



February 10, 2025

Dear Valued Customers and Partners,

Over the past months, we, Aginode (formerly Nexans Telecom Systems BU), has been operating as an independent brand, leveraging cutting-edge technological innovations by our differentiated product portfolio, including **essential**, **LANmark™**, **LANsense™**, **LANactive**, **XPLORER™**, **BRIGHTBOX™**, **INFRABIRD™**, **UPSKY™**.

As part of our rebranding efforts, we are pleased to announce that the **Aginode new packaging** for our LAN product lines are now **100% ready** to support your daily business operations, featuring new packaging that is both greener and easier to use.



The new packaging aligns with the Aginode corporate visual identity system and underscores **our commitment** to **low-carbon** and **eco-friendly** practices. We are dedicated to creating a better world of #smartconnection by increasing the use of recyclable raw materials, adopting electronic approaches to replace paper instructions wherever possible, and simplifying designs and labels.

We are excited to share with you that starting from **1st April, 2025** onward all new orders placed to us will be with **Aginode new packaging**.

During this transition phase you may encounter both old and new branded packaging from existing inventories of warehouses; at distributors; VAR & installers; and end-clients' premises. We sincerely apologize for any inconvenience this may cause and appreciate your understanding and support while we transit to serve you better.

Projects with prior written communication and agreement will remain unchanged. Your Aginode local sales representatives shall be at your full disposal for any communication needs. We extend our heartfelt thanks for your continued trust and support. Together with our global teams and extensive network of local partners, Aginode aims to become a stronger player in digitalization and connectivity. Make #smartconnections with Aginode!

Ron Lim
Sales Director - SEA
Aginode APAC

Ben Jiang
General Manager
Aginode APAC