

AGENDA



- Who is Lectra?
- Acquisition of Launchmetrics
- Reminder of the Lectra 4.0 strategy
- 2023-2025 Strategic roadmap
- 2024 and 2025 outlook
- Appendices



- Founded in 1973
- 2,500 Employees
- €478 million 2023 Revenues

68% of which comes from recurring revenues

€79 million 2023 EBITDA

16,5% of Revenues

- €45.3 million 2023 Free cash flow
- €17 million Net cash¹
- €4.1 million Working capital requirement¹
- Listed in the CAC Mid 60 and SBF 120 indices of Euronext²

WE PIONEER. YOU LEAD.

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.

VALUES

Open-minded thinkers | Trusted Partners | Passionate innovators

INDUSTRY 4.0









Software

Equipment

Data

Services



50 years of innovation and challenges

Lectra has consistently demonstrated its resilience

Company founded

1976: First computer-aided design (CAD) systems sold.

André Harari becomes a shareholder and helps Lectra's two founders to develop their business plan.

1985: Lectra becomes world leader in CAD solutions for the fashion and apparel industry and expands into computer-aided manufacturing (CAM).

1987: Initial public offering.

After the company's serious financial crisis of 1990, André Harari and Daniel Harari recapitalize Lectra and take over its management

1991-1996: Strategic redeployment plan: extensive R&D program, overhaul of the company's entire product range, new market sectors, new business model.

2000: Lectra becomes number one worldwide.

2004: Lectra acquires Investronica, Lacent and Humantec.

2008-2009: Lectra is severely affected by the consequences of the worldwide crisis on its markets. Reduction of overhead costs, safeguarding the company's core assets. Steadfast investments in R&D.

Lectra proves its resilience after the global economic crisis. Very strong rebound in sales activity. Record income and free cash flow. Lectra becomes the leader in automotive

2012: Renewal of the entire technology offer for fabric and leather cutting. New versions of Lectra's main software Far-reaching 4-year company transformation plan and €50 million investments for the future.

2013-2016: The strategic roadmap and transformation plan reach their objectives.

Commercial success for Lectra's new generation of laser-cutting solutions for airbags.

The launch of Lectra's Industry 4.0 vision and strategy

2018: Lectra acquires Kubix Lab. Launch of new Industry 4.0 compliant offers.

2019: Lectra acquires Retviews. Global roll out of the offers for the Industry 4.0.

2020: Lectra shows great resilience in addressing the continuing impact of the COVID-19 pandemic.

2021: Lectra acquires Gerber Technology to create a world-class leader within Industry 4.0 for the fashion, automotive and furniture markets. Lectra acquires Neteven and Gemini CAD Systems.

2022: Lectra acquires the business assets of Glengo Teknoloji.

2023: Lectra acquires the majority of the capital of TextileGenesis.

Lectra insources cutting equipment production in China.

2024: Lectra acquires the majority of the capital of Launchmetrics.

Lectra 1.0 Lectra 2.0 Lectra 3.0 Lectra 4.0

1973 1991 2010-2011 2017



A new dimension recognized by the entire ecosystem



Lectra recognized as one of the 14 French Best Managed Companies 2023 by Deloitte for the second consecutive year



36th in the Top 250 French software publishers



Lectra in the 2023 edition of the <u>Choiseul Institute's ranking</u> for the second consecutive year, which recognizes 200 companies that actively contribute to strengthening the French economy



Lectra wins the BFM Business 2020 Grand Prix for Digital Acceleration



Microsoft recognizes Lectra with an award for its commitment to Industry 4.0



Lectra joins "Euronext Tech Leaders", the new stock market index for European technology companies



1st place among the most responsible companies in terms of the environment in the 2023 CSR ranking of the *Le Point* magazine and Statista.



Serving world-class customers in different market segments for decades



50%¹

- Brands
- Manufacturers
- Retailers





32%¹

- Fabric car seat and interiors
- Leather car seats and interiors
- Airbags





- 9%1
- Residential
- Outdoors
- Contract (Hospitality, offices, etc.).



