

DigiKey

The DigiKey
brand **refreshed**



Logo

New logo

DigiKey

Old logo



Building on our heritage while modernizing for the future, our logo and tagline express our technical expertise married with the experience and reliability our customers count on.

Shorthand

New shorthand

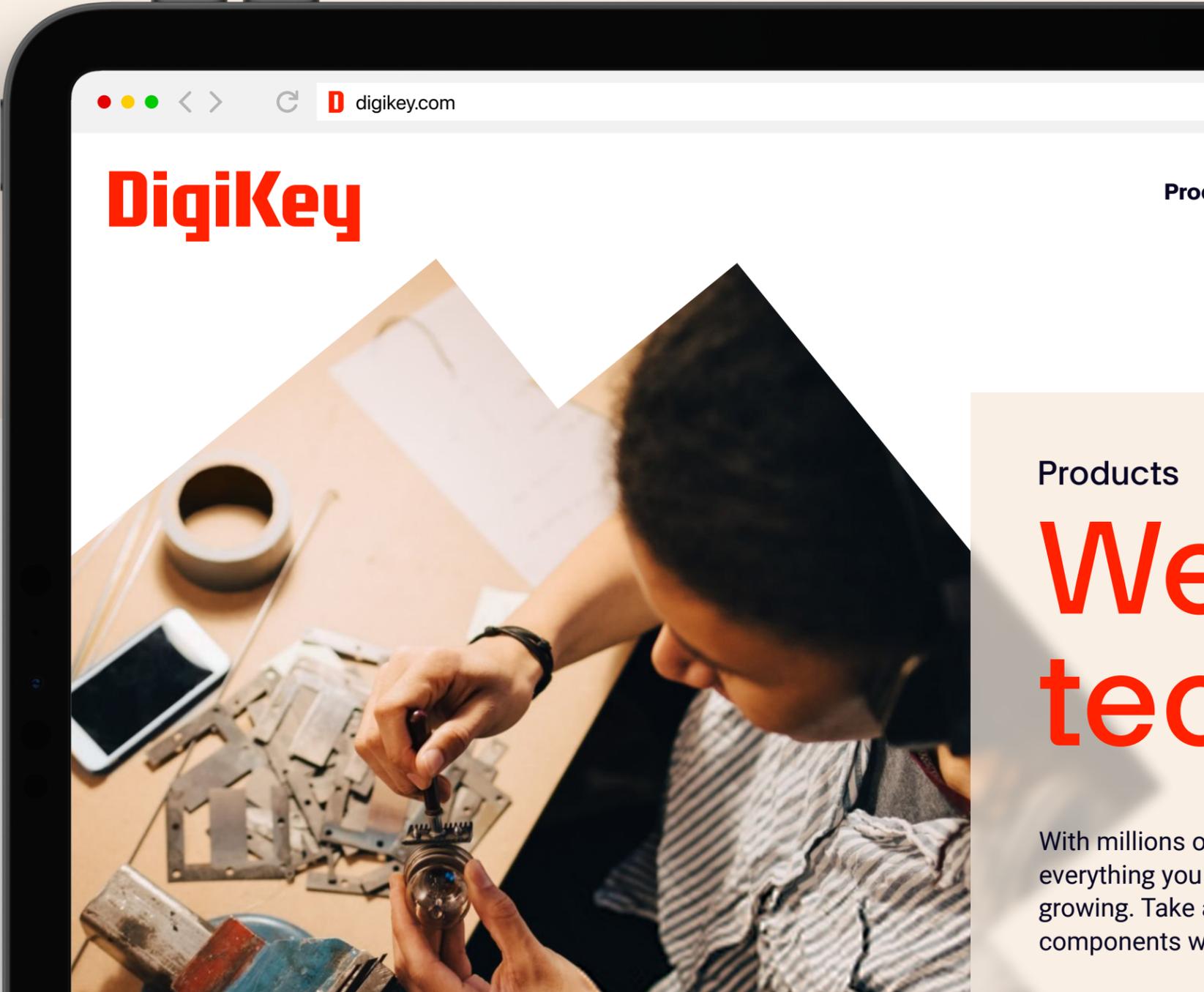


DigiKey

Old shorthand

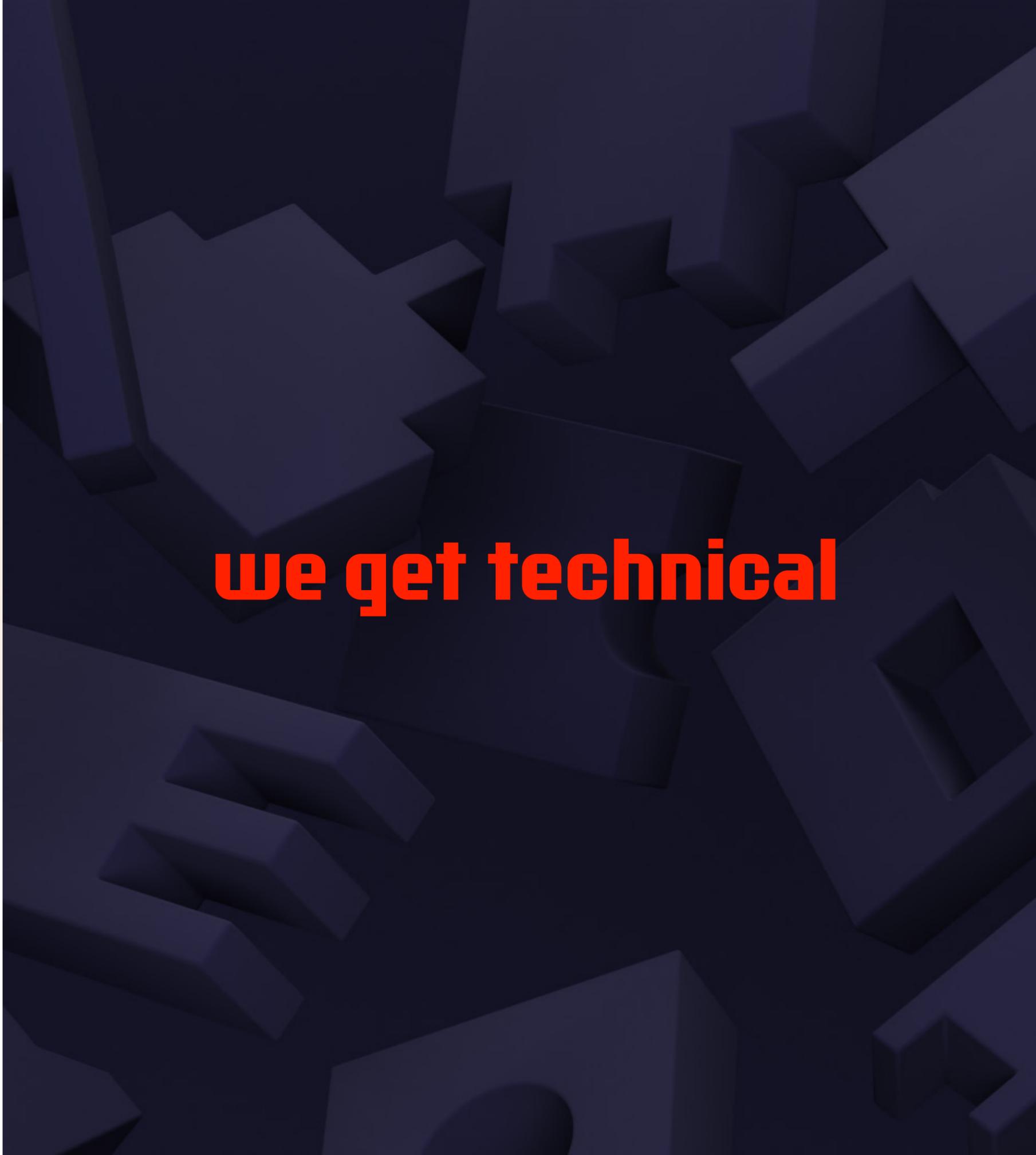


DigiKey



Tagline

Our tagline – *we get technical* – speaks to both our understanding and ability to act on all things technical. It communicates our depth of expertise clearly and concisely, reflects our brand personality and highlights our commitment to engineering and design.



we get technical

Logo as main visual

DigiKey



Business papers

New business papers



Old business papers



Social media



ey

2, 2023

10:00 AM CDT

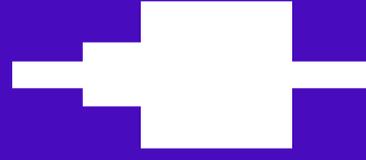
us for our coming webinar!



