Keysight Technologies

Who We Are: The world leader in electronic test and measurement

Fast Facts
- President and CEO: Ron Nersesian
- Headquarters: Santa Rosa, California
- Number of Employees: 9,500
- FY13 Revenue: $2.9 billion
- Market Size: $12 billion¹
- R&D Centers: 12 centers across the world
- Sales: In more than 100 countries
- Key Markets and Rankings: Keysight holds the #1 position in its industry segments of:
  - Communications (wireless data)
  - Aerospace and Defense
  - Industrial, Computers, and Semiconductors
- Website: www.keysight.com

Naming Background
Name: The name Keysight is derived from two English words: key, meaning indispensable or essential, a means of access; and insight, meaning the power of seeing, having vision and perception. The name connotes seeing what others cannot, having the critical or key insight to understand and unlock the changing technology landscape.

Tagline: “Unlocking measurement insights for 75 years,” commemorates the birth of the original Hewlett-Packard Company, from which Agilent’s electronic measurement business originated.

Logo: Keysight’s symbol is a stylized waveform – the shape and form of a common electrical signal. The symbol represents the company’s 100% focus on electronic measurement once it separates from Agilent Technologies, as well as a tribute to its legacy that dates back to the beginning of the electronic measurement industry as the original Hewlett Packard Company.

Company colors: The corporate signature’s colors are Keysight Red and Keysight Gray.

Milestones

¹ per Company estimates
Nov. 18 1999  Agilent was spun off from Hewlett-Packard as the largest initial public offering (IPO) in Silicon Valley history

Sep. 19, 2013  Agilent announced plans to separate into two publicly traded companies through a tax-free spinoff of its electronic measurement company

Jan. 7, 2014  Keysight Technologies revealed as name of new electronic measurement company

Aug. 1, 2014  Keysight expected to operate as a legal entity, wholly-owned subsidiary of Agilent

November 2014  Keysight expected to separate from Agilent through a stock dividend

### Market Leadership in Core Platforms

| Electronic Design Automation | Highest performance design software used by 2/3 of the world’s RF/Microwave designers |
| Network Analyzers | Highest performance, broadest offering, including industry-leading PNA-X microwave network analyzer |
| Signal Analyzers | Highest performance signal analyzer family, including the flagship PXA X-Series |
| Signal Sources | Highest performance signal generators led by the industry-standard PSG performance signal generator |
| Oscilloscopes | Product leadership in high-performance oscilloscopes via proprietary technology and application expertise |
| One Box Testers | Two new R&D (UXM) and manufacturing (EXM) platforms for 4G and beyond |

### Sales and Support

Keysight products are sold primarily through direct sales, additionally utilizing distributors, resellers, manufacturer’s representatives, telesales and electronic commerce. We have over 40 service locations and mobile teams worldwide, all using one consistent service network.

### Quality

We create customer satisfaction and earn customer loyalty by providing products and services of the highest quality and greatest value. Through our company-wide focus on quality, we integrate quality management principles and methodologies into critical business and decision-making practices. Our customer loyalty leads the industry.

### Corporate Citizenship/Environmental Practices

We conduct business in an ethical, socially responsible and environmentally sustainable manner. Our Environment and Sustainability Policy is to act in an environmentally responsible manner in regard to our operations, products and services. We design, manufacture and distribute products that conform to all applicable environmental, health and safety standards. We give back to the communities where our employees live and work through philanthropy and volunteerism.