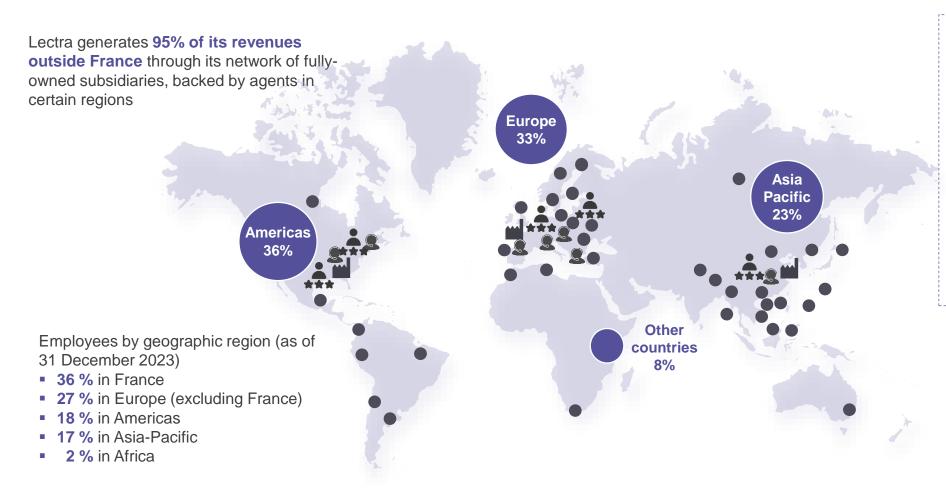


- 8%1
- Sign & graphics
- Aeronautic
- Marine





A unique worldwide presence



Presence in +100 countries

reached by a global network of subsidiaries and agents



12 international expertise centers



5 international experience centers in Atlanta, Bordeaux-Cestas, Milan, Shanghai, and 1 innovation lab in Bordeaux-Cestas



3 production sites in Bordeaux-Cestas, Suzhou and Tolland.





Innovation at the service of excellence

Innovation is an integral part of Lectra's genetic code



R&D at Lectra

€55.8 million

2023 investments in R&D fully expensed

11.7%

of 2023 revenues

615

R&D resources¹ with competencies in mechanics, software development, data, cloud, IoT, cyber security, electronics, etc.

An unmatched investment in innovation to go beyond state of the art and unlock the potential of Industry 4.0.



A governance committed to achieving Lectra's vision



Daniel Harari Chairman and Chief Executive Officer

Board of Directors



Daniel Harari
Chairman and
Chief Executive Officer



Ross McInnes Lead Director



Céline Abecassis-Moedas



Karine Calvet



Jean Marie (John) Canan



Nathalie Rossiensky



Pierre-Yves Roussel



Hélène Viot Poirier

Executive Committee



Jérôme Viala Executive Vice President (until March)



Maximilien Abadie Chief Strategy Officer, Chief Product Officer



Anne Borfiga General Secretary



Fabio Canali President, Southern Europe & North Africa



Antonella Capelli Senior Vice President Sales, EMEA



Thierry Caye Chief Technology Officer



Olivier du Chesnay Chief Financial Officer



Javier Garcia Chief Customer Officer



Laurence Jacquot Chief Customer Success Officer



Michael Jaïs CEO Launchmetrics



Leonard MaranoPresident, Americas



Maria Modrono
Chief Marketing and
Communications
Officer



Frédéric Morel President, Asia Pacific



Rani Rao Chief People Officer



A solid proven business model

The three pillars of Lectra's business model

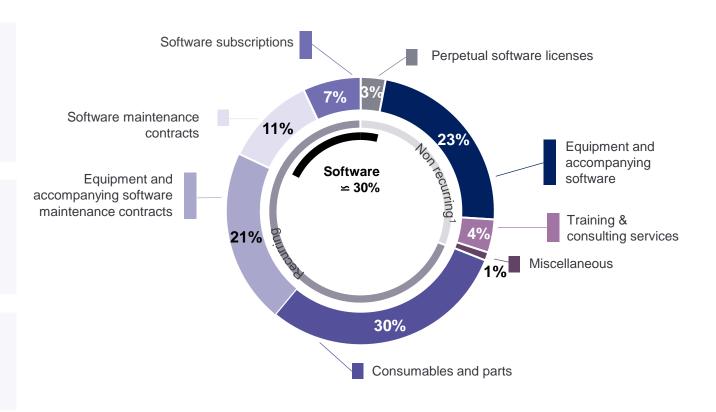
The distribution of business activity over market sectors and geographical markets with cycles that are different from each other, and the very large number of customers throughout the world.

A balanced revenue mix between revenues from software licenses, equipment and non-recurring services and recurring revenues.

90% 2023 Security ratio²

The generation of significant annual free cash flow.

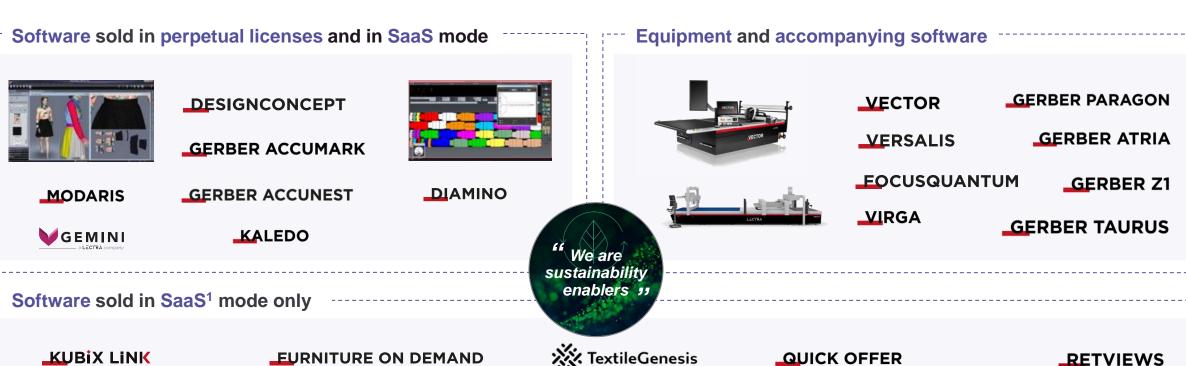
Breakdown of 2023 revenues

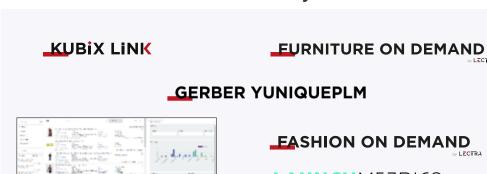


¹Perpetual software licenses, equipment and accompanying software, and non-recurring services. ²Percentage of annual fixed overhead costs covered by gross profit on recurring revenue.



