

Lectra appoints Frédéric Morel as President of the Asia-Pacific region

Paris, September 22, 2023 – Lectra, leader in technology solutions for the fashion, automotive and furniture industries, announces the appointment of Frédéric Morel as President of the Asia-Pacific region and as a member of the Group's Executive Committee, where he replaces Edward Wang, who previously held the same position. This nomination comes as Lectra prepares to present its latest software and connected equipment offers at the CISMA (China International Sewing Machinery and Accessories) trade show in Shanghai, China, to enable Asian industry players to accelerate their transition to Industry 4.0.

Lectra's presence in the Asia-Pacific region began in 1985 with the opening of its first office in Japan. Today, Lectra employs 16% of its workforce in the region, which accounted for 25% of the Group's revenues in 2022. Thanks to its dynamism, economic fabric and position in world trade, China is a key market in this region, generating 9% of Lectra's revenues in 2022.

Daniel Harari, Chairman and Chief Executive Officer of Lectra says, *"We would first like to thank Edward Wang for his contribution to the development of Lectra's activities in the Asia-Pacific region, and wish him continued success in his future career. Frédéric Morel joins us after more than 20 years' experience in international groups, where he held various management positions in the United Arab Emirates, Singapore and China. His international exposure, his understanding of the challenges faced by a technology company like Lectra, and his ability to support dynamic and sustainable business development are major assets for our Group. I am delighted to welcome him to our team."*

Prior to joining Lectra, **Frédéric Morel** held the position of South East Asia & Pacific Executive Vice President at Vallourec. He had previously been appointed Sales Director and then Sales Vice President for Vallourec in the Middle East, after holding various sales and general management positions for the company in the Asia region. A graduate of the Institut d'Etudes Politiques d'Aix-en-Provence and the EMLYON business school, Frédéric Morel began his career in 2000 with Saint-Gobain.

He says, *"I'm particularly enthusiastic about joining Lectra as we prepare to present solutions in Shanghai that perfectly illustrate Lectra's leadership in Industry 4.0. In China, as in the rest of the Asia-Pacific region, I look forward to contributing to the success of our customers. I am eager to meet them at CISMA in a few days' time, to show them how we can not only optimize the operation of their cutting rooms, but also accelerate their digital transformation through our software, data analysis solutions and associated services, while contributing to more sustainable growth."*

About Lectra:

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies.

The Group offers industrial intelligence solutions - software, equipment, data and services - that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential. The Group is proud to state that its 2,500 employees are driven by three core values: being open-minded thinkers, trusted partners and passionate innovators.

Founded in 1973, Lectra reported revenues of 522 million euros in 2022. The company is listed on Euronext, where it is included in the following indices: SBF 120, CAC Mid 60, CAC Mid&Small, CAC All Shares, CAC All-Tradable, CAC Technology, EN Tech Leaders and ENT PEA-PME 150.

For more information, visit www.lectra.com.

Follow Lectra on social networks:



Media contacts:

Hotwire for Lectra

Alexis Bletsas - **t:** +33 (0)1 43 12 55 71

Laura Bandiera - **t:** +33 (0)1 43 12 55 70

Elise Martin - **t:** +33 (0)1 43 12 77

email: lectrafr@hotwireglobal.com