

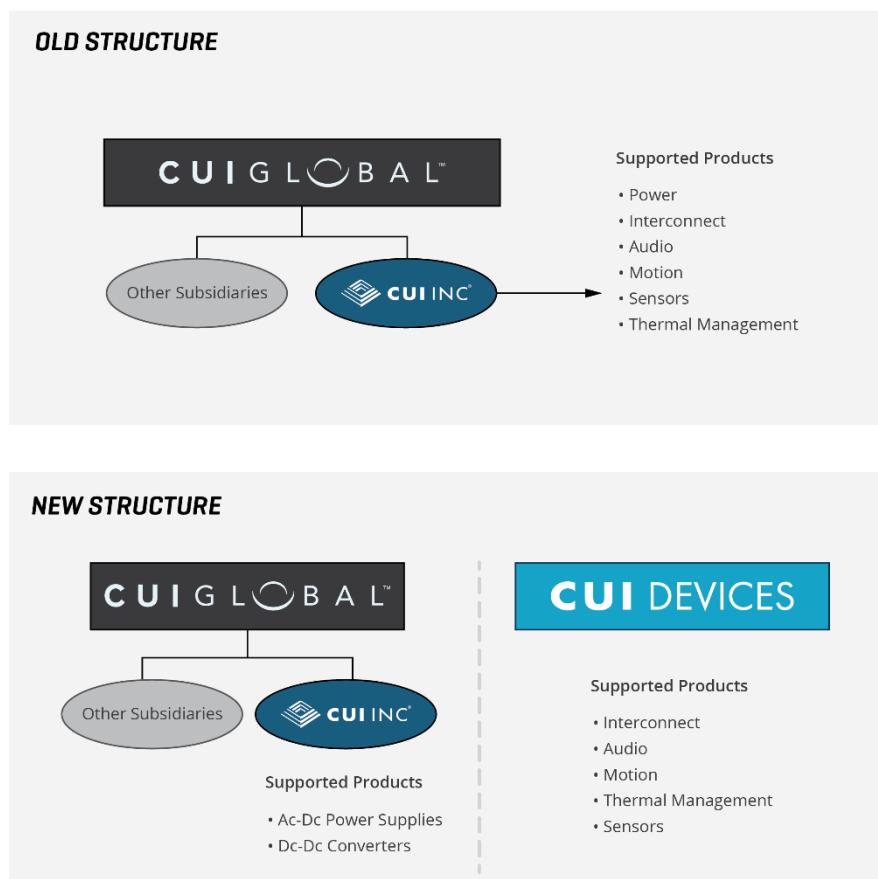
CUI Devices Spin-Off FAQ

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.



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Q: What product categories will CUI Devices support?

A: The CUI Devices management team purchased the electronic components business, including [Interconnect](#), [Audio](#), [Motion](#), [Thermal Management](#), and [Sensors](#).

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: When did this acquisition go into effect?

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

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.

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: Which members of the former CUI Inc senior management team are transitioning over to CUI Devices as part of the spin-off?

A: The following senior managers are transitioning over:

- Matt McKenzie, CEO

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- Jeff Schnabel, President
- Steve Mathis, Vice President of Sales
- Dave Carroll, Vice President of Product Management
- John Hulden, Vice President of Operations
- Jeff Smoot, Vice President of Engineering
- Jeff Wahl, Finance Director

Q: What are your plans for growth?

A: After the transition is complete, we 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: Who will distribute CUI Devices' products?

A: Digi-Key, Mouser, Arrow Electronics, Future Electronics, and Master Electronics will continue to support our products globally.

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

A: Yes, product names/part numbers will remain unchanged.

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.

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 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.

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Pricing & Availability

Q: Will pricing be affected?

A: No, pricing will not change as a result of the CUI Devices spin-off. The same pricing structure offered for components under CUI Inc will exist under CUI Devices.

Q: Will this change impact CUI Devices' supply chain?

A: No, CUI Devices' supply chain 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. Our goal is to ensure that services and product availability will not be affected during this transition.

Support & Quality

Q: How will customer support change?

A: Many previous CUI Inc employees will be transitioning over to CUI Devices. Certain personnel and territory assignments might change, but CUI Devices leadership is committed to ensuring that the impact to our customers is minimal.

Q: Will there be changes to back-end systems that may impact the business?

A: No, CUI Devices will retain the same back-end infrastructure and operational systems that existed under CUI Inc.

Q: Will CUI Devices' quality system change?

A: No, CUI Devices will maintain our existing quality system.

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
- Finance – accounting@cuidevices.com