

CUI Inc Split FAQ

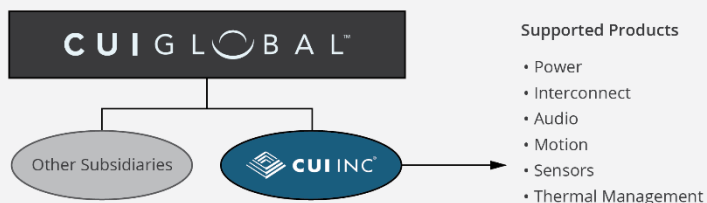
In September of 2019, CUI Inc's publicly-traded parent company, CUI Global, split CUI Inc and sold a segment of the business to a separate entity. CUI Devices—formed by several former CUI Inc senior managers—purchased the electronic components business, including the Interconnect, Audio, Thermal Management, Motion, and Sensor lines. CUI Inc's power business will continue to be operated as a wholly-owned subsidiary of CUI Global. The following are answers to questions you may have regarding the CUI Inc split.

General

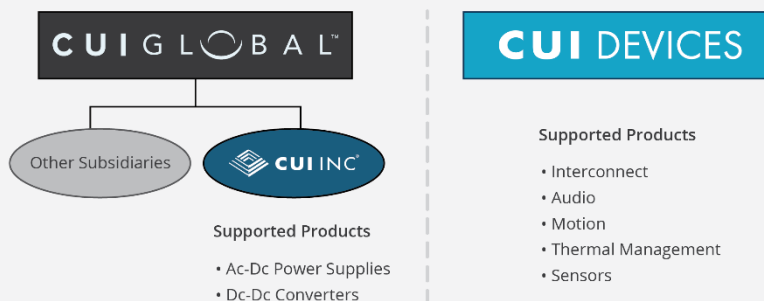
Q: What entities are involved in this transaction?

A: CUI Global, CUI Inc, and CUI Devices. Please see diagram below.

OLD STRUCTURE



NEW STRUCTURE



Q: What products are included as part of this transaction?

A: CUI Devices purchased the [Interconnect](#), [Audio](#), [Thermal Management](#), [Motion](#), and [Sensor](#) products.

Q: When did this acquisition go into effect?

A: The date of the closing was September 30th, 2019.

Q: Will there be any formal relationship between CUI Inc and CUI Devices?

A: After a defined transition period is over, both CUI Inc and CUI Devices will operate independently, although both parties look forward to future collaborations that may be beneficial to our customers.

CUI Devices

Q: Why did the CUI Devices management team decide to buy the components business from CUI Global?

A: The CUI Devices senior management team, which had an average tenure of more than 15 years at CUI Inc, believes in this business and is confident in its future prospects as a stand-alone entity. We have dedicated many years to building CUI Inc and are now excited to continue to support our customers as CUI Devices.

Q: Will CUI Devices add new power products to its portfolio?

A: No, CUI Devices does not plan on re-entering the power space. CUI Devices will focus its business on Interconnect, Audio, Motion, Thermal Management, and Sensor segments with plans to expand into new technology categories.

Q: Will you keep the CUI Inc brand name?

A: We will adopt a modified version of the CUI Inc brand and will go to market as CUI Devices. CUI is a long-standing, well-established brand, and both sides believe in providing our customers with a level of continuity. Our products and resources will be available at www.cuidevices.com. Our Mouser supplier portal will be found under the Mouser manufacturer directory as CUI Devices.

Q: What is CUI Devices' primary mission/strategic focus?

A: Moving forward, CUI Devices will:

- Tighten its focus 100 percent on supporting and expanding our electronic components line with the exception of the power supply portfolio.

- Continue to build and value relationships with customers and partners by focusing on making design engineers' jobs easier and more successful through best-in-class online experiences, technical support, and customer service.

Q: What markets will CUI Devices prioritize? Which geographies?

A: CUI Devices will continue to support customers globally across most major market segments, including industrial, medical, consumer, robotics, and IoT.

Q: What are your plans for growth?

A: After the transition is complete, CUI Devices will focus on responsible growth through product expansion in our Interconnect, Audio, Thermal Management, Motion, and Sensor lines. We will also look to further participate in growing markets like IoT with the introduction of completely new technology portfolios.

Products

Q: How will I know which company to buy which products from?

A: Audio, Interconnect, Motion, Thermal Management, and Sensor products can be purchased from CUI Devices. Power products can be purchased from CUI Inc. Both CUI Devices products and CUI Inc power supplies will be available via Mouser.

CUI Devices has also created a [Part Prefix Purchasing Guide](#) that assists buyers in determining what products are available at CUI Devices by the model number prefix.

Q: Will the way I purchase Interconnect, Audio, Motion, Thermal Management, and Sensor products via Mouser change?

A: If applicable, assigned sales and customer support representatives at Mouser should not change as a result of this transaction. On Mouser's website, you will still be able to access these components the way you always have, including the product navigation and parametric search. However, the manufacturer will now be listed as CUI Devices.

Q: Will product names/part numbers remain the same?

A: Yes, product names/part numbers for both CUI Devices and CUI Inc will remain unchanged.

Pricing & Availability

Q: Will pricing of either company's products be affected?

A: No, pricing will not change for either organization as a result of this transaction.

Q: Will this change impact either organization's supply chain?

A: No, supply chains of CUI Devices and CUI Inc will not change. All manufacturing sites, processes, and bills of materials will remain the same as before.

Q: Will there be any interruption in my service or product availability during this transition?

A: No. The goal of both entities is to ensure that services and product availability will not be affected during this transition.

Support & Quality

Q: How will customer support change?

A: Certain personnel and territory assignments might change, but CUI Inc and CUI Devices leadership teams are committed to ensuring that the impact to customers is minimal.

Q: Will there be changes to back-end systems that may impact CUI Inc or CUI Devices?

A: No, both companies will retain back-end infrastructure and operational systems.

Q: Will the quality system change for CUI Inc or CUI Devices?

A: No, both sides will maintain their existing quality systems.

Contact Information

Q: Who do I contact for questions related to CUI Devices' Interconnect, Audio, Thermal Management, Motion, and Sensor portfolios?

A: You can direct questions to the applicable email addresses below:

- Questions related to this transaction – management@cuidevices.com
- Sales – sales@cuidevices.com
- Technical Support/Apps Engineering – technicalsupport@cuidevices.com
- Quality – rma@cuidevices.com

Q: Who do I contact for questions related to CUI Inc's power products?

A: You can direct questions to the applicable email addresses below:

- Questions related to this transaction – management@cui.com
- Sales – sales@cui.com
- Technical Support/Apps Engineering – technicalsupport@cui.com
- Quality – rma@cui.com