customer relationships and its highly specialized product portfolio," states Bernhard Huber, Vice President Sales at TDK-Micronas. "Together, we create strong solutions for our customers in the automotive and industrial sectors – and as of today, beyond Europe as well."

Dr. Christiane Endrich, Managing Director of Endrich Bauelemente, also commented positively on the conclusion of the contract: "Micronas is already a long-standing, strategically important partner for Endrich in Hall sensors and embedded controllers. With the contract, we want to consolidate and further expand this partnership. We look forward to many further years of successful collaboration with Micronas."

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### About TDK Corporation

TDK Corporation is a leading electronics company based in Tokyo, Japan. It was established in 1935 to commercialize ferrite, a key material in electronic and magnetic products. TDK's portfolio includes electronic components, modules and systems\* marketed under the product brands TDK and EPCOS, power supplies, magnetic application products as well as energy devices, flash memory application devices, and others. TDK focuses on demanding markets in the areas of information and communication technology and consumer, automotive and industrial electronics. The company has a network of design and manufacturing locations and sales offices in Asia, Europe, and in North and South America. In fiscal 2016, TDK posted total sales of USD 10.2 billion and employed about 92,000 people worldwide.

\* The product portfolio includes ceramic, aluminum electrolytic and film capacitors, ferrites, inductors, high-frequency components such as surface acoustic wave (SAW) filter products and modules, piezo and protection components, and sensors.

**About TDK-Micronas**

TDK-Micronas, a TDK group company, is the most preferred partner for sensing and control. TDK-Micronas serves all major automotive electronics customers worldwide, many of them in long-term partnerships for lasting success. Operational headquarters are based in Freiburg (Germany). Currently, the Micronas Group employs around 900 persons. For more information about Micronas and its products, please visit [www.micronas.com](http://www.micronas.com).

**About Endrich**

Endrich is a special distributor with a focus on passive components, optoelectronics, sensors, electromechanics, acoustics and special semiconductor products. Due to an intensive technical consultation and efficient logistics in Germany and Central Europe, Endrich stands for high-quality components and flexible solutions. The Endrich group, together with its subsidiaries, generated sales of approximately EUR 100 million in the last financial year. Further information about Endrich can be found on the homepage at [www.endrich.com](http://www.endrich.com).

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