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Lectra equips Ruyi Group with smart technology to upgrade and optimize its cutting rooms

***Ruyi, a global leader in textile technologies, installs innovative solutions from Lectra
to empower mass customization of men's suits***

Paris, November 22, 2016 – Lectra, the world leader in integrated technology solutions dedicated to industries using fabrics, leather, technical textiles and composite materials, brings state-of-the-art digital and automated cutting technology to support Ruyi Group's intelligent cutting line and the company's alignment with the country's 'Made in China 2025' initiative.

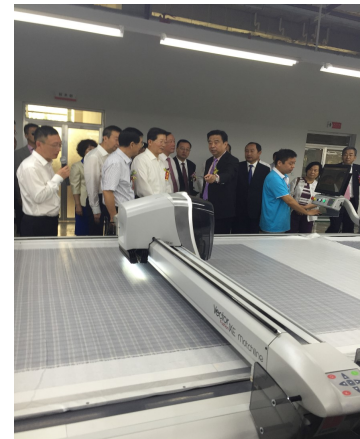
Carving a clear path towards smart cutting rooms, Ruyi's installation of eight Lectra cutting machines—including the Vector® Matchline which automatically matches lines and grids for suit-making and is a first for Asia Pacific—clearly demonstrates the company's commitment to a fully automated factory with expert cutting capabilities.

"Lectra Vector Matchline is the world's most advanced cutting machine capable of cutting with every line and grid perfectly matched," said Qiuya Fu, chairman of Shandong Ruyi Group. *"As a company dedicated to technology innovation, we are glad that Ruyi is the first in China to introduce this cutting machine in fashion making. This enables us to rival with western competitors in terms of technology. It is the value of Ruyi to use the best equipment to manufacture the best products."*

Implementing innovative and high performance solutions is pivotal for Chinese companies to embrace the ten-year strategic plan 'Made in China 2025'. Drafted by the Chinese Ministry of Industry and Information Technology—with the guiding principle to upgrade China's industries—the initiative is fast propelling the Chinese economy towards value-added manufacturing and smart industrial production.

Embracing 'Made in China 2025', Ruyi has selected Lectra's advanced technology for the company's recently-launched intelligent men's suits production line, at a factory in Yinchuan, Northern China. A blossoming market in China—influenced by an improvement in people's living standards, and the parallel desire to showcase personality through clothes—mass customization demands production systems with robust end-to-end integrated data. For Ruyi, installing Lectra's leading edge technology will optimize manufacturing and efficiency, reduce waste and improve overall product quality.

"This is a new milestone in the strategic alliance between Lectra and Ruyi, signed in 2014. Drawing on over four decades of innovation and expertise in the fashion industry, Lectra is the right partner to accompany Ruyi as it continues to embrace innovative solutions for the cutting room," underlined Céline Choussy Bedouet, Chief Marketing and Communications Officer, Lectra.



About Ruyi Group

Shandong Ruyi Science & Technology Group (the former Shandong Jining Cotton Textile Factory established in 1972), is a global leader in innovative textile technologies. It owns a number of national technology centers and PHD workstations, and holds patents for hundreds of technologies and innovations. Ruyi has been listed as National New Product Development Base for Textile Industry by China National Textile and Apparel Council. With businesses covering areas such as wool spinning, worsted fabrics, textile & clothing, cotton textile, cotton printing and dyeing, knitting, fiber, jeans, home textile and real estate, Ruyi Group has the largest industrial chains of wool textile and cotton printing & dyeing in the world. With 20 wholly-owned and stockholding subsidiaries and 30,000 employees, the Group registered the sales revenues of over RMB 48.5 billion in 2015, while total volume of imports & exports exceeding USD 3 billion.

For more information, please visit <http://www.chinaruyi.com>

About Lectra

Lectra is the world leader in integrated technology solutions (software, automated cutting equipment, and associated services) specifically designed for industries using fabrics, leather, technical textiles, and composite materials to manufacture their products. It serves major world markets: fashion and apparel, automotive, and furniture as well as a broad array of other industries. Lectra's solutions, specific to each market, enable customers to automate and optimize product design, development, and manufacturing. With more than 1,500 employees, Lectra has developed privileged relationships with prestigious customers in more than 100 countries, contributing to their operational excellence. Lectra registered revenues of \$264 million in 2015 and is listed on Euronext.

For more information, please visit www.lectra.com

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