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# Xplorechips

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## Next-Gen AI-Driven Electronic Component E-commerce Platform

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Siemens/Supplyframe X Flytronics

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Business Profile



# About Xplorechips



Shenzhen PrimeEra Digital Technology Co., Ltd. was established in March 2026 through strategic investment by the Flytronics Group, leveraging over a decade of expertise in electronic component distribution. Inheriting the Group's deep industry foundation, keen market insights, and global premium resources, and building on the mature Bom2buy platform technology and operational expertise, PrimeEra is positioned at the core of electronic industry R&D and supply chain services, dedicated to revolutionizing traditional component procurement and selection models, creating an intelligent, global, and domestic-focused integrated electronic component industry service platform.



## Global Supply Chain Support

Integrating global premium material resources to efficiently address fragmented and customized procurement needs, providing stable and reliable global supply chain support for enterprise R&D and production.

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## Domestic Innovation

Dedicated to building a premier aggregation platform for domestic electronic components, connecting the full chain of domestic device selection, application, and promotion, empowering domestic component brands to achieve market scale and growth.



## AI-Powered Component

Deploying the "AI Smart Component Sourcing" system to comprehensively simplify engineers' component selection process, effectively reducing R&D trial costs and shortening development cycles.

# Xplorechips Positioning

AI-empowered R&D component selection, connecting global premium materials, aggregating domestic core devices, serving the full-process procurement and innovation of the electronics industry, empowering engineers with efficient design and driving high-quality industry development.



## Differentiated Complementary Value

Focused on R&D prototyping and small-batch pilot production - traditional distribution services are weak - effectively addressing the gaps of international distributors. Through business synergy and support, we comprehensively solve fragmented procurement needs, improving R&D and supply chain responsiveness to build unique competitive advantages.



## Engineer Empowerment Value

Leveraging the "AI Smart Component Sourcing" core capability to transform the entire component selection, matching, and substitution. Helping engineers avoid design risks, reduce trial costs, and quickly find solutions. Significantly shortening the R&D cycle from concept to production deployment, empowering innovation through technology and accelerating product iteration and time-to-market.



## Emerging Applications Focus

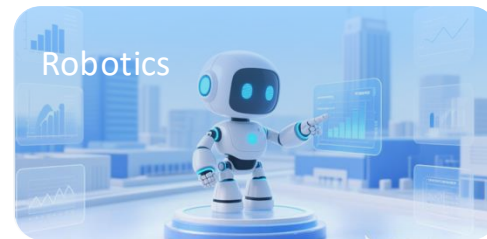
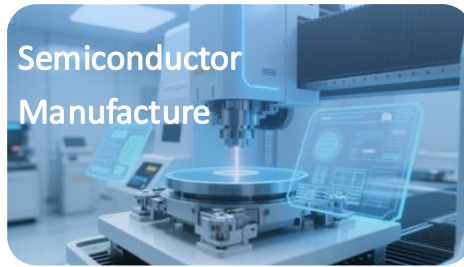
Building an exclusive aggregation platform for domestic quality components, full chain from technology promotion, selection validation, to application. Providing domestic brands with scalable market access to support the domestic process. Driving supply chain autonomy and controllability in the electronics technology empowerment and channel advantages, achieving high-quality upgrade across the industry.



## Full-Chain Service Value

Deep integration of global sourcing and localized operations capabilities, providing solutions from BOM intelligent kitting, urgent spot sourcing, to supply chain management the full lifecycle from R&D, prototyping, pilot production to mass production, with intelligence and domestic substitution, building an efficient and stable service to safeguard customer business operations.

# Core Industries



# Smarter Design Starts with AI Sourcing

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