

PARTNER PROGRAM

Pushing boundaries
to unlock your potential



LECTRA

We pioneer. You lead.

Join forces with Lectra to transform the fashion industry

The fashion market is undergoing intense transformational change. This paradigm shift is largely driven by fast-changing consumer behavior and expectations, in an environment marked by newfound awareness of sustainability issues.

As a result, fashion players – namely brands, retailers and manufacturers – must reinvent the fashion value chain at every stage of the garment lifecycle.

WHY BUILD A FASHION PARTNER ECOSYSTEM?

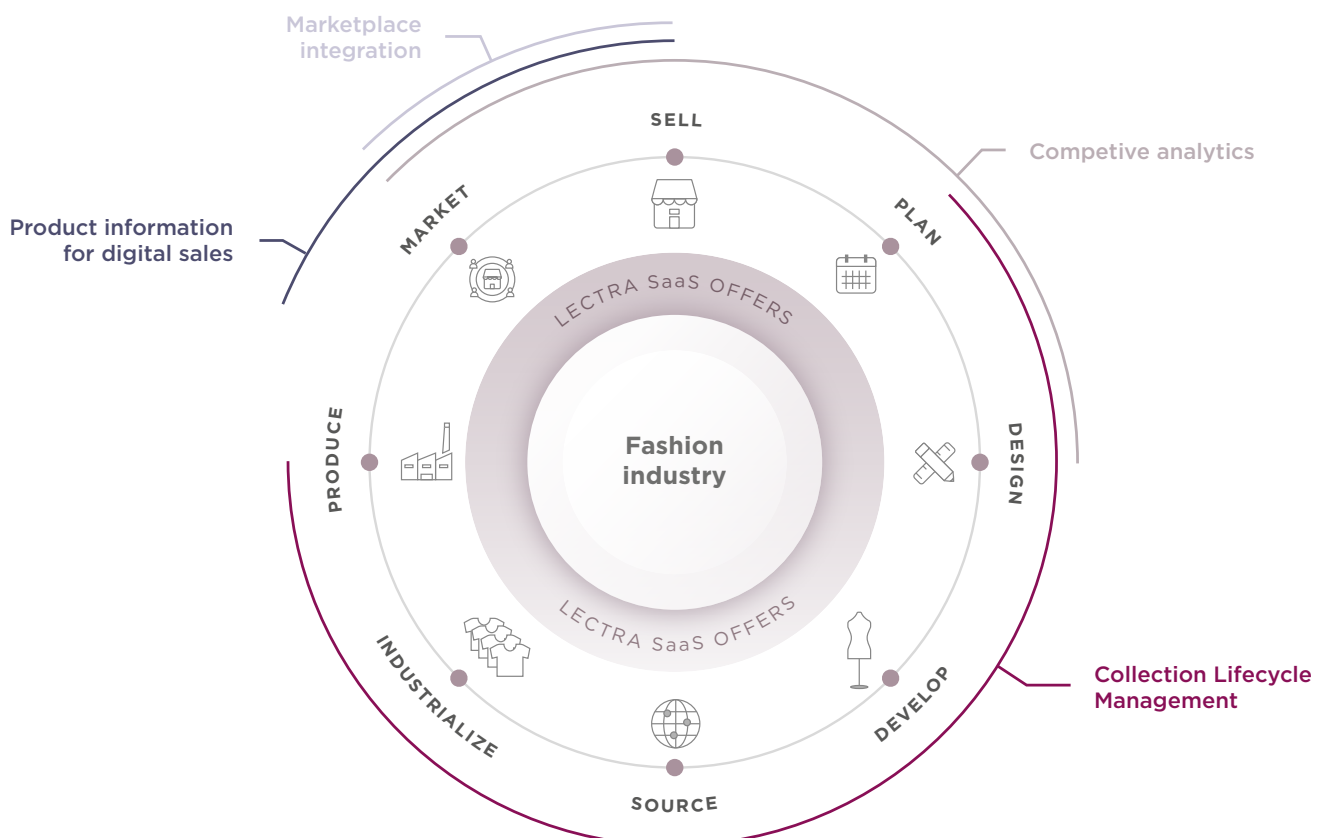
The Lectra 4.0 strategy was launched in 2017 with the aim of positioning the company as a key Industry 4.0 player in its markets by 2030.

Industry 4.0 principles are underpinned by connectivity and interoperability between systems, applications, services and data. Applying these principles in fashion enables seamless continuity of all data flows and processes by notably digitalizing physical operations. Enabling transparency, visibility and enhanced collaboration among the various interdependent stakeholders of the fashion value chain.

FASHION PLAYERS FACE MANY CHALLENGES:

- **Disruptive new practices in fashion collection development** are affecting traditional assortment strategies, profit margins and stock management.
- **Worldwide supply chain disruption** is leading to new sourcing strategies, risk management and reassessment of traditional production models.
- **Transformation of the retail landscape** is pushing fashion actors towards creating unified customer experiences across all channels, including online marketplaces, e-commerce websites and brick-and-mortar stores.
- Environmental responsibility is pushing fashion players to **incorporate sustainability and traceability principles** into their processes and operations.

