

Kulicke & Soffa Industries, Inc.

## **Kulicke & Soffa Announces Assembléon Brand Name Change**

SINGAPORE--(BUSINESS WIRE)-- Kulicke and Soffa Industries, Inc. (NASDAQ: KLIC) ("Kulicke & Soffa", "K&S" or the "Company") announced that effective today, Assembléon branded equipment and solutions will begin to use the Kulicke & Soffa name. Assembléon was acquired by K&S January 2015 and has extended the Company's equipment solutions within its advanced packaging portfolio, while also diversifying into the industrial, medical, and automotive markets within advanced SMT.

In addition to the existing superior product quality and level of service the Assembléon brand is known for, K&S has further dedicated additional R&D resources to drive more aggressive new product development and features to better serve existing market segments. To compliment these initiatives and to further unify the Assembléon and K&S brands, the Assembléon website will be redirected to the K&S website ([www.kns.com](http://www.kns.com)) under the product lines of Advanced SMT and Advanced Packaging Mass Reflow. Existing product names and the Assembléon B.V. legal entity will remain intact.

Tong Liang Cheam, Kulicke & Soffa's Vice President of the Advanced Packaging Business Line and Corporate Strategy, said, "The K&S vision is to be the leading technology and service provider of advanced interconnect solutions. Bringing Assembléon into the K&S family strengthens our overall offerings and technological competencies and confirms our commitment to both the sizeable advanced SMT and the emerging advanced packaging markets."

In alignment with the name change the former headquarters of Assembléon B.V., currently located in Veldhoven, the Netherlands, will be relocating to a new K&S facility located in nearby Eindhoven on October 19.

### **About Kulicke & Soffa**

Kulicke & Soffa (NASDAQ: KLIC) is a global leader in the design and manufacture of semiconductor, LED and electronic assembly equipment. As a pioneer in this industry, K&S has provided customers with market leading packaging solutions for decades. In recent years, K&S has expanded its product offerings through strategic acquisitions and organic development, adding advanced packaging, advanced SMT, wedge bonding and a broader range of expendable tools to its core ball bonding products. Combined with its extensive expertise in process technology, K&S is well positioned to help customers meet the challenges of assembling the next-generation semiconductor and LED devices. ([www.kns.com](http://www.kns.com))

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