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Samsung Electro-Mechanics and PowerbyProxi Announce Strategic Partnership for Development of Wireless Power Solutions

Marks first wireless power partnership for Samsung Electro-Mechanics

SEOUL, Korea and PLEASANTON, Calif., September 30, 2013 – Samsung Electro-Mechanics, a world-leading producer of high-tech integrated components of electronics and mechanical devices for all electrical devices, and PowerbyProxi, developer of the world's most advanced and safest wireless power system, today announced they have entered into a strategic partnership licensing PowerbyProxi's consumer electronics (CE) and home appliance wireless power IP and technology. PowerbyProxi also announced it has received $4 million in strategic funding from Samsung Ventures Investment Corporation (see separate release dated September 30, 2013).

Since 2000, Samsung Electro-Mechanics has focused on the digital parts industry based on high frequency, software and design/production technology and has become recognized as a leading global electronic components manufacturer. The company's vision is to create the future of the digital world through cutting-edge technologies and components.

"Our research identified PowerbyProxi as a leader in wireless power technology based on its expertise, track record and comprehensive patent portfolio," said Vice President, Hugh Kim, Director of Wireless Charging Development, Samsung Electro-Mechanics. "We are excited to work together on innovative consumer products that will raise the bar for our industry."

The announcement signals Samsung Electro-Mechanics' commitment to wireless power and wireless charging as a key technology for the future of CE and home appliances. Through its

partnership with PowerbyProxi the company will be able to produce reliable and advanced wireless power solutions that will provide a new generation of functionality for electronic parts' manufacturers to offer to their customers.

"This is a major agreement for us in the consumer electronics market and enables us to leverage our wireless power technology and IP to deliver the best user experience to a mass audience," said Fady Mishriki EVP and CTO at PowerbyProxi. "SEMCO's extensive due diligence clearly demonstrates that the strength of our IP and engineering capabilities solve many of the technical challenges limiting current versions of wireless power. Our partnership is further evidence that wireless power and charging are fast becoming mainstream," said Mishriki.

About PowerbyProxi
PowerbyProxi has developed the world's most advanced and safest wireless power system. We give consumer electronics and industrial product designers the freedom to wirelessly transfer efficient power in the most difficult places: from a miniaturized receiver inside a AA battery to a mission critical solution in the demanding and hostile environment of a wind turbine control system. PowerbyProxi has worked with customers on over 50 real world projects and built its deep technical know-how by initially focusing on complex industrial applications. We have also created the first commercial wireless recharging system capable of 3D power transfer, regardless of how the device is positioned in the recharging unit. PowerbyProxi is a spin-out of the University of Auckland's world-leading engineering department and holds an unrivaled patent portfolio with 126 patents issued worldwide. For more information visit: www.powerbyproxi.com.

About Samsung Electro-Mechanics
Samsung Electro-Mechanics (SEM) has remained dedicated to developing and producing essential electronic parts since 1973. Over the years, advanced technology and superior competitiveness have enabled SEM to join the ranks of the industry elite. SEM started out by making components for TVs and other audio-video products. Next, SEM worked on applying our technologies related to materials, wireless RF components, power supplies, and precision "mechatronics" (mechanics and electronics interface) to develop new parts and components. Today, SEM's PCB, chip components, camera modules, power supplies, tuners, network modules, and motors are being intensively cultivated into the world's very best.
In addition, the evolution of information technology is accelerating SEM's development of parts that are more energy efficient and friendlier to the environment, and SEM's competencies are being focused on seeking out new business areas with future growth potential such as ubiquitous sensor & module, automotive.

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