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Lectra appoints Emmanuel Mussault as Director, Marketing Intelligence and Communication

***This nomination is part of the development plan
implemented by Lectra in early 2012***

Paris, May 24, 2012 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—is pleased to announce the appointment of Emmanuel Mussault as Director, Marketing Intelligence and Communication.

Reporting directly to Daniel Harari, Lectra CEO, and based at the headquarters in Paris, Emmanuel Mussault's mission is to analyze the new challenges of the markets in which Lectra operates, including fashion, automotive and furniture, anticipate its customers' future challenges, and increase Lectra's brand awareness.

"For nearly 40 years, Lectra has been able to anticipate the development of its markets to support its customers in their strategic challenges. Emmanuel's nomination occurs within a global context of profound changes in many industrial sectors, particularly in high-growth regions, where Lectra has an in-depth knowledge of the global and local challenges," said Daniel Harari, Lectra CEO.

"Anticipating the structural changes of our customers and supporting them in the development of their projects is an exciting challenge. This is what builds the legitimacy of Lectra," said Emmanuel Mussault. "Many companies are forced to modify their business model and look for a partner, who is capable of accompanying them in a long-term relationship. My priority is to provide strategic support for Lectra teams, who work with the clients daily."



Emmanuel Mussault has over twenty years of marketing and sales experience in large luxury companies and "Fast-Moving Consumer Goods". After twelve years in the luxury sector with international commercial management positions in Chanel, Caron-Révilleon, Boucheron and LVMH, he joined the Nestlé Group in 2001, where for 10 years, he held executive marketing and sales positions. First of all in charge of the development of Vittel and Contrex in Europe and America, he integrated the company Nespresso France three years later as Director of Development, more specifically in charge of B2B markets. He founded SmartBridge in 2010, a growth driver and strategic partnership consulting company.

Emmanuel Mussault is a graduate of Sup de Co Rouen; he has also developed and delivered some teaching modules on disruptive business models in various MBA programs.

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 automated cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags) and 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 1,350 employees and \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com