



Acconeer deepens sales partnerships North America

The US and Canada make up an important market for Acconeer and as the company expands its product portfolio the sales strategy is updated to focus the actions where they matter the most. Building on established relationships with three experienced manufacturer representatives across the US and Canada, Acconeer has deepened these collaborations through Manufacturer Representative Agreements, bringing dedicated, regionally embedded expertise into closer alignment with the company's growth ambitions as the new A212 Pulsed Coherent Radar sensor enters mass production.

"North America is a strategically critical market for Acconeer, and the timing couldn't be better," says Michel Roig, Chief Commercial Officer at Acconeer. "With strong commercial momentum and the A212 now in mass production, we are making an investment in market depth. We are continuously working on developing our partner network, and our three representative partners will hit the ground running, representing Acconeer across industries in their respective regions and helping customers unlock the full potential of our radar technology."

Tech-Trek brings a large customer base within several key industries and have been serving the Eastern Canadian market with the highest level of field sales and engineering support for more than 40 years. Their profound technical knowledge makes them a perfect match for Acconeer's world-leading radar technology which strengthens Tech-Treks portfolio.

Envision Technical Sales, a trusted manufacturers' representative in the Midwest for nearly two decades, will carry Acconeer's radar solutions across Illinois and Wisconsin. Known for cultivating deep technical relationships and maintaining strong product knowledge, Envision is well-positioned to introduce Acconeer's technology to new customers in the region.

Giesting & Associates covers the diverse and industrially rich regions of Ohio, Michigan, Kentucky and Western Pennsylvania. With a strong track record of championing cutting-edge technologies and deep understanding of customers' drivers, objectives and challenges they are an ideal partner for Acconeer.

For additional information, please contact:

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About Acconeer AB

With ground-breaking technology, Acconeer has developed a radar sensor that opens a new world of interaction. Acconeer Micro Radar Sensor, with low power consumption, high precision, small size and high robustness, is a 60GHz robust and cost-effective sensor for detection, distance measurement, motion detection and camera-supported applications with low power consumption. Acconeer combines the advantage of low power consumption with highly accurate pulsed radar systems of coherent radar, all integrated into a component with a surface area of only 28 mm². The radar sensor can be included in a range of mobile consumer products, from smartphones to wearables, but also in areas such as robots, drones, the Internet of Things, healthcare, automotive, industrial robots and security and monitoring systems. Acconeer is a semiconductor company and, as a business model, sells hardware to manufacturers of consumer electronics products. Acconeer is listed on Nasdaq First North Growth Market with the ticker code ACCON, Redeye Nordic Growth AB is the company's Certified Advisor (CA). For more information: www.acconeer.com.

Attachments

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