Building a seamless fashion value chain is now paramount. By pooling their expertise and resources, **Lectra and its partners can help fashion customers reach successful outcomes.**



WHY **PARTNER** WITH LECTRA?

When you choose to partner with Lectra, you **join forces with a pioneering technology company** present in more than 100 countries, working with the world's leading fashion companies. You also benefit from a **long-term vision for the fashion industry** underpinned by an unmatched portfolio of technology solutions and services developed by Lectra and its acquired companies.

Innovation drives Lectra's approach to creating customer value. That's why our company **invests each year more than 10% of our revenues in R&D**. Our Industry 4.0 vision has already been translated into market solutions and services designed to support fashion customers' efforts in this area.

Game-changing breakthroughs such as digital collaboration for fashion development and distribution, fashion benchmarking intelligence, and actionable insight for decision support are among the added-value innovations Lectra's partners can expect to bring to their fashion customers.

Industry 4.0
vision

100
COUNTRIES

A worldwide presence with a global network of subsidiaries and agents

MORE THAN
10%
OF REVENUE

invested in R&D each year

Together with our partners,
we aim to unlock fashion customers'
business potential.

BECOME A LECTRA **BUSINESS PARTNER**

Business partners willing to incorporate innovative solutions into their customers' offers to develop new areas of growth in both consulting and/or project stages.

- **Co-sell with us** and contribute to customers projects
- **Receive guidance** from a dedicated business manager
- **Receive support** from an assigned delivery manager
- **Benefit from our insight** into the fashion market, solutions and roadmaps
- **Access our resources** to jointly coordinate marketing actions

BUSINESS
partners

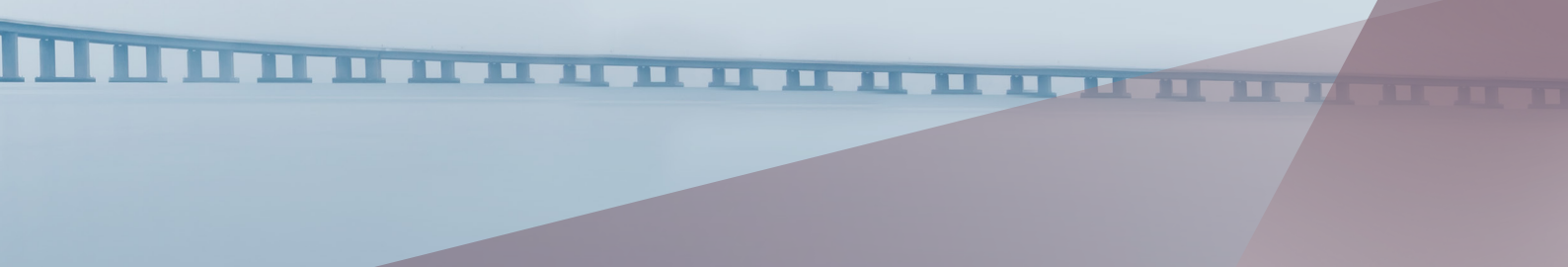


BECOME A LECTRA **TECHNOLOGY PARTNER**

Technological partners willing to develop complementary business cases at the cross-roads of their technology and that of Lectra to better serve customers.

- **Build incremental use cases** around your technology
- **Receive guidance** from a dedicated product manager
- **Raise your company's profile** in Lectra's fashion ecosystem
- **Benefit from our insight** into the fashion market, solutions and roadmaps
- **Access our resources** to jointly coordinate marketing actions

TECHNOLOGICAL
partners



LECTRA AT A GLANCE

- Technology company founded in **1973**
- Listed on **Euronext (LSS)**
- **3 major markets:** fashion, automotive, furniture
- Present in **more than 100 countries** with a global network of subsidiaries and agents
- **€468 million** 2021 pro forma revenue
- R&D spending has been **more than 10% of annual revenue** for close to 10 years
- **2,500 employees, 20%** of whom work in R&D
- Recognized as one of France's "**Best Managed Companies**" by Deloitte. Awarded by BFM Business with the **Grand Prize for digital acceleration in 2020**
- **6 acquisitions** since 2018: Kubix Lab, Retviews, Gerber Technology, Neteven, Gemini CAD Systems and Textile Genesis

If you're convinced of the many benefits a partnership with Lectra can bring, then join our ecosystem.

CONTACT OUR REPRESENTATIVE →

About Lectra

As a major player in the fashion, automotive and furniture markets, Lectra contributes to the Industry 4.0 revolution with boldness and passion by providing best-in-class technologies. The group offers industrial intelligence solutions – software, equipment, data and services – that facilitate the digital transformation of the companies it serves. In doing so, Lectra helps its customers push boundaries and unlock their potential.

lectra.com