

PRESS INFORMATION

Avnet Memec EMEA tops Macronix European Distributor Network

Poing, Germany, 26 May 2015 – Avnet Memec, an Avnet Inc. (NYSE:AVT) company, has been named as European Distributor of the Year 2014 for Macronix, supplier of advanced non-volatile memory devices. The award is given annually for outstanding performance in sales growth, new business opportunities and operations.

“Our distribution business across Europe grew by more than 40% in 2014 but the Avnet Memec team’s impressive operation out-performed our wider market,” said Christian Bangert, European Distribution Director at Macronix. “As a team Avnet Memec scored high in all categories, and as a result named our Distributor of the Year. From a standing start their



Chris Bowen, General Manager Macronix Europe NV; Christian Bangert, European Distribution Director, Macronix; Paul Leys, Technical Marketing Manager, Avnet Memec; Bill Walker, VP Technical Marketing, Avnet Memec

vertical market focus resulted in increased sales, new business opportunities and design wins, whilst demonstrating operational excellence. This award is thoroughly deserved and I congratulate them.”

John Jones, European Marketing Director at Avnet Memec continued, “The Macronix product portfolio is a great fit for us with its advanced Flash memory devices fitting many of our target vertical markets. The Distributor of the Year award is evidence of our strong relationships with our customers and Macronix, which has enabled us to identify and support a significant number of new opportunities and I am delighted to accept the award on behalf of everyone at Avnet Memec.”

Avnet Memec was appointed a pan-European distributor for Macronix in May 2013. It offers the full range of Macronix NOR Flash, NAND Flash, and ROM products.

About Macronix International Co., Ltd.

Macronix, a leading integrated device manufacturer in the Non-Volatile Memory (NVM) market, provides a full range of NOR Flash, NAND Flash, and ROM products. With its world-class R&D and manufacturing capability, Macronix continues to deliver high-quality, innovative and performance-driven products to its customers in the consumer, communication, computing, automotive, networking and other segment markets.

About Avnet Memec

Avnet Memec, a business unit of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor, operating on a pan-European basis and employing a significant number of engineers to support customers' design efforts. Avnet Memec specialises in highly innovative suppliers and technologies, which will help a variety of customers to differentiate their designs. Its area of specialisation extends from Analog and Microcontrollers to RF, Datacom and Networking. The business unit operates out of 31 offices in 19 European countries and represents major semiconductor franchises on a pan-European basis. www.avnet-memec.eu

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