

Frequently Asked Questions

Q. What did Ingram Micro announce?

Ingram Micro announced that it has successfully acquired certain assets of Mamasú Agency.

Q. What does Mamasú do?

Headquartered in Barcelona, Spain, Mamasú is an APS development and UX (user experience) design firm.

Q. What assets did Ingram Micro acquire from Mamasú?

Ingram Micro gains a team of talented developers, Mamasú's partner and vendor relationships, access to Mamasú's intellectual property and the Mamasú brand.

Q. How will leadership change at both companies?

No changes are currently planned as we are focused on minimizing any disruption in the service while continuing efforts to build out the technology.

Q. How does this acquisition fit into Ingram Micro's company strategy?

This acquisition aligns with our strategic priorities. Specifically, Mamasú enhances our current UX development capabilities and provides additional APS resources that will expand our ability to onboard more vendors and accelerate the growth of our partners' cloud services business.

Q. Where will Mamasú associates fit in the Ingram Micro organizational structure?

Mamasú associates will become part of the Ingram Micro Cloud business unit and will focus on APS development.

Q. How many associates are involved in this acquisition?

18 associates are involved in this acquisition.

Q. How do Ingram Micro's current cloud offerings and Mamasú's products complement each other?

Mamasú is complementary to our global cloud business strategy, specializing in cloud development based on Odin Service Automation to help telecommunication service providers and hosters develop APS packages to connect their applications to the Odin platform.

Q. What are the benefits of the acquisition for Mamasú customers and vendors?

With this acquisition, Mamasú customers and vendors become part of one of the biggest cloud ecosystems in the world. A Fortune 100 company, Ingram Micro brings a global presence, demonstrated financial strength, expertise, breadth of cloud services and an extensive business network of established technology relationships to support accelerated business success in the cloud. Ingram Micro is committed to being a leader in the cloud services ecosystem, as well as a key player in enabling vendors, resellers, and end customers to benefit from the adoption of cloud technologies.

Q. How will the acquisition impact current Ingram Micro customers?

Ingram Micro customers are expected to benefit from greater support in APS development.

Q. Do you expect the acquisition transaction to cause any issues with vendors or customers?

No, we don't foresee any disruption in the delivery of services and will proactively work with our customers and partners to ensure a smooth transition.

Q. Who can I contact for more information?

We recommend directing any questions to your manager first so that he or she can route the questions to the appropriate source.

Q. What should I do if the investors or media contacts me?

Please refer all investors to [Damon Wright](#), 1-714-382-5013, all media calls to [Danielle Gaut](#) (cloud contact) or [Tom Henson](#) (corporate contact), 1-714-382-1141.

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