

CREATING A GLOBAL WAVE OF INNOVATION



The Micrel Culture

Micrel's lifelong dedication to customer success is at the heart of the Company's culture. Internal processes have been developed with flexibility in mind, so entire organizations can quickly react to changing requirements. With multiple design locations in the U.S., Europe, China, and Taiwan, and numerous sales offices throughout the world, Micrel's outstanding sales, customer service, and technical support organizations make it easy to get questions answered and issues resolved. Motivated by a dedication to quality, Micrel first achieved ISO9001 registration on March 31, 1997 and has maintained that registration through surveillance audits. In December 2003, the Company attained ISO9001:2000 certification and then, in December 2004, achieved the International Environmental Management System Standard. The Company remains fully committed to delivering products and services that exceed customer expectations — error free, on schedule, and at a competitive solution cost. A culture of continuous improvement permeates all disciplines in the Company and includes the activities of its suppliers. Micrel is also fiercely protective of its innovation and holds hundreds of patents on semiconductor devices and methods, both domestic and foreign.



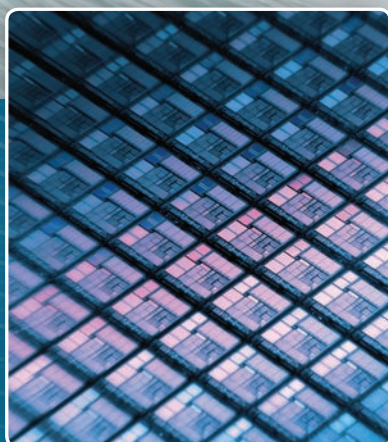
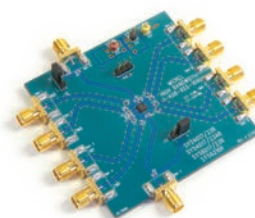
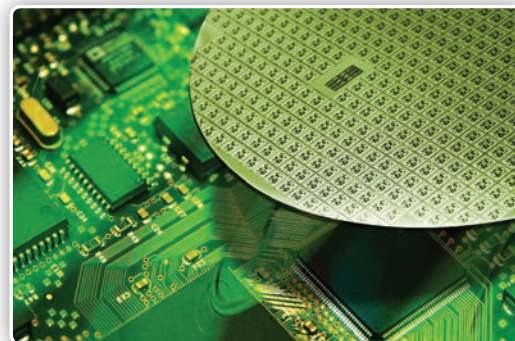
Micrel, Inc.

Creating a Global Wave of Innovation

In an increasingly global environment of instant communications, Internet, cloud computing, and productivity tools of the minute, Micrel Semiconductor stands out as a company of lasting value with a rich history of success that spans more than three decades. Micrel continues to succeed by staying ahead of the latest semiconductor trends in the high-performance linear and power solutions, LAN, and timing and communications markets. Micrel is devoted to changing the world one semiconductor at a time, innovating every day through integrated circuit technology advances that impact everything from the battery life of the latest smartphones to diagnostics on automobiles to the performance of security cameras and tablets.

A Legacy For Success

Micrel was founded in 1978 by President and CEO Raymond Zinn with no venture capital funding. During the first seventeen years of its existence, Micrel funded growth through its own financial resources and without outside investors, a unique beginning in Silicon Valley where venture capital firms and cash-rich start-ups are the stuff of technology legend. Initially, Micrel was only in the semiconductor business to provide services for semiconductor manufacturers. In 1981, the Company acquired a wafer foundry business in Sunnyvale, California, and secured a cleanroom facility that manufactured integrated circuits on silicon wafers. This new business became our Foundry Division. In the 1980s, Micrel began to develop its own lines of integrated circuits. These have evolved into Micrel's standard products. The Company also began offering "full custom" services to customers, designing ICs to meet a customer's specified need. Today, Micrel offers a full complement of standard products, including off-the-shelf integrated circuits employing analog, digital, and mixed-signal technology. Flexibility remains one of the cornerstones of Micrel, interwoven in everything from the company's overall business approach to customer service and corporate culture.



INNOVATION THROUGH TECHNOLOGY



1981

Acquired wafer foundry business in Sunnyvale, CA;
New business became Foundry Division | 1981

Began developing own lines
of integrated circuits and
"full custom" services to customers

Mid-1980s

Why Micrel?

