



Announcement

For immediate release

Date: 12 May, 2017

REFLEX becomes Innov-X Canada's sole distributor to the mining market in Canada and Alaska

Distribution for the sale and rental of Olympus XRF and XRD devices

REFLEX is pleased to announce that it is now the official sole supplier for Olympus handheld and portable bench top XRF and XRD devices to the mining market in Canada and Alaska, as part of the recent agreement between Reflex Instruments North America Limited and Innov-X Technologies, Canada.

Both companies have enjoyed a long term relationship as part of their common focus on delivering innovative mining solutions for clients. This agreement will see Innov-X Canada and REFLEX work closely together to provide certainty of supply and support to all mining industry customers in Canada & Alaska for Olympus handheld and portable XRF and XRD equipment. For REFLEX it is another important step in offering real time end-to-end solutions directly to the industry

"We are excited to be able to service our clients directly to offer a complete solution. We now have five key solution sets we are able to offer to the market: Downhole Navigation, Structural Geology, Infield Geo-analysis, Driller Operable Geophysics and Drilling Optimisation. Each has the award-winning cloud-based IMDEXHUB-IQ at the heart of the solution offering real-time secure data access to field data. It's important for us to take ownership of the client's experience as our solutions become more advanced", commented Jeff St. Jean, REFLEX America's regional manager

Scott Curry, President and CEO for Innov-X Technologies, Canada noted, "Innov-X Canada continues to pursue the development of XRF and XRD into mining and exploration applications. This has included significant contributions to products, case studies, methodologies, training and support. Over the last decade Innov-X Canada has worked with Academia, Consultants, Laboratories, Manufacturers and a wide mix of mining professionals to incorporate critical aspects of field data acquisition into our offerings. Our



pursuit is for a 'Total Solution' that combines all aspects of responsible field data acquisition. The partnership between Innov-X Canada and Reflex advances this pursuit and delivers the most robust complete set of solutions available to the market today."

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About REFLEX

REFLEX is the leader in real-time sub-surface intelligence solutions for the minerals industry globally.

REFLEX's technologies are acknowledged for their ease of use and accuracy and are complemented by unrivalled expertise in geo-scientific data analysis and interpretation. REFLEX IQ-HUB forms the backbone of REFLEX's solutions, providing secure access to relevant information, anywhere, any time.

About Innov-X Technologies

Innov-X Canada is focused on the safe, responsible and effective utilization of XRF and XRD analytical equipment. In doing so Innov-X Canada brings a superior suite of analyser's to market that provide qualitative and quantitative material characterization for detection, identification, quality control, process control, regulatory compliance, research and development for applications such as metals and alloys, mining and geochemistry, scrap and recycling, lead paint, environmental, consumer safety, academia, general manufacturing and much more. Our feature products include the most powerful, intuitive and industry leading portable XRF and XRD products available on the market today.

For more information please contact:

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