Lectra's offer at the leading edge of technology







FLEX OFFER



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Acquisition of Launchmetrics



Overview of the company

Launchmetrics develops and sells an innovative cloud-based SaaS platform, composed of seven modules, dedicated to brand performance, for marketing and communications professionals in the Fashion, Lifestyle and Beauty markets.



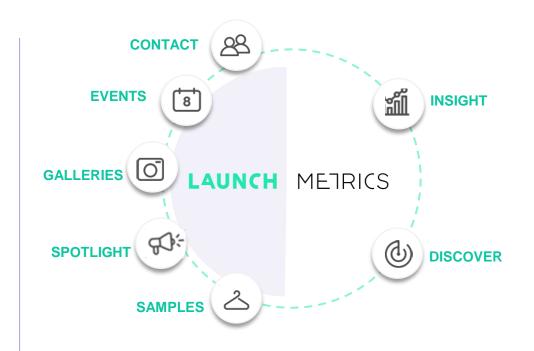
- ~\$45m revenues in 2023, of which \$40+m SaaS
- ~\$5m adjusted EBITDA in 2023
- **425** employees

1 700 customers in 20 countries



Acquisition in January 2024 of 50.3% of Launchmetrics for about 85 million dollars, this amount will depend on recurring revenues and EBITDA for 2023.

Acquisition of the remaining capital and voting rights is planned in five stages: in 2025, 2026, 2027, 2028 and 2030. Total acquisition price estimated between 200 and 240 million dollars.



Acquisition of Launchmetrics



Lectra x Launchmetrics synergies

LECTRA

STRENGTH

- Undisputed technology leadership
- Broad portfolio of Industry 4.0 offers, based on the 4 key technologies: Cloud, IoT, Big Data, Artificial Intelligence
- Prestigious customers in Fashion
- A virtuous business model and strong financial strength
- A premium positioning and customers at the heart of the activities
- Global presence in +100 countries reached by a global network of subsidiaries and agents

OPPORTUNITIES

- Strengthen the Group's position in Fashion by covering other strategic links in the customer value chain
- Benefit from the expansion of the customer
 base for cross-sell opportunities and to
 strengthen relationships with C-levels
- Combine expertise in technology, particularly around data and Artificial Intelligence (AI) to drive innovation
- Enrich the respective offers with complementary marketing and product data in order to offer customers a unique value proposition
- Accelerate the transition to SaaS

LAUNCHMETRICS

a LECTRA company

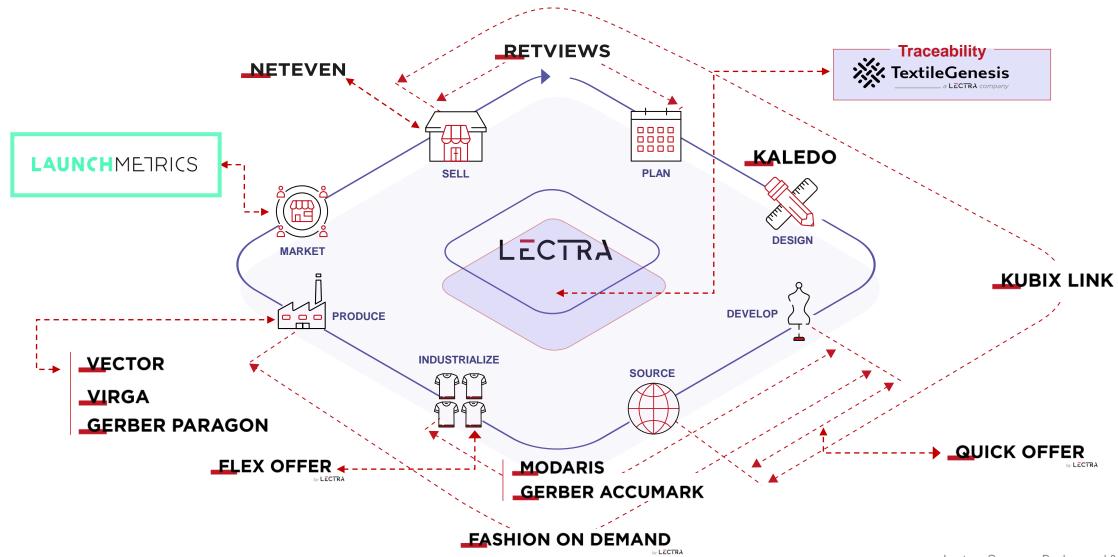
STRENGTH

- Unrivalled mastery of data and strong expertise in Al
- Specialized in Fashion, with prestigious customers
- Technological know-how and innovation at the heart of the DNA
- Premium positioning and customercentric approach
- International and established presence

