

FAB S and LAB S

RFMW: It's Who We Are, It's What We Do



RFMW, founded in 2003, is celebrating its 20th anniversary. Co-founder Joel Levine, RFMW's President or "Chief Execution Officer" and "Director of Advanced Hindsight" has spent more than five decades in the RF component distribution business. Mr. Levine and a savvy senior management team have transformed RFMW into a technical provider of specialized RF and microwave components. The company's mission is to provide customers with products from leading RF and microwave component manufacturers.

RFMW, headquartered in Silicon Valley, has grown into one of the premier technical distributors of RF and microwave semiconductors, connectors, components and most recently, power products. RFMW differentiates itself by providing value-added and design solutions in addition to component sales. To accomplish this, the RFMW approach involves focused technical sales and marketing programs that provide component engineering solutions.

To implement this vision and mission, RFMW adheres to a set of five guiding principles:

- Implement a sales organization that uses its technical aptitude to develop solutions with customers.
- Strive for "best in class" performance with their value-added and design solutions.
- Constantly profile and evaluate inventory to ensure that it is strategically positioned.
- Differentiate with value-added services.
- Maintain a strong focus on the appropriate customer base and market applications.

In 2018, RFMW was acquired by TTI, a Berkshire Hathaway company. When the deal was announced, RFMW became part of the TTI Semiconductor Group (TSG), alongside TTI, Mouser Electronics and Sager Electronics; other prominent component distributors in TTI's family of specialists. The evolution of the specialty strategy, along with more acquisitions and expanded product offerings inspired the organization to become more aligned with Mouser Electronics and create the Exponential Technology Group (XTG). This group, including RFMW and six other

distribution entities, specializes in the design-in and supply of component technologies and total solutions that enable electronic systems from automotive and communication applications to the IoT.

At the time of the acquisition, Mr. Levine touted the synergy with TTI's strategy, culture, focus, customer service and technical expertise and noted how these features fit with RFMW. From RFMW's perspective, the acquisition provided additional resources, quality people and investments in inventory to support RFMW's growth trajectory. They embrace the mantra that RF and microwave are in their DNA and they have remained true to their mission. This is the genesis of the tagline; "It's Who We Are, It's What We Do" that they follow to this day.

Along with riding this strategy to expand their core business, the company has sprinkled in some acquisitions and on April 11, 2023, RFMW announced a brand refresh. With this announcement, the company updated its logo, but more importantly, RFMW announced that they were adding power management products to the product portfolio. In their view, this was a natural extension of RFMW's business model. RFMW will implement a similar strategy in power as they have executed in RF and microwave. As some of their core suppliers expand into power electronics applications, the number of opportunities grows and these opportunities are complementary to the existing product base and customers. RFMW will target power electronics in RF and microwave applications first, but they also plan to address broader power management and conversion applications.

With this growth strategy and support from TTI and Mouser, RFMW has grown with more manufacturers and products to support the targeted customer base. There are currently 90 different product categories listed on their website. All these manufacturers and products have propelled RFMW to a global corporate and sales presence. Today's RFMW is RF and microwave and power component distribution focused on technical and supply chain solutions.

www.rfmw.com