

Press Information No. 1505_E
Press photo enclosed

Rutronik and Micronas establish worldwide partnership

Freiburg/Ispringen, May 13, 2015 – Micronas GmbH and Rutronik Elektronische Bauelemente GmbH expand their partnership. Effective immediately, Rutronik is a worldwide franchise partner of Micronas.

The global franchise covers the entire Micronas Hall-effect sensor and embedded motor controller product ranges. The Micronas products are extremely well suited for automotive and industrial applications. The 2D sensors, Linear Hall sensors and Hall switches offer the greatest potential in this regard. "We are experiencing high demand for these products", Thomas Rudel, CEO Rutronik, confirms. "Micronas is the leader in our important Analog & Sensors division. The products are very reliable and meet all necessary certification requirements for the target markets. The flexibility, fast response and delivery times provided by Micronas and the Rutronik logistics and support concept ensure that our customers receive excellent service – now available around the world."

Rutronik has already been a Micronas distribution partner for 15 years. "The professionals at Rutronik convince both us and our common customers with their technical competence. Rutronik has been able to represent us very well to date on account of its strong presence in Europe, and we expect to continue this success story together around the world" Matthias Bopp, CEO at Micronas, explains. "As our next step, the goal is to jointly develop new markets in Asia and North America and to continue growing. The strong Rutronik distribution network will help us do so."

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About Micronas

Micronas (SIX Swiss Exchange: MASN), the most preferred partner for sensing and control serves all major automotive electronics customers worldwide, many of them in long-term partnerships for lasting success. While the holding company is headquartered in Zurich (Switzerland), 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.

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About Rutronik (www.rutronik.com)

Rutronik Elektronische Bauelemente GmbH is the third-largest distributor in Europe (source: Europartners Distribution Report 2014) and the tenth-largest in the world (source: EBN, May 2014). The broadline distributor offers semiconductors, passive and electromechanical components in addition to boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries. Rutronik bundles all products and services for specific embedded applications from the product areas of boards, storage, displays, wireless and peripherals under **RUTRONIK EMBEDDED**. **RUTRONIK SMART** brings together sensors, wireless components, micro-controllers, power management, and safety solutions for devices within the Internet of Things (IoT). Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its customer-oriented, forward-looking range of services. The company, established by Helmut Rudel in Ispringen, Germany in 1973, employs a staff of more than 1,300 worldwide and achieved Group sales of around EUR 740 million in the 2014 fiscal year.

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For further information

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