Acquisition of Launchmetrics



Lectra has an unmatched offer for the Fashion industry



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A long term vision

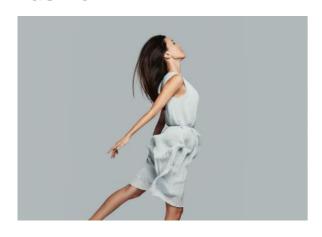
Supported by a long-term vision, launched in 2017, the Lectra 4.0 strategy aims to position Lectra as a key Industry 4.0 player in its three strategic market sectors before 2030.





Markets undergoing profound changes

Fashion -



Fashion industry players must undertake far-reaching transformations in their distribution networks and supply chains, taking into account Corporate Social Responsibility (CSR) issues, and the continuous adjustment of their product range and positioning strategies.

Automotive -



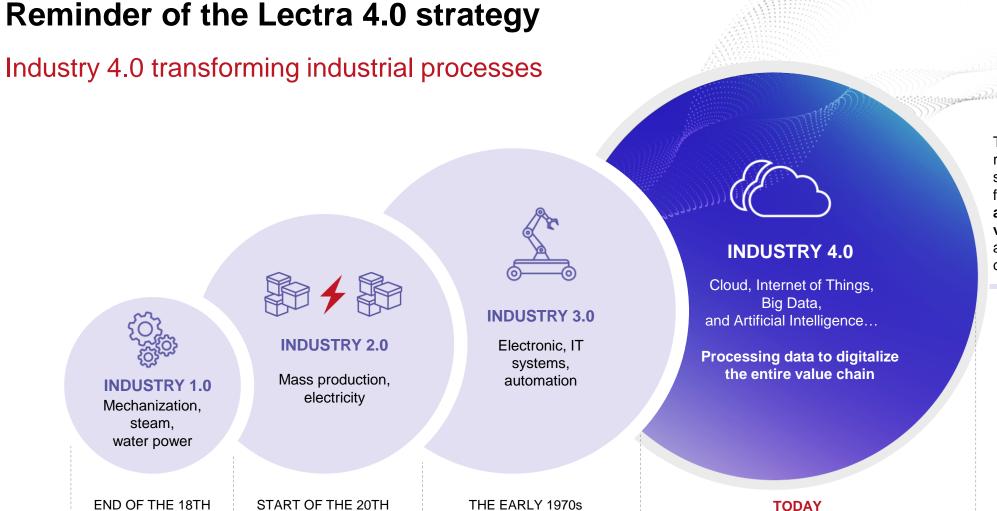
Automotive suppliers face major challenges induced by macroeconomic and geopolitical events. To remain competitive, suppliers have to boost the performance of their production tools and optimize material consumption.

Furniture



Furniture industry players are continuing to modernize, digitize and automate their industrial facilities, while also **transforming their production methods and processes** to give greater priority to on-demand production.

Ī



The fourth industrial revolution will be a major step forward in interconnecting all participants in the value chain, with smarter and more agile companies.

LECTRA

ACCELERATING ADOPTION OF KEY INDUSTRY 4.0 TECHNOLOGIES

The COVID-19 crisis, and its impact on consumer habits and ecosystems, are accelerating the digitalization of processes in product value chains.

