

To: Our Valued Customers and Distributors

Date: August 5, 2021

Subject: onsemi: New Brand and Promise of Sustainable Future

Dear valued customer:

Today, we announced our new trade name “**onsemi**” and a refreshed brand, reflecting the next step in our company’s evolution to establish itself as the leading provider of intelligent power and sensing technologies. With a continued focus on the automotive and industrial end-markets, **onsemi** has sharpened its strategy to drive innovation that enables and contributes to a sustainable ecosystem of high-growth megatrends such as vehicle electrification, advanced safety, alternative energy and factory automation.

Under the new tagline, “Intelligent Technology. Better Future.”, **onsemi** plans to break through traditional thinking and market barriers to create innovative and game-changing solutions that solve customers’ most difficult design challenges and support their achievement of their own climate initiatives, propelling sustainable energy revolution. **onsemi’s** value proposition includes a unique combination of deep systems knowledge, technology leadership, and industry-leading manufacturing and packaging proficiency.

Read the full press release [here](#).

We have spent the last several months focusing the strategy, and realigning our product portfolio and investments to deliver market-leading and differentiated technologies to our customers. We are excited about this moment in the company’s history and remain committed to providing outstanding customer service.

Attached please find frequently asked questions for your reference. If you have any further questions regarding the rebrand, please contact your account manager or customer service representative.

On behalf of the entire **onsemi** team, I would like to thank you for your continued business.

Regards,



Mike Balow
Executive Vice President, Sales