

Lectra appoints Holger Max-Lang as Managing Director of Lectra Central & Eastern Europe region, Russia

Holger Max-Lang's role is to support fashion & apparel, automotive and furniture companies in the region as they embrace Industry 4.0

Paris, January 23, 2018 – Lectra, the technological partner for companies using fabrics and leather, is pleased to announce the appointment of Holger Max-Lang as Managing Director of Lectra Central & Eastern Europe region, Russia. Holger Max-Lang is based in Ismaning, near Munich, Germany.

Central & Eastern Europe and Russia is a strategic region for Lectra, offering strong potential in the Group's main market sectors thanks to: a robust automotive industry; a dynamic furniture industry, especially in Germany and Poland; and a close connection between fashion brands in Germany, Austria, Switzerland and suppliers in Eastern Europe.

Holger Max-Lang will focus on delivering Lectra's customer-focused strategy to empower fashion & apparel, automotive and furniture businesses to succeed as they embrace Industry 4.0. Anchored in the digitalization of industrial processes, from design to production, Industry 4.0 is redefining how factories are organized; smart and connected, they are driving the value chain, propelling a new digitalized lifecycle for products.

"The transformation to Industry 4.0 is in full swing: the Industrial Internet of Things, Software as a Service (SaaS), cloud technology, data analyses and data exploitation have become key," underlines Daniel Harari, Chairman and Chief Executive Officer, Lectra. *"Working for Lectra for over 15 years, Holger has a deep experience and knowledge of Lectra's DNA, and is in a very strong position to support our customers in the digitalization of their processes."*

"Industry 4.0. started in Germany. Therefore, many companies are keen to adopt its principles in our region. Lectra is very well-positioned to support our customers in their transformation," says Holger Max-Lang. *"In my role, I am looking forward to a growing dialogue with our customers and prospects, to bring them a full understanding of the expertise we have built - and are building. We will leverage this expertise to boost our customers' competitiveness and generate higher added-value for their businesses."*

Following marketing and sales positions in the IT and automotive industry sectors, Holger joined Lectra Germany in September 2002 as a salesperson for automotive accounts. He then held diverse sales' roles in the region, including the position of Sales Manager for all Lectra markets in Central & Eastern Europe region, Russia. Since September 2017 Holger has held the role of Business Development Director, Automotive, with the responsibility to develop the leather cutting activity worldwide.



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About Lectra

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting the premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands and manufacturers from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 32 subsidiaries across the globe, serving customers in over 100 countries. With more than 1,600 employees, Lectra reported revenues of \$288 million in 2016. Lectra is listed on Euronext (LSS).

For more information, please visit www.lectra.com

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