CENTURY

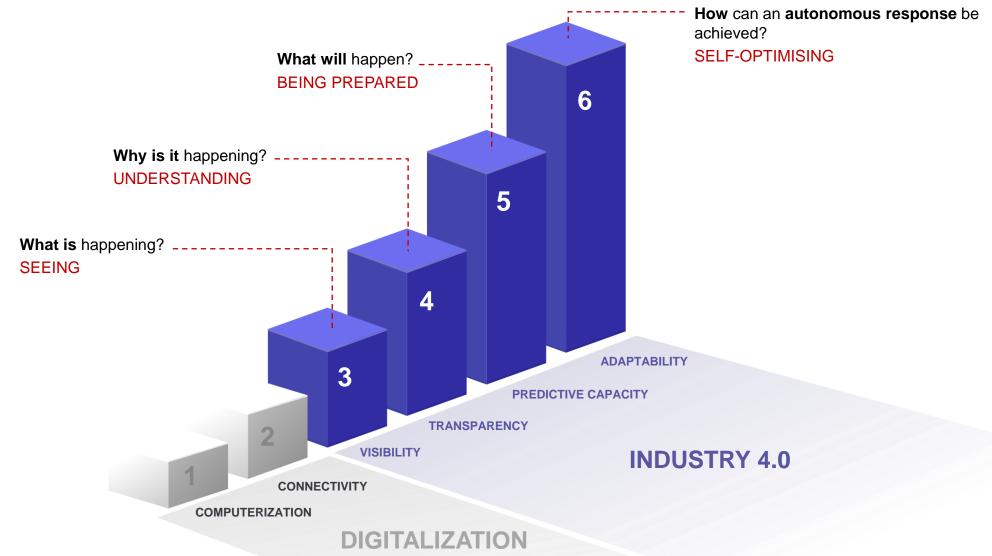
CENTURY

urce: FIR e. V. at RWTH Aachen University

Reminder of the Lectra 4.0 strategy

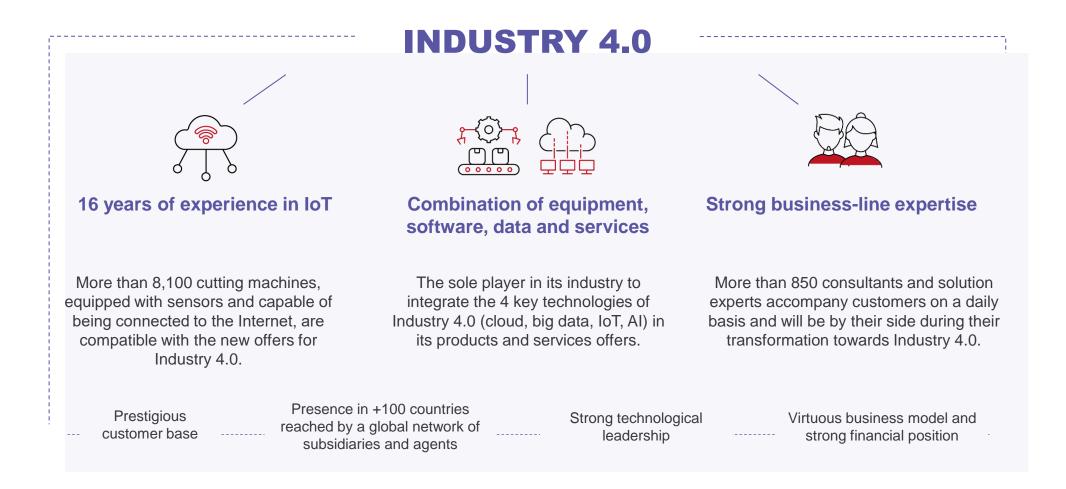


Six key steps to exploit the full potential of Industry 4.0





Lectra has all the necessary assets to become a key Industry 4.0 player





Industry 4.0 serving Corporate Social Responsibility (CSR)

ECONOMY

- Improve operations
- Optimize product lifespan (e.g. predictive maintenance)
- Increase industrial capacities' efficiency
- Measure industrial performance

Go beyond profit margin optimization by redefining the business model



SOCIAL

- Automatize non-value-added tasks
- Improve flexibility and work-life balance
- Reinforce employees' experience thanks to a better work environment
- Facilitate informed decision-making based on Artificial Intelligence

Tools serve people, not the other way around

ENVIRONMENT

- Improve energy productivity
- Reduce environmental footprint (e.g. remote maintenance)
- Limit waste and rubbish
- Optimize the use of natural resources

Match production to demand



Fundamentals of the Lectra 4.0 strategy enriched since 2023 with a pillar dedicated to CSR

Premium positioning

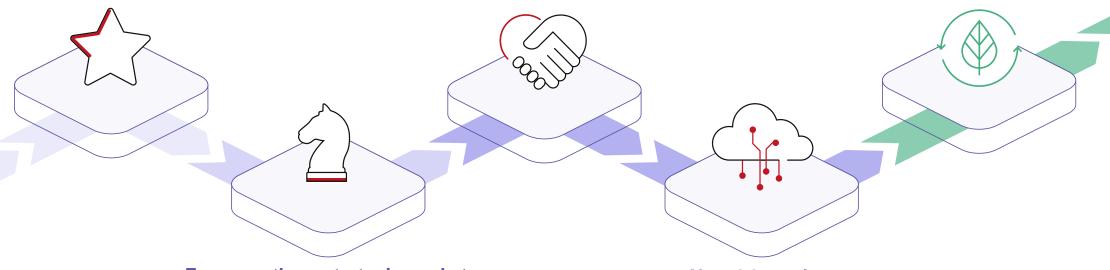
High value-added solutions and services with strong business-line expertise

Customers at the heart of the activities

A commitment from Lectra teams to do everything in their power to enable customers to make optimal use of its solutions.

A committed CSR policy

Capitalize on the Group's achievements in terms of CSR and continue leading the way by integrating social, societal, ethical and environmental responsibilities in all business activities and practices.



Focus on three strategic market sectors

Fashion, automotive, and furniture, with a specific approach for each in terms of offers, organization and processes.

New 4.0 services

Gradually launched on the market, they will combine data analysis, Lectra's expertise and artificial intelligence, to enable customers to continuously improve their operations.

