# MEMEX Restructures Sales Management to Capitalize on U.S. Manufacturing Recovery

Burlington, ON (June 26, 2017) — MEMEX Inc. (“MEMEX” or the “Company”) (TSX VENTURE: OEE) today announced management changes to capitalize on the growing number of sales opportunities precipitating from the rebound in U.S. manufacturing.

MEMEX has hired John Artman as the Company’s Vice President of Sales. Mr. Artman will leverage his past senior management sales experience to mine MEMEX’s existing U.S. pipeline and develop new markets and growth opportunities. John Rattray, has transitioned from Vice President of Sales to Senior Vice-President of Business Development and Marketing.

“MEMEX weathered an extended period of business uncertainty stemming from the vague capital cost allowance and NAFTA policies of both U.S. presidential election candidates. Data from the Association of Manufacturing Technology (AMT) now indicates that U.S. manufacturers are comfortable with the new political reality and are investing in capital infrastructure again,” said MEMEX President and CEO David McPhail. “Given this, we felt it was best to refocus our human capital. I’m very pleased that John Rattray has gladly accepted the challenge to lead our marketing team. I’m also delighted that an industry sales veteran like John Artman saw the potential presented by MERLIN TEMPUS to optimize American manufacturing, leading him to join the Company.”

Mr. Artman, who is based in Sellersburg, Indiana, is an electrical engineer who has held senior management and sales positions at numerous U.S.-based automation and manufacturing technology companies. Most recently, he was Vice President of Sales, Business Development and Marketing at Simplimatic Automation. Before that, he held senior positions at Bishop-Wisecarver Group, Jacobs Automation, Bodine Assembly & Test Systems and Wright Industries. Mr. Artman will continue to work from his office in Indiana.

“The value proposition presented by MERLIN TEMPUS surpasses all other industry solutions,” said Mr. Artman. “MEMEX is a growing company, and industry adoption of MERLIN is a testament to the Company’s strong leadership, vision and teams. I am starting to see increased confidence from U.S. manufacturers who seem ready to make purchasing decisions to grow revenues, reduce costs, and increase profitability. I’m convinced that that MEMEX’s MERLIN software platform will become a key component for manufacturers to achieve these goals.”

Mr. Rattray added, “With MEMEX’s growth and the indications of a U.S. manufacturing recovery, it makes sense to expand our sales management into the U.S. Adding John to the team and giving him the responsibility to lead our sales growth allows me to focus more intently on business development, brand development, and marketing.”

Mr. McPhail also noted that these management changes better position the Company to meet the growing demand for Data-Driven Manufacturing solutions—a demand he expects to increase as more manufacturers add new technology and equipment to their facilities. To optimize the performance of the additional machines, McPhail says Data-Driven Manufacturing—the process which automates machine monitoring and management—will be required to ensure the equipment is being used in the most efficient manner possible.

**U.S. Manufacturing Recovery**

AMT-compiled data indicates that manufacturers are again spending on new equipment. Manufacturing technology orders totalled $324.46 million during the month of April 2017, a 12.3% year-over-year increase from April 2016. From January 1, 2017 through April 30, 2017, orders were up 2.1% compared to the same period in 2016. AMT also found business confidence among U.S. manufacturers was at its highest level in 13 years.

**About MEMEX**

MEMEX was founded with a vision to improve the way automated machine and production equipment work and connect on the factory floor. Since then, MEMEX has proved itself a pioneer in IIoT time and again. The company is committed to its mission of “successfully transforming factories of today into factories of the future” and envisions converting every machine into a node on the corporate network, creating visibility from shop-floor-to-top-floor. MEMEX is the developer of MERLIN, an award-winning IIoT technology platform that delivers tangible increases in manufacturing productivity in Real Time. MEMEX’s software and hardware IIoT solutions enable customers to achieve tangible IIoT-centric business outcomes. The MERLIN software suite and connectivity products have enabled manufacturers to achieve upwards of a 50% increase in productivity and a 20%-plus increase in profits, on average. Additionally, customers have secured payback in less than four months, which equates to an Internal Rate of Return greater than 300%. For more information, please visit: www.MemexOEE.com.

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