

Contact – Lectra Headquarters / Press Dept.: Nathalie Fournier-Christol

Email: n.fournier-christol@lectra.com

Tel.: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra appoints Céline Choussy Bedouet as Marketing Director for Automotive, Furniture, Technical Textiles and Composite Materials

Her goal is to accelerate Lectra's development in these markets, by capitalizing on its position as leader

Paris, March 6, 2014 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the appointment of Céline Choussy Bedouet as Marketing Director for Automotive, Furniture, Technical Textiles and Composite Materials. Based in Bordeaux-Cestas (France), she reports directly to Daniel Harari, Lectra CEO.



"In five years, Lectra's market share has risen from 15% to 60% in the automatic fabrics cutting for automobile interiors. Céline has two priorities: the first is to promote the automatic cutting of leather interiors to strengthen our leading position in the automotive market, the second is to increase Lectra's presence in the furniture, technical textiles and composite materials markets where we now have an enhanced offer," said Daniel Harari. "Céline's experience, her marketing skills and her knowledge of our markets will enable her to provide support to our teams throughout the world."

"Lectra today has many assets: consulting expertise based on lean manufacturing fundamentals, intelligent industrial equipment, integrated software suites covering the entire chain, from design to production, as well as outstanding customer care. Lectra's offer has no equivalent on the market, which provides a major competitive advantage," said Céline Choussy Bedouet. "Our goal is to help our clients boost their margins by allowing them to capitalize on value creation and control their costs."

Céline Choussy Bedouet has a rich and diverse marketing experience, including strategic, operational marketing, field, channel and partner marketing. She started her career in 2000 at Dassault Systèmes where she held several senior positions over 8 years, including marketing project manager, strategic partnership supervisor and channel development manager. In 2005, she went to Charlotte, North Carolina in the United States to head up Dassault Systèmes' strategic partnership with Microsoft. In 2008, Céline Choussy Bedouet joined Autodesk as marketing manager for Europe. Later on, she was in charge of global manufacturing marketing campaigns before joining Lectra.

Céline Choussy Bedouet has a master's in management from ESC Bordeaux (Bordeaux Management School), France.

About Lectra

Lectra is the world leader in integrated technology solutions that automate, streamline and accelerate product design, development and manufacturing processes for industries using soft materials. Lectra develops the most advanced specialized software and cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags), furniture, as well as a wide variety of other market sectors, such as aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com