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BUSINESS: NEW DISTRIBUTOR

Nordic Semiconductor adds Avnet South Africa to its existing Avnet EMEA distributor network and plans its first ever Nordic Tech Tour in the country

Oslo, Norway – MARCH 7, 2017 – Nordic Semiconductor today announces that it has added Avnet South Africa to its existing Avnet EMEA (Europe, Middle East, and Africa) distributor network, and will be launching its first ever Nordic Tech Tour in South Africa later this year.

South Africa is a smaller but vibrant electronics market driven mainly by innovate entrepreneurs targeting applications such as industrial control and automation, lighting, safety and security, and renewable energy.

Avnet South Africa is a national South African component distributor, headquartered in Johannesburg, with branches in Cape Town and Durban. Avnet South Africa offers a comprehensive range of electronic and electrical components to the market combined with value added services include design chain, programming, cable assembly and a wide range of logistic services. Avnet South Africa team comprises about 40 people.

Nordic Tech Tours are designed to help Nordic Semiconductor customers get up to speed very quickly with Nordic's latest nRF52 Series products and key developments in *Bluetooth*[®] low energy, proprietary 2.4GHz, IEEE 802.15.4, and ANT wireless technologies. During these Tech Tours Nordic takes some its top technical R&D and FAE engineers on the road so customers can meet individuals that are truly expert in every aspect of Nordic's wireless products and technologies.

"South Africa is rich with electronics design expertise and would benefit enormously from exporting more of its local production and products worldwide," comments Avnet South Africa's Technical Director, Brandon Kuhn. "That's why we see huge potential in adding Nordic Semiconductor to our product portfolio to give our South African customers access to the latest Bluetooth low energy and IoT wireless technologies in which Nordic specializes."

"Nordic Semiconductor has been supporting local electronics companies in South Africa for many years and so adding Avnet South Africa to its existing Avnet EMEA distributor network is another welcome step forward," comments Morten Staale, Nordic's Distribution Sales Manager for Europe. "Avnet South Africa also has a strong design and technical support culture backed up by a logistics and fulfillment organization that leverages the economies-of-scale and operational efficiencies of its parent distribution company, Avnet which has operations worldwide. This makes them a valuable and powerful addition to Nordic Semiconductor's global distributor network."

About Avnet South Africa

www.avnet.co.za

About Avnet EMEA

https://products.avnet.com/wps/portal/emea/about-us/EMEA_structure

About Nordic Semiconductor ASA

tinyurl.com/NordicSemi