

## **Avnet Silica wins 2020 demand creation award from Micron Technology**

Avnet Silica generates more than 50% of Micron's 2020 demand creation revenue across EMEA distribution network

**Brussels, Belgium, 31<sup>st</sup> March 2021**– Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), has been awarded 'Best Demand Creation Distributor in EMEA 2020' by Micron Technology, an industry leader in innovative memory and storage technologies. During the 2020 fiscal year, Avnet Silica generated more than 50% of Micron's demand creation revenue across its distribution network in EMEA.

Avnet Silica distributes a broad portfolio of high-performance Micron memory and storage products designed for application in diverse industries such as factory automation, automotive, surveillance, M2M, retail, digital signage, smart grid, transportation, healthcare, and aerospace and defence. The latest product introductions include DDR5 SDRAM, industrial- and automotive-grade solid state drives, microSD cards, and NOR flash memory devices.

"This recognition from an industry leader in memory and storage systems is an honour and testament to our technical and commercial teams at Avnet Silica, who are working diligently to introduce the many advantages of Micron's world-class technology to customers across the EMEA region," said Laurence Dellicott, Director Supplier Management Avnet Silica.

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### **About Avnet Silica**

Avnet Silica is the European semiconductor specialist division of Avnet, one of the leading global technology distributors, and acts as the smart connection between customers and suppliers. The distributor simplifies complexity by providing creative solutions, technology and logistics support. Avnet Silica is a partner of leading semiconductor manufacturers and innovative solution providers over many years. With a team of more than 200 application engineers and technical specialists, Avnet Silica supports projects all the way from the idea to the concept to production. Avnet Silica is a regional business unit of Avnet, (NASDAQ: AVT) with European headquarters in Belgium (Avnet Europe Comm. VA). For more information, visit [www.avnet-silica.com](http://www.avnet-silica.com)

### **About Avnet**

Avnet is a global technology solutions provider with an extensive ecosystem delivering design, product, marketing and supply chain expertise for customers at every stage of the product lifecycle. We transform ideas into intelligent solutions, reducing the time, cost and complexities of bringing products to market. For nearly a century, Avnet has helped its customers and suppliers around the world realize the transformative possibilities of technology. Learn more about Avnet at [www.avnet.com](http://www.avnet.com).

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