



PRESS RELEASE

**ATP Electronics Partners with Excelpoint for the Distribution of
“Industrial Only” Memory and Storage Solutions in the APAC Region**

Singapore, 20th May 2020 - ATP Electronics, the leading manufacturer of “Industrial Only” memory and storage solutions, introduces Excelpoint Technology Ltd. as the latest addition to its network of distribution partners. Excelpoint will distribute ATP “Industrial Only” memory modules and flash storage solutions in Mainland China, India, and other parts of the Asia-Pacific region, excluding Korea, Japan and Taiwan.

“We are honored to partner not only with an industry veteran that delivers the most advanced technology but also one that adds ATP’s commitment to the ‘Industrial Only’ mindset. We are confident that with Excelpoint’s over 30-year expertise in providing quality electronic components and its business spanning over 40 cities in more than 10 countries, this strategic partnership will further bolster our brand leadership in these regions,” said Jeff Hsieh, ATP Senior Vice President of Global Sales and Marketing. “ATP’s core focus is in ensuring that our customers gain the most value out of their total cost of ownership (TCO). We are glad that Excelpoint shares ATP’s deep commitment to this goal. Together, we will expand the ATP footprint and promote our ‘Industrial Only’ focus product line within the region.”

“Excelpoint is dedicated to offer innovative products that drive technologies, especially in the Internet of Things (IoT) arena, and these products are applicable for many industries. Given the demand for the generation of IoT data, there is a need for reliable storage and easy access,” said Mr. Herbert Kwok Fei Lung, Executive Director, Excelpoint Technology Limited, “ATP’s extensive portfolio is the right fit for the IoT requirements of the industries we serve. We look forward to the partnership and a fruitful collaboration.”

Under the Distribution Partnership Agreement, Excelpoint will carry the complete ATP DRAM range from legacy SDRAM/DDR1 to DDR4, including the latest DDR4-3200. These modules are especially suited for industrial, embedded and Internet of Things (IoT) systems. They are engineered for tough workloads, deliver high-bandwidth performance, feature either ECC or non-ECC functionality, consume low power, and support operating temperatures from -40°C to 95°C or 0°C to 85°C.

Excelpoint will also distribute the full range of ATP NAND flash storage solutions, including the latest 3D TLC NVMe/SATA SSDs with MCU-based power-loss protection, e.MMC and 3D TLC A1 performance class SD and microSD cards built for industrial and automotive applications.

For inquiries, please contact ATP regional sales, distributors, or send an email to Info@atpinc.com.

Follow ATP Electronics on LinkedIn: <https://www.linkedin.com/company/atp-electronics>

For more information on the product, visit: <https://www.atpinc.com/en>

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About ATP Electronics

ATP Electronics is the leading provider of “Industrial Only” NAND flash products and DRAM modules for demanding industrial/automotive applications requiring the highest levels of performance, reliability and endurance. A true manufacturer for over 25 years, ATP manages every stage of the manufacturing process to ensure quality and product longevity, offering in-house design, testing, and tuning from component to product level. For more information on ATP Electronics, please visit www.atpinc.com or contact us at info@atpinc.com.

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About Excelpoint Technology Ltd.

Excelpoint Technology Ltd. and its subsidiaries (“Excelpoint”) are leading regional business-to-business (B2B) platforms providing quality electronic components, engineering design services and supply chain management to original equipment manufacturers (OEMs), original design manufacturers (ODMs) and electronics manufacturing services (EMS) in the Asia Pacific region. Established in 1987 and headquartered in Singapore, Excelpoint’s business presence spans over 40 cities in more than 10 countries with a workforce of more than 700 people from different nationalities and cultural backgrounds. For more information about Excelpoint, please visit www.excelpoint.com

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