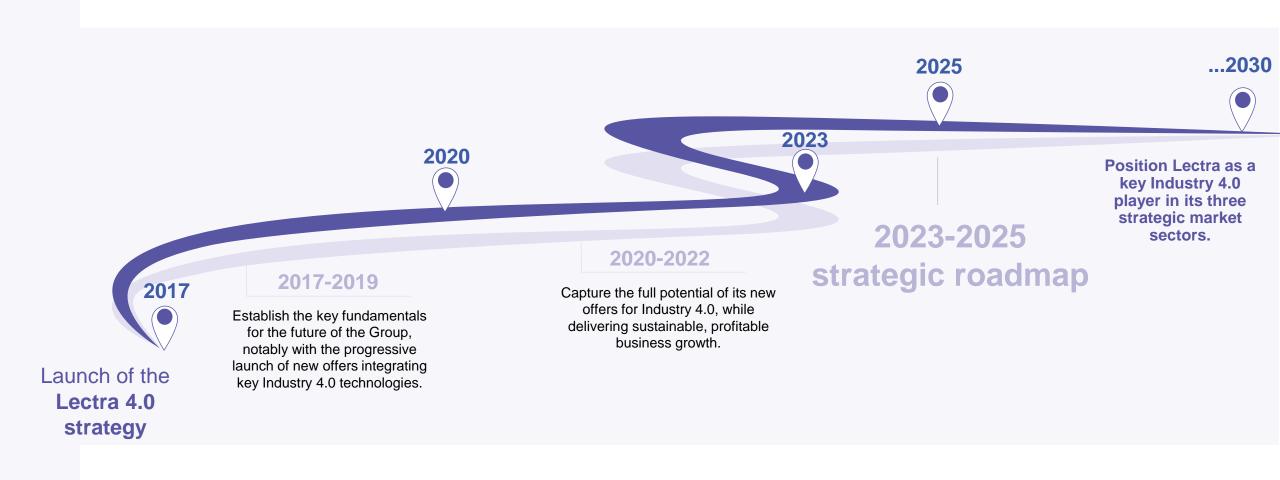
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3-year strategic roadmaps to implement a long-term strategy





Further position Lectra as an Industry 4.0 leader

TAKE FULL ADVANTAGE OF
THE GROUP'S CHANGE IN DIMENSION
TO ACCELERATE GROWTH

SIGNIFICANTLY INCREASE THE VOLUME OF SAAS IN THE GROUP'S TOTAL REVENUES

SEIZE ACQUISITION OPPORTUNITIES

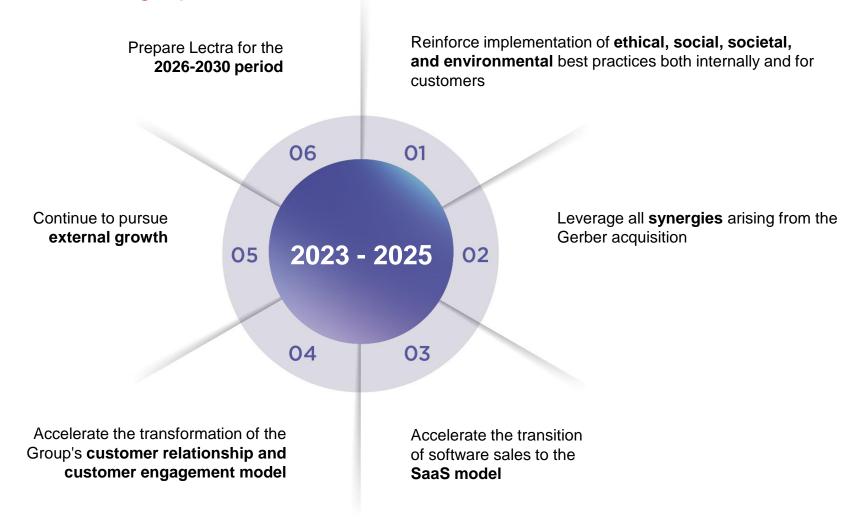
INDUSTRY 4.0

With the commitment of its employees, and recognition by customers, Lectra will be at the forefront of a more sustainable future.

In a deteriorated environment, Lectra was able to maintain its strategic ambitions while reinforcing its financial strength.



Reminder of the six strategic priorities



These six strategic priorities guided the Group's actions carried out in 2023.



Enable the Group to sustain growth while meeting the expectations of internal and external stakeholders

01

Reinforce the implementation of CSR best practices

Lectra's CSR policy enter into the objectives to make a positive impact on society, help customers to become more socially responsible and sustainable, and cultivate a work environment where employees can thrive while adhering to high ethical standards.

Lectra has 12 commitments divided into five major CSR action areas

- Respect the highest ethical standards
- Design eco-responsible offers
- Promote an inclusive, diverse and vibrant work culture
- Reduce the environmental footprint of its activities
- Provide support for the next generation









Maximize the impact of synergies to drive growth and profitability

02

Leverage synergies coming from the acquisition of Gerber

With this acquisition, Lectra's fundamentals such as its rich, robust, advanced experience in the key technologies of Industry 4.0, its worldwide presence, its leadership and business model have all been strengthened.

