PRESS RELEASE

Reorganization of the ASMPT SMT Solutions segment in North and South America

Clear focus improves market presence

Munich, June 4, 2024 – ASMPT, the market and innovation leader in hardware and software for semiconductor and electronics manufacturing, has reorganized its ASMPT SMT Solutions segment in the Americas (USA, Canada, Mexico and Brazil). The business, which was previously managed centrally from Suwanee in Georgia, USA, will be divided into separate North and South America regions. With this measure, ASMPT is sharpening its market focus to better meet the specific needs and requirements of the very different markets.

The markets in Mexico and Brazil differ from those in the USA and Canada. While mainstream solutions for the high-volume production of consumer goods, computers and automotive electronics are the main drivers in Mexico and Brazil, the Canadian and USA markets focus more on innovative and customer-specific advanced packaging solutions for high-mix production and on the development of special products for medical technology, the aerospace and defense industries, as well as industrial electronics, all of which are particularly demanding in terms of innovation and quality. “Serving these different market requirements required an operational separation of the Americas organization, which had previously been centrally coordinated from Suwanee, Georgia,” explains Josef Ernst, CEO of ASMPT SMT Solutions. “Splitting the areas of responsibility allows ASMPT to focus on the specific needs of the markets in North and South America in a more targeted manner.”

Ramon Hernandez is responsible for Mexico and Brazil, and Alexander Hagenfeldt is in charge of the USA and Canada. Backoffice and support operations in the Americas will remain largely unchanged under the leadership of the previous managers. Ramon Hernandez has in-depth technical knowledge and 23 years of experience from holding various positions in the electronics industry. As a sales representative, he learned about testing, inspection and AOI systems along with other key technologies. At ASMPT, Hernandez developed successful market strategies as the General Manager for Mexico and made the business a key revenue driver within the Americas.

Alexander Hagenfeldt is responsible for the USA and Canada. He has been with ASMPT for 13 years and has held various positions within the Technical Solutions Marketing team and Service EMEA. He is well known in the industry for his extensive experience working with electronics manufacturers around the world and his visionary strategies for customer-focused hardware and software solutions for semiconductor and electronics manufacturing.

“I am convinced that this targeted market alignment with clearly assigned responsibilities will enable us to serve our customers throughout the Americas even more effectively while allowing us to become more competitive and to keep growing successfully,” said ASMPT CEO Josef Ernst.

**Illustrations for downloading**

The following print-ready artwork is available on the internet for downloading:
<https://kk.htcm.de/press-releases/asmpt/>

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| **Ramon Hernandez, General Manager Mexico & Brazil, ASMPT SMT Solutions**Image credit: ASMPT | **Alexander Hagenfeldt, General Manager USA & Canada, ASMPT SMT Solutions**Image credit: ASMPT |

**About ASMPT Limited (“ASMPT”)**

ASMPT Limited is a leading global supplier of hardware and software solutions for the manufacture of semiconductors and electronics. Headquartered in Singapore, ASMPT’s offerings encompass the semiconductor assembly & packaging, and SMT (surface mount technology) industries, ranging from wafer deposition to the various solutions that organize, assemble and package delicate electronic components into a vast range of end-user devices, which include electronics, mobile communications, computing, automotive, industrial and LED (displays). ASMPT partners with customers very closely, with continuous investments in R&D helping to provide cost-effective, industry-shaping solutions that achieve higher productivity, greater reliability, and enhanced quality.

ASMPT is listed on the Stock Exchange of Hong Kong (HKEX stock code: 0522) and is one of the constituent stocks of the Hang Seng Composite MidCap Index under the Hang Seng Composite Size Indexes, the Hang Seng Composite Information Technology Industry Index under Hang Seng Composite Industry Indexes, the Hang Seng Corporate Sustainability Benchmark Index, and the Hang Seng HK 35 Index.

**To learn more about ASMPT, please visit www.asmpt.com.**

The ASMPT SMT Solutions segment

The mission of the SMT Solutions segment within ASMPT is to implement and support the Intelligent Factory at electronics manufacturers worldwide.

ASMPT solutions support the networking, automation, and optimization of central workflows with hardware, software and services that enable electronics manufacturers to transition to the Intelligent Factory in stages and enjoy dramatic improvements in productivity, flexibility, and quality. With its integrated open automation concept, ASMPT opens the door for its customers to economically feasible automation, entirely in accordance with their individual requirements – modular, flexible, and vendor-independent.

The product range includes hardware and software such as SIPLACE placement solutions, DEK printing solutions, inspection and storage solutions, and the Software Suite WORKS. With WORKS, ASMPT offers electronics manufacturers high-quality software for planning, controlling, analyzing and optimizing all processes on the shop floor. Maintaining close relationships with customers and technology partners is a central component of ASMPT’s strategy.

For more information about ASMPT SMT Solutions, visit smt.asmpt.com.

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