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Lectra appoints Myriam Akoun-Brunet as communications director

This appointment will support the progress of the company's transformation plan

Paris, March 21, 2013 – 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 Myriam Akoun-Brunet as communications director. Based at the company's headquarters, in Paris, she reports directly to Daniel Harari, Lectra CEO.



“Lectra has committed itself to a major transformation plan and far-reaching investments, in order to provide an offer in perfect harmony with the new requirements of its customers,” said Daniel Harari. “The role of the communications team is to support the progress of this transformation plan, throughout the world. I am delighted to have Myriam at the head of this team, as her experience and know-how will be key assets in helping Lectra reach its ambitious goals.”

“Lectra’s close involvement with its customers is unrivalled in the industry. The company pre-empts their needs through its innovations in terms of technology and services.” added Myriam Akoun-Brunet. “Working alongside all the company’s teams, I want to highlight Lectra’s most important assets and support its image as a visionary and responsible company, which invests in the future by drawing on an entrepreneurial spirit, uncompromised ethics and a culture of creativity. 2013 marks Lectra’s 40th year and I am very happy to be part of a company whose values have endured and which is supported by a dynamic that enables it to plan for the future with peace of mind.”

Myriam Akoun-Brunet has 20 years of experience in communications, acquired in advertising and communications agencies (Young & Rubicam, Media System, Salomon et Associés) as well as corporate communications roles. Before joining Lectra, she was market communications manager at BASF Agro from 1997 to 2001, after which she became communications manager at Zodiac. In 2006, she was promoted to deputy communications director of the group, which would later become Zodiac Aerospace.

A specialist in corporate communications, Myriam Akoun-Brunet is a graduate in Classics. She holds a master’s degree in History from Université Paris I and an MBA from San Francisco State University, California.

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 1,350 employees and \$256 million in 2012 revenues. The company is listed on NYSE Euronext.

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