Despite the macroeconomic and geopolitical context, the Group will continue to leverage many synergies coming from the acquisition of Gerber

 Leverage the potential of the expanded installed base

Launch new joint offers



Unify R&D efforts

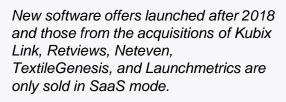
- Reorganize industrial operations around three sites
 - Bordeaux Cestas (France)
 - Tolland (United States)
 - Shanghai (China)



Strengthen market penetration of software offers sold in SaaS mode and facilitate the progressive selling strategy

03

Accelerate software sales in SaaS mode





- Increase sales and marketing programs to encourage customers to adopt or migrate to these offers
- Intensify prospecting actions
- Accelerate R&D investments to upgrade current offers and progressively launch new solutions

Increase customer commitment, and maximize recurring revenues per customer

04

Adapt the customer relationship and engagement model

With the change in the Group's dimension and the enrichment of its product portfolio, the customer engagement and customer relationship model will continue to evolve.





Increase customer satisfaction and loyalty, throughout their journey with Lectra



Continue to increase the number of customer success managers to support a growing number of customers



Adjust the responsibilities of some sales teams to focus more time on prospecting actions



Access additional growth drivers in the long-term

05

Pursue external growth

Since 2018, Lectra made 8 acquisitions: Kubix Lab, Retviews, Gerber, Neteven, Gemini, Glengo Teknoloji's business assets, TextileGenesis, and Launchmetrics. Lectra is significantly expanding its activities in the fashion sector and thus strengthening its position as a key player in Industry 4.0



Privileges companies (mainly start-ups) that could complete Lectra's range of products



Build new expertise in areas beyond its core fashion operations



Concentrate efforts on the most promising activities going forward

06

Prepare Lectra for post-2025

Enable the Group to achieve more rapidly and more efficiently its position as an indispensable player in Industry 4.0 in all three strategic market sectors.



 Develop new solutions that will be available starting 2026

10%

of 2023-2025 revenues will be invested in R&D over the next few years*

- Progressively phase out certain non-strategic activities, which accounted for less than 5% of the Group's revenues
- Formally set out the next steps in the evolution of the Group's governance

AGENDA



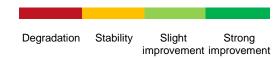
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2024 and 2025 outlook



Persistent challenges in an environment that remains uncertain

Situation at the beginning of 2024 vs 2023











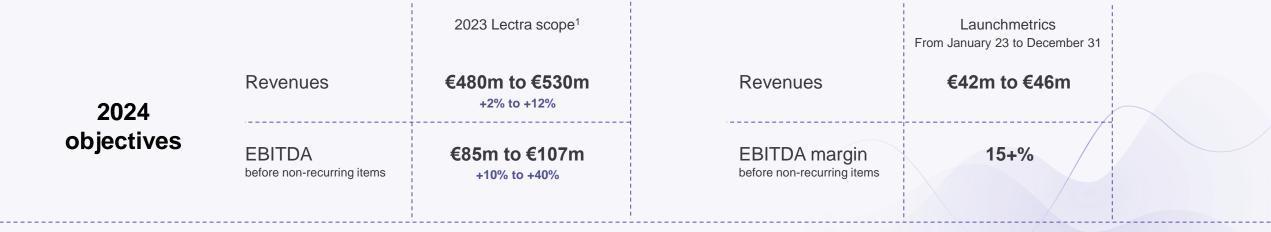


2024 and 2025 outlook



New 2025 financial objectives





All scenarios were prepared on the basis of the closing exchange rates on December 29, 2023, particularly \$1,10 / €1.

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Appendices – key highlights and evolution of Lectra's market



Fashion: resilience and uncertainty



Source: McKinsey & Company, December 2023

2023

Weak consumption, persistent inflation and heightened geopolitical tensions

Growth (mainly related to price increases)

+2% to +4%

of which Luxury +5% to +7%

- Inventory clearance impacting production volumes and margins
- Companies with very different situations depending on the segment and business models

Q4

- Continued growth in the luxury sector, despite Q3 warnings
- Red Sea tensions

2024 outlook

Output growth amid continued uncertainty

- Expected gradual end of overstocking
- Fragile consumer confidence
- Freight pressure impacting deadlines and costs
- Increased sustainability requirements driving further market polarization (winners vs losers)

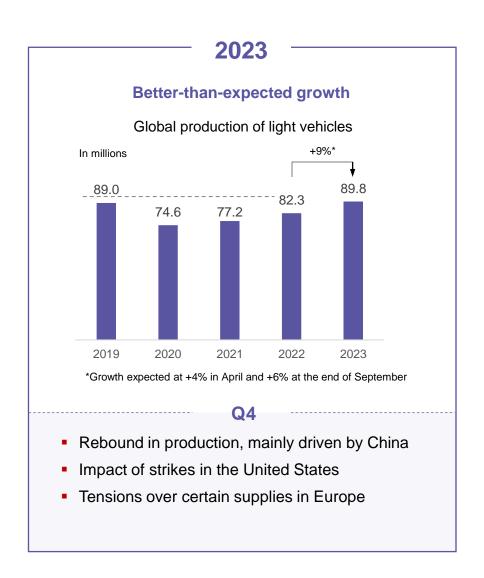
Appendices – key highlights and evolution of Lectra's market



