

SILICON MOBILITY APPOINTS HARVEST MANAGEMENT PARTNERS, *Targets next generation hybrid and electric vehicles*

SOPHIA ANTIPOLIS, FRANCE AND SUNNYVALE, CA (October 5th, 2016)- Silicon Mobility, a technology leader developing semiconductors for cleaner, safer and next generation connected vehicles announced today it has entered into an agreement with Harvest Management Partners (HMP) to help develop its business development activity. HMP will assist Silicon Mobility in increasing its visibility and strengthen its presence in the Silicon Valley, the epicentre for automotive technology, in regards to its eco-system for Advanced Driver Assistance Systems (ADAS) and hybrid, electric, and driverless vehicles.

“The Automotive sector is evolving; facing greater opportunities and challenges: tighter regulation, disruptive new players, demand for breakthrough technology, and increasingly complex business models. HMP will help Silicon Mobility to increase its market visibility into this exceptional eco-system that drives the global market”, said Bruno Paucard, CEO of Silicon Mobility.

“We are delighted to have been selected by Silicon Mobility as business partners and advisors here in the Silicon Valley and to help them develop a new eco-system targeting the next generation of clean transportation” stated Kyle Park, Managing Director at Harvest Management Partners. “This complements our long standing relationship with Fiat Chrysler Automotive and more recently with TE Connectivity. Silicon Mobility’s innovative technology will be a critical component for this new transportation supply chain” stated Alain Labat, Managing Director at Harvest Management Partners.

About Silicon Mobility

Silicon Mobility is a semiconductor fabless company enabling the design of cleaner, safer and smarter mobility. The company designs, develops and markets flexible, real-time, safe and open semiconductor solutions for highly demanding and critical embedded systems such as automotive, aeronautics, railways and drones. Silicon Mobility’s products are at the heart of engine electrification, hybridization, autonomous and driverless vehicle control. Founded in 2015, the company is headquartered in Sophia-Antipolis, France. For more information, visit www.silicon-mobility.com.

About Harvest Management Partners LLC

Harvest Management Partners LLC is a Silicon Valley based investment bank, specializing in company financial assessment, advisory services, plan of action development, strategic marketing, and worldwide negotiation of mergers and acquisitions. Since 2010, Harvest Management Partners has assisted over 40 technology clients within the software, semiconductor, security, IP and automotive electronics sectors. They are also the exclusive Silicon Valley advisors for Fiat Chrysler Automotive (NYSE: FCAU) and TE Connectivity (NYSE: TEL). With a combined history of 55+ years of direct operational experience and relationships with venture capitalists and C-Level executives worldwide, Harvest Management Partners is well positioned to provide a comprehensive set of unique services for their clients. For more information, visit www.harvestmp.com