

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 Rikako Shinonaga as Managing Director for Japan

Rikako Shinonaga will help develop Lectra's Japanese customers' brands and production processes

Paris, January 8, 2013 – 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 Rikako Shinonaga as Managing Director for Japan.

Rikako Shinonaga reports directly to Daniel Harari, Lectra CEO. Her appointment is part of Lectra's strategy to strengthen its presence in Japan. Lectra has been present in Japan since 1985, when the company opened its Osaka office—Lectra's first subsidiary in Asia. Lectra now manages close relationships with its Japanese customers through its team of 32 people across eight principal locations in Osaka, Tokyo, Iwate, Yamagata, Fukushima, Aichi, Okayama, and Fukuoka.



“Lectra's objective for fashion is to help Japanese fashion companies build brand equity with strong design and fit. Japan has never been a major fashion market. Today we see the market is evolving, presenting two main opportunities. Some Japanese companies are starting to expand internationally, while others are choosing to become more design- and brand-oriented. Japanese fashion brands can capitalize on Lectra's considerable fashion expertise, developed over 40 years of working with world-renowned fashion and luxury brands,” said Daniel Harari.

“Meanwhile, Japanese carmakers are continuing to manufacture domestically, but they have also expanded production abroad, notably to China, Brazil, and Mexico. Lectra helps them address the challenges manufacturing overseas can pose, allowing them to keep complete control of the process and guarantee the level of quality they are accustomed to providing,” he added. “Rikako's knowledge of Lectra, our customers and the Japanese market, as well as her considerable experience, will undoubtedly enable her to deliver added value to our customers in Japan.”

“Lectra has been very well known in Japan for its cutting room solutions since setting up its operation in the country, but over time it has also established a solid reputation for its software and services. In the Japanese fashion market there is a strong demand for innovative solutions, as recent Lectra Fashion PLM successes demonstrate. This is fuelled by the recognition of Lectra's position as the global leader in fashion brand consulting. Lectra will also continue to contribute to the Japanese automotive market, by means of its global presence and unrivaled service offer. Lectra's priority is to assist its automotive customers in optimizing their costs and streamlining their processes both in Japan and abroad,” highlighted Rikako Shinonaga.

Rikako Shinonaga has more than 15 years' experience in strategic and operational marketing in multinational companies. She joined Lectra in 2004. Prior to becoming Managing Director for Lectra in Japan, she was Marketing Manager and Human Resources Manager. Before joining Lectra, Rikako Shinonaga developed marketing, financial and customer relationship skills in various industries, in both Japanese and American companies, including Procter & Gamble and Accenture. Rikako Shinonaga holds an MBA in Marketing from San Diego State University.

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 \$287 million in 2011 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com