

PRESS RELEASE

Ideal addition of the product portfolio: Rutronik expands distribution agreement with ams OSRAM



Ispringen, March 1, 2022 – Rutronik Elektronische Bauelemente GmbH has extended its existing franchise agreement with ams OSRAM to include the full ams product portfolio in the EMEA region. The expansion of the partnership completes Rutronik's existing product portfolio of sensors, lighting, and visualization products and enables it to provide individual customer solutions for applications in the automotive, industrial, and medical market segments, among others, from ams OSRAM.

The long-standing successful cooperation between one of the global leaders in optical solutions and a world-leading broadline distributor now expands with the franchise extension. In the EMEA region, all ams OSRAM products are available and complement Rutronik's existing product portfolio including position and temperature sensors or sensors for vital sign monitoring. "For decades there has been a strong and successful partnership with Rutronik, one of the leading distributors in our European distribution network. The franchise expansion means Rutronik will benefit from the entire ams OSRAM product portfolio comprising of sensing, visualization and lighting products," says Barron Crosby, Vice President Global Distribution of ams OSRAM. "I'm convinced that our common customers will embrace the opportunity to get access to our broad range products and technologies from one source, enabling them to create best in class sensing solutions for the automotive, industrial and medical markets."

Customized solutions based on highly innovative components and expert knowledge

New synergies arise due to the high-quality technology and product portfolio and the manufacturer-certified know-how of Rutronik's experts. That provides solutions from a single source that fit the customer's needs even more individually. "It must always be about acting in the interests of the customers. With the expansion of the franchise, we are succeeding in doing just that, because the benefits are clear to see. We complete the high-quality, innovative technology and product portfolio of ams OSRAM and combine this with our specific expertise and services. That enables us to offer the best solution for the respective application. So we create the greatest possible benefit for our customers. We are sure that the extension of the franchise agreement takes us into an even more successful common future", explains Markus Krieg, Chief Marketing Officer of Rutronik.

About ams OSRAM

The ams OSRAM Group (SIX: AMS) is a global leader in optical solutions. By adding intelligence to light and passion to innovation, we enrich people's lives. This is what we mean by Sensing is Life.

With over 110 years of combined history, our core is defined by imagination, deep engineering expertise and the ability to provide global industrial capacity in sensor and light technologies. We create exciting innovations that enable our customers in the consumer, automotive, healthcare and industrial sectors maintain their competitive edge and drive innovation that meaningfully improves the quality of life in terms of health, safety and convenience, while reducing impact on the environment.

Our around 24,000 employees worldwide focus on innovation across sensing, illumination and visualization to make journeys safer, medical diagnosis more accurate and daily moments in communication a richer experience. Our work creates technology for breakthrough applications, which is reflected in over 15,000 patents granted and applied. Headquartered in Premstaetten/Graz (Austria) with a co-headquarters in Munich (Germany), the group achieved over EUR 5 billion revenues in 2021 and is listed as ams-OSRAM AG on the SIX Swiss Exchange (ISIN: AT0000A18XM4).

Find out more about us on <https://ams-osram.com>

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ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and is an independent family-owned company. Thanks to the positive economic development, the company is now one of the world's leading broadline distributors.

In the 2021 fiscal year, its more than 1,800 employees generated a turnover of 1.13 billion Euro. Rutronik is represented worldwide with more than 80 offices and can guarantee comprehensive customer support including Europe, Asia, and the USA.

The broad product portfolio includes semiconductors, passive and electromechanical components as well as embedded boards, storage & displays, and wireless products.

The knowledge of all product areas is bundled in the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK POWER, and RUTRONIK SMART divisions and both specific products and services tailored to the respective applications are offered. Competent technical support for product development and design-in right up to the research area, individual logistics & supply chain management solutions as well as comprehensive services complete the range of services. Customers also have access to the Rutronik24 e-commerce platform, where all articles can be found, as well as a procurement area and product change notifications. Further information is available at:

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