DigiKey



 DigiKey



 DigiKey



We g tech

Digital + print publications



Merchandise



Packaging

New packaging

Old packaging



PowerPoint templates

DigiKey corporate slides

May 1, 2023
Presented by First Last

DigiKey



Supplier sales ranking 2022, all regions

1	ANALOG DEVICES	6	TDK	11	Amphenol	16	LITTELFUSE
2	TEXAS INSTRUMENTS	7	VISHAY	12	infineon	17	bel
3	MICROCHIP	8	Littelfuse	13	onsemi	18	ST
4	TE	9	Panasonic	14	NXP	19	DIODES
5	molex	10	muRata	15	KEMET	20	KYOCERA

DigiKey Confidential - NDA

What you need, now

- 2,700,000 in-stock products — the world's largest inventory of electronic components
- 3 million square feet distribution space for increased capacity and shipping speed
- 99% of orders shipped the same day
- 929,000+ customers served every year
- Shipping to 180 countries around the world



DigiKey Confidential - NDA

New .ppt template

Thief River Falls, our home and headquarters



8,600
population

45 miles
east of North Dakota border

65 miles
south of the Canadian border

DigiKey Confidential - NDA

50 years of growth

1972
36
parts in stock

2012
626,000
parts in stock

2022
2.8M
parts in stock

DigiKey Confidential - NDA

Our history

1972
Mail-order origins
Started as a mail-order business providing parts to hobbyists

DigiKey Confidential - NDA

Old .ppt template

China Market Study Analysis

Customer Insights: Lauren Lang & Jillian Switts
February 2021



China Deep Dive Study Objectives

- Brand Perception**
 - Understand Digi-Key's brand perception
 - For customers and non-customers
 - During funnel stages: Awareness, Consideration, Usage
- Competitive Landscape**
 - Who are customers ordering from?
 - Why do they stop using a distributor?
 - What could incentivize them to do more business with their distributor?
 - Perceived benefits of Chinese distributors vs non-local
- Digi-Key Performance**
 - How satisfied are Digi-Key customers?
 - How does this compare to our top competitors?
 - What are our strengths vs. opportunities?
- Path to Purchase**
 - Understand key purchase tools
 - Identify features/information that drive distributor website usage

Serving the world from Thief River Falls



America: In as little as **24 hours**

EMEA: In as little as **48 hours**

APAC: In as little as **72 hours**

DigiKey Confidential - NDA

50 years of growth

Employees: **4,100+**

Products in stock: **2.8M+**

Supplies: **2,200+**

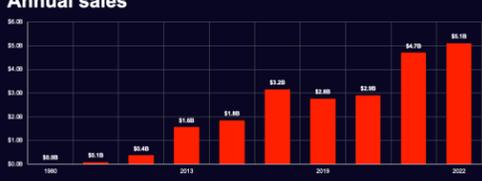
3.2 million calls per year

857,000+ customers per year

6.5 million+ orders per year

45 websites, 21 languages, 26 currencies

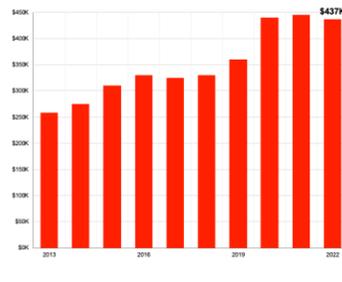
Annual sales



DigiKey Confidential - NDA

Customer growth 2012-2022

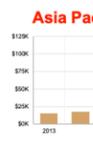
Americas



EMEA



Asia Pacific



DigiKey Confidential - NDA

Brand advertising

New brand advertisements

Start Your Concept.
Start With Digi-Key.

- More Products
- More Inventory In-Stock
- More Name-Brand Suppliers
- More New Technologies
- More Technical Resources

1.800.344.4539
DIGIKEY.COM

Digi-Key
ELECTRONICS

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Old brand advertisement

We've got the new products
your ideas deserve



We have over 400,000 new, name-brand products in stock and ready to ship—with more added daily. If you can design it, we can help you build it.

Find what you need at [digikey.com/new](https://www.digikey.com/new)
or call 1.800.344.4539

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ECIA MEMBER
Supporting the Electronic Council

New look
Same focus

We've refreshed our brand, but our commitment to customer-centric experiences remains constant.

And as always, our goal is to accelerate progress for every designer, buyer, and builder.

Learn more at [digikey.com](https://www.digikey.com)

DigiKey

we get technical

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