For decades, Micrel has been the IC supplier of choice for customers around the world. The Company excels in:

- SAM expansion with key new products
- Technological diversity
- Forward-looking design
- Bottom-line orientation
- Maintaining a strong IP focus
- Being shareholder friendly
- Unique manufacturing, providing maximum customer satisfaction
- Global efficiency and local focus
- Widely diversified end markets and a broad product portfolio
- A strong balance sheet and positive operating cash flow

Products that Spell Success in Dynamic and Growing Markets

HIGH-PERFORMANCE LINEAR AND POWER SOLUTIONS

In addition to the Company's full-service Foundry and MEMS services, Micrel offers innovative and differentiated high-efficiency DC-DC regulators that operate with voltages up to 70V and output current up to 20A. These products use Micrel's high-voltage process technology to achieve the highest power density in small packages.

The SuperSwitcher™ product family offers a range of 6, 9, and 12A buck regulators with ultra-fast transient response to load change, using minimum output filter capacitors.

Micrel has gained a reputation as a premiere supplier of low-dropout (LDO) regulators in the worldwide market. It is a major global supplier to the mobile phone and computing industries thanks to its most prolific and largest business group, High-Performance Linear and Power Solutions.

The Company maintains a very broad portfolio of LDO regulators ranging from 80mA devices in Teeny™ SC-70-5 packages to 7.5A power devices and LDO controllers for even higher-current applications. The award-winning and ground-breaking Ripple Blocker™ family provides more efficient noise suppression for today's highly sensitive data and image capturing systems. This first-of-a-kind IC family is ideal for the most demanding portable applications. With hundreds of IC solutions addressing technology challenges, Micrel offers a diverse array of semiconductor devices including radio frequency products, hot swap controllers, Metal-Oxide Semiconductor Field-Effect Transistor (MOSFET) drivers, switch-mode power supply products, Universal Serial Bus and Personal Computer Memory Card International Association (PCMCIA) power distribution switches, LED back-light and High-Brightness LED (HBLED) drivers, voltage/processor supervisors, converters, latch and display drivers, USB transceivers, battery chargers, and more.



TIMING AND COMMUNICATIONS

Micrel's recently created Timing and Communications business group — consisting of the Clock and Timing, and High-Speed Communications product groups — focuses on high-performance solutions for the growing communications and networking market segments, and consists of the previously named High Bandwidth (HBW) products as well as the acquisition of Phaselink Corporation. Products from this business group include Physical Media Devices (PMD) ICs such as multi-rate (up to 3.2Gbps) LASER drivers, post amplifiers, and optical module management controllers for all types of fiber-optic module applications. The group also offers physical layer ICs such as 155Mbps and multi-rate (up to 2.7Gbps) Clock and Data Recovery (CDRs), and MUX/DeMUX ICs for access and telecommunications applications. Micrel's Precision Edge® product family includes precision frequency synthesizers,

NASDAQ®

Acquired Synergy Semiconductor Corporation | **1998**

1994

Company became publicly traded (Nasdaq: MCRL) | **1994**

1998

2001

Acquired Kendin Communications | **2001**

KENDIN
COMMUNICATIONS
Gigabit and Beyond

clock distribution and translation, multiplexers, cross-point switches, and high-speed gates for the most stringent, timing-critical applications. All of Micrel's Precision Edge products are designed to provide the lowest skew and jitter solutions available. PhaseLink's product line provides high-performance integrated timing solutions to system and oscillator manufacturers. Our crystal oscillator chips (ultra-low jitter analog frequency multipliers and PhasorVI VCXO and XO) are targeted at the high-performance communications and storage markets. Our programmable clocks meet the needs of demanding consumer, mobile, and industrial applications. PhaseLink enjoys a global customer base in these markets.

