

Rebranding FAQ

This year, our Group will be changing our name to Netceed. Please see below for Frequently Asked Questions regarding our brand transition that will be taking place over the next several months. As our organization rolls out our new branding and further integrates, we'll provide our customers and partners with a smooth transition experience. We're committed to ensuring you are met with the same level of dedicated service and support you have received from us over the years during this brand transformation and integration. Should you have any additional questions, please reach out to your day-to-day contact.

Brand Strategy

- **Why did the Group decide to change their name? Why now?**

ETC Group began nearly 30 years ago with a goal of serving the telecommunications industry providing exceptional distribution, logistics, technical expertise, and product design in support of their networking needs. Over the last three years, the company's global position has significantly accelerated due to new products, organic growth, distribution center expansions, and strategic acquisitions (which includes Walker, Comstar Supply, and Multicom).

This year we not only celebrate our 30th anniversary, but also a seminal transformation as we unite together across the Group with a single focus on shaping the future of global communication networks from the core to the service delivery edge.

With strong Investor backing from international private equity firm, Cinven, holding a majority stake in ETC Group, and Cédric Varasteh and Carlyle Europe Technology Partners ("CETP"), each with significant minority stakes alongside Cinven, we're positioned for accelerated growth and enhancements in our product and services portfolio with our enlarged scale. We're looking to preserve the legacy of ETC Group, though the name itself poses some legal risk in new geographies. After eight acquisitions across the globe, our companies are uniting into a singular organization and having a name that properly represents the entire Group is key. The unification of the Group reflects the already well-established global reach and local expertise of the companies powered by ETC Group, now coalescing them under one brand worldwide.

- **What does the new brand stand for?**

The new name, Netceed, paired with a bold and vibrant new brand design embodies our commitment to shaping the future of global communication networks with agility, flexibility, and reliability. The dynamic and future-forward visual channels our team's focus on innovation and solidifies its dedication to delivering cutting-edge solutions with an unmatched level of telecom industry expertise.

Netceed stands for helping our customers' networks succeed, exceeding customer and partner expectations, and by keeping the letters "etc" in the new name, we're paying homage to the incredible and dynamic company that was built by our Founder and CEO, Cédric Varasteh.

Transition Timing

- **When is the rebrand happening?**

Our Group's brands will integrate into a singular organization across the globe including USTC Corp, Walker, Comstar Supply, and Multicom in the U.S.; EuroTechnoCom in France; ETCP and iETC in Portugal; Comtec in the United Kingdom, Qatar, Oman, UAE, and Hong Kong; ILDC in Israel; DNT in the Dominican Republic; ETC Morocco Networks; ETC Germany Networks; Klonex-VCS in Poland; and Tiba Produktions & Vertriebs GmbH in Austria. The unification of the Group reflects the already well-established global reach and local expertise of the companies powered by ETC Group, now coalescing them under one brand worldwide.

The transition to the unified global Netceed brand is planned sequentially over six months, starting with our companies in the U.S., France, and UK.

- **When will the brand or business unit I work with transition to the name Netceed?**

Beginning in April, you will begin to see the roll-out of our Netceed branding in the United States, which will continue over the course of several months to ensure a smooth transition.

Processes

- **Will there be a change in service?**

As our organization rolls out our new branding and further integrates, we'll provide our customers and partners with a smooth transition experience. We're committed to ensuring you are met with the same level of dedicated service and support you have received from us over the years during this brand transformation and integration.

Across the world, we have more than 1,200 employees across 40+ locations in 14 countries that support 14,000+ customers worldwide. With this scope, our global reach, scale, and distribution potential will be put to work for your business.

Our unwavering focus is on increasing the speed and reliability of supply chains to open new possibilities for our customers with:

- More certainty in supply availability, on-time delivery, and total cost of ownership (TCO)
- Transformative agility and efficiency for your organization
- Technical expertise and experience in advanced technology and infrastructure solutions
- Enabling the future of connectivity with global reach, purchasing power, and scaling potential

- **How will invoicing and payments be handled moving forward?**

We're committed to ensuring a smooth transition, and the current process for invoicing and/or payments, including banking information, will currently remain the same.

- **Who do I turn to for questions regarding the new branding?**

Please reach out to your day-to-day contact for additional questions.