

YAGEO

Taiwan's Yageo Corporation describing their biggest-ever deal, say they will buy U.S.-based Pulse Electronics for USD \$740m in efforts to expand in the United States and Europe.

The cash offer is the second mid-sized bid from a Taiwanese electronics company to buy a U.S.-based firm in recent months.



Acquiring Pulse, a maker of electronic components for cars, will strengthen Yageo's position in the automotive electronics market, a Yageo executive told a news conference last week, underscoring the growing focus on new energy vehicles that use more smart technology. Pulse, who also sell into the wireless and wireline communications market and defense industry, won several key customers last year, including a new contract to supply to a leading U.S. electric vehicle company.