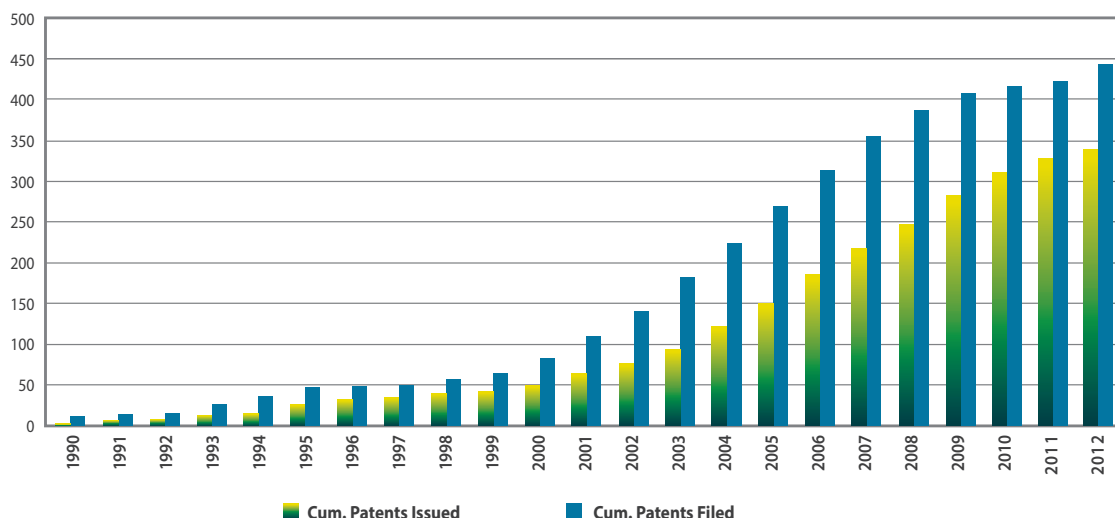


LAN SOLUTIONS

Micrel's LAN Solutions business group delivers high-value Application Specific Standard Product (ASSP) solutions in several high-growth markets, including automotive and industrial networking technology. Micrel's LAN products are consistently used in the wireless, VoIP, small office/home office markets, and other applications. Products offered include numerous field-proven, multi-port products in a variety of packages, as well as unmanaged and managed switches for everything from embedded Ethernet and cyber-apartment applications to products that connect wired and wireless copper and fiber systems. In addition, Micrel is leading the way in both diagnostic and infotainment applications in the automotive arena. Micrel's LAN products operate over commercial and industrial temperature ranges, and are available in a series of environmentally friendly, lead-free products.



Catching the Wave of Innovation



- Analog Design and Process Expertise Developed Over Many Years
- Strong Patent Portfolio
- Significant Number of Patents Issued and Filed

Acquired Blue Chip Communications
of Oslo, Norway | **2004**

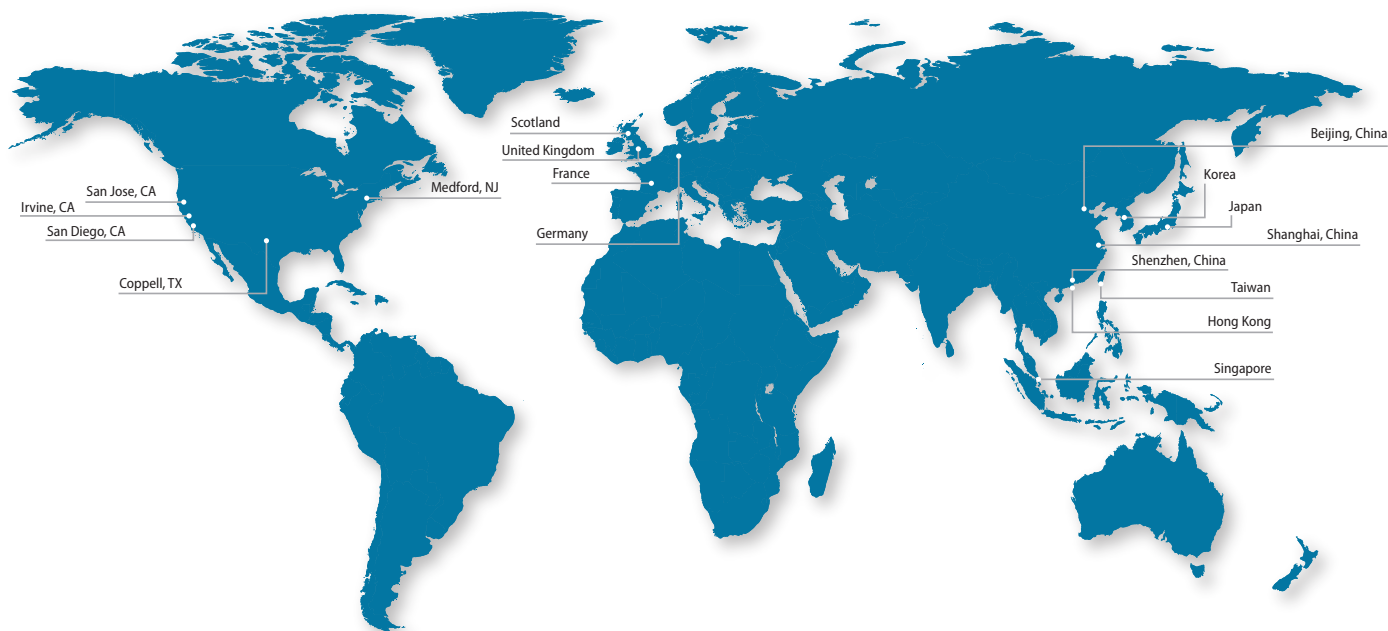
2004

2012

Acquired PhaseLink™ | **2012**

PLL PhaseLink
Corporation

MICREL®
Innovation Through Technology®



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