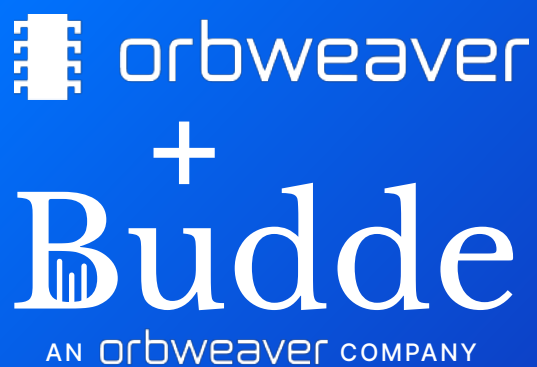




CLIENT FAQ:

What the Acquisition Means for You

Acquisition closed May 11. This document answers the questions we are hearing most, directly, without legal language.

Your Relationship with Budde Key Contacts

Your contacts haven't changed. So who do you reach out to?

Mike Budde Jr. remains President of Budde Marketing, An Orbweaver Company, and is, as always, personally reachable.

Jeff Bade remains your contact if he was before. The acquisition did not change who you work with. What it changed are the resources now behind them.

Why are Budde and Orbweaver merging?

Mike made this decision deliberately, over time. He chose Orbweaver because it is the only platform purpose-built for the complexity of the electronics supply chain, not adapted from another vertical. The capabilities his clients have been asking for are now within reach. This was not a financial transaction. It was a strategic decision made with his clients in mind.

Your Contracts & Services

Does my existing contract with Budde Marketing change?

Your current contract remains in effect. Nothing about your agreement is altered by the acquisition.

Will I need to sign a contract with Orbweaver?

Yes. Contracts between your organization and Orbweaver will be presented to reflect the current corporate structure. Payment terms, monthly costs, and support will not change.

Will my pricing change?

Your current pricing is not changing. Any pricing discussion tied to expanded services will be handled directly in a one-on-one conversation, never through a blanket announcement.

Who handles billing now?

Billing contacts and processes remain the same through the current contract period. When contracts direct with Orbweaver are executed, billing will then originate from Orbweaver.

Your Data & Services in Continuity

Will my POS reporting, commission calculations, direct sales, inventory, and ship-and-debit processes be interrupted?

No. Your services continue without interruption through the transition. Orbweaver's integration work happens in the background. You will not experience a gap in reporting, commission processing, or any other workflow.

What happens to my historical data?

Your historical data stays intact, yours, and accessible. Nothing is archived, deleted, or transferred without your explicit knowledge and authorization. Orbweaver's platform is built on the principle that your data is yours, always.

Are my current reports and workflows changing?

Not immediately. The longer-term goal is to give you more: better visibility, deeper automation, more real-time reporting. When Orbweaver SIGNAL becomes available in late Q4 2026, you can transition to it or remain on the legacy Budde Marketing solution. Both are supported.

What does 'data security' actually mean for my information?

Orbweaver maintains SOC 1 and SOC 2 certification and GDPR compliance. Your data is never mined, sold, or shared without your explicit authorization. If your security team wants to review our full compliance documentation, we welcome that conversation.

The Transition Process

What do I need to do right now?

Book a 30-minute call with Mike and Chris:

<https://www.orbweaver.com/budde/scheduling/>

They'll walk you through a simple two-step process.

First, you'll sign the Orbweaver contract; there are no changes to your current costs or services. Then, once Orbweaver SIGNAL becomes available in late Q4 2026, you'll have the option to transition to it or remain on the legacy Budde Marketing solution.

Migration to SIGNAL is the direction things are heading, but your timeline is part of the conversation you'll have with Mike and Chris. Nothing will be migrated without your knowledge and agreement on the timing.

The Transition Process (cont.)

What if I have concerns I want to address before getting on a call?

Reply to any email from Mike directly. He will address your concerns personally before you get on a call.

SIGNAL & What Comes Next

What is SIGNAL?

SIGNAL is Orbweaver's commercial intelligence product. It incorporates the POS data management, commission calculations, design registration, and ship-and-debit reconciliation capabilities that Budde has always delivered, now built on Orbweaver's enterprise infrastructure. It is the next evolution of what you have been getting from Budde, with more capability behind it.

Is SIGNAL available only to Budde clients?

No. SIGNAL is available to any participant in the electronics industry. As a current Budde client, you are among the first to access it, but it is not an exclusive product.

When is SIGNAL available?

SIGNAL will be available in late Q4 2026.

Do I have to migrate to SIGNAL?

Migration to SIGNAL is the direction things are heading, but your timeline is part of the conversation you will have with Mike and Chris. Nothing migrates without your knowledge and agreement on the timeline.

Will I lose anything in the transition to SIGNAL?

No. SIGNAL is designed to deliver everything you have today and more. If there is anything specific to your current setup that you want to make sure carries forward, that is exactly the kind of thing the 30-minute call is for.

What does the migration process look like?

Migration planning is handled as a dedicated workstream after your contract is signed. It is not part of this initial conversation. You will receive a detailed onboarding plan, a named migration contact, and a timeline built around your operations, not around Orbweaver's.

Orbweaver as a Platform

Who is Orbweaver?

Orbweaver has been building data integration and automation infrastructure for the electronics supply chain since 2012. Our platform connects manufacturers, distributors, and trading partners seamlessly, in real time, and with precision. It supports catalog data exchange, part data management, commercial intelligence, and procurement automation for some of the most complex organizations in the industry.

Who else does Orbweaver work with?

Analog Devices, Texas Instruments, Mouser Electronics, Digi-Key, TTI, Yageo, Rochester Electronics, and Waldom Electronics trust Orbweaver to connect their supply chain data and keep it moving accurately and in real time. These are just a few of the organizations with the same standards you have for data accuracy, reliability, and security. See <https://www.orbweaver.com/connections/> for a full list of partners connected through Orbweaver.

Is Orbweaver built specifically for electronics or is it a general platform?

Purpose-built for the electronics supply chain from day one. Not adapted from another vertical. That is one of the primary reasons Mike chose it.

What does Orbweaver's platform include beyond what Budde offered?

Orbweaver's platform includes DATAHUB for real-time data exchange, FORGE for product data management, syndication and intake, RELAY for procurement automation, and AMPLIFY for AI-enabled intelligence. SIGNAL, the commercial intelligence layer incorporating Budde's capabilities, sits alongside these. The result is a single platform that covers more of your data and channel operations than Budde could address alone.