Automotive: back to normal



Source: S&P Global. December 2023



2024 outlook

Stability expected

- Uncertainties in consumer demand, still affected by inflation and credit conditions
- Strong development of electric vehicles, especially in China
- Increased need to create a resilient, circular and sustainable supply chain

Appendices – key highlights and evolution of Lectra's market



Furniture: difficult context and lack of visibility



Source: CSIL. June 2023

2023

Weak demand

- Mass market segment affected more than premium and luxury segments
- China: after a sharp drop in production in 2022, the slight growth in local consumption was not enough to compensate for the drop in demand from abroad
- United States: high inventory levels and bankruptcies of major players
- **Europe**: falling demand, unstable employment, store closures, etc.

Q4

 First signs of a possible end to the crisis in China and the United States

2024 outlook

A situation that is still mixed

- Evolution of processes to favor production on demand
- Lack of visibility on sales levels
- Need for rationalizing the supply chain



Decline in orders for perpetual software licenses, equipment and accompanying software, and non-recurring services

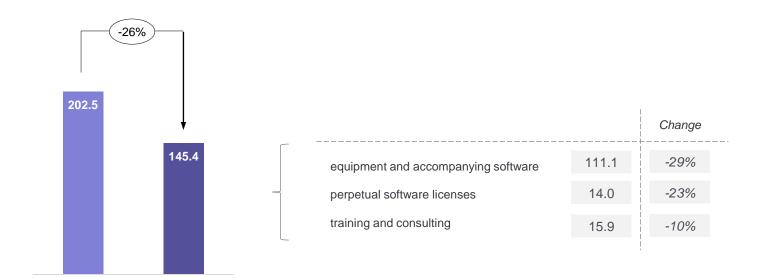
Strong growth in orders for new software subscriptions

Orders for perpetual software licenses, equipment and accompanying software, and non-recurring services.

In millions of euros

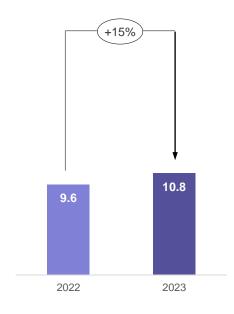
2022

2023



New software subscription orders

In millions of euros, annual value of new contracts

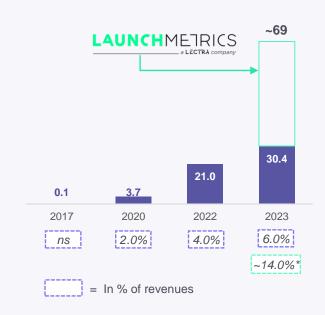




The acceleration of SaaS software sales has once again been confirmed

Revenues from software subscriptions

In millions of euros



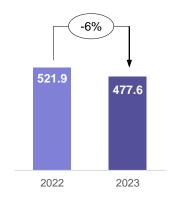




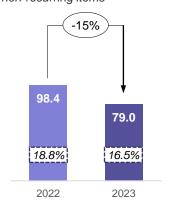
Decline in revenues and EBITDA before non-recurring items

In millions of euros

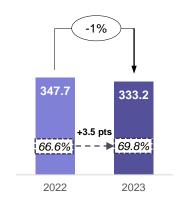
Revenues



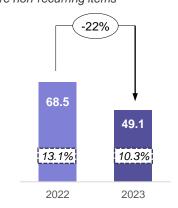
EBITDAbefore non-recurring items



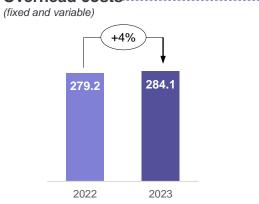
Gross profit



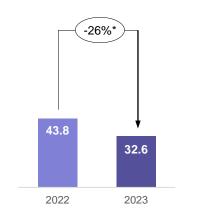
Income from operations.....before non-recurring items



Overhead costs.....



Net income....

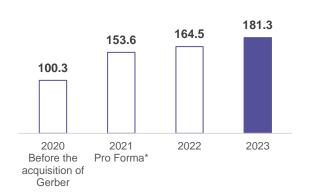




Improvement in the fundamentals of the Group's business model

Evolution of the recurring contracts revenues

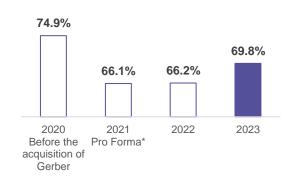
In millions of euros, at 2023 exchange rates (1.08 \$ / 1 €)



The acquisition of Gerber enabled the Group to increase its recurring contract revenues by €53.3m in 2021. Thanks notably to the synergies coming from this acquisition, they then increased by €27.7m (+18%) between 2021 and 2023.

Evolution of the gross profit margin

In % of revenues, at 2023 exchange rates (1.08 \$ / 1 €)



Gerber's gross profit margin was significantly lower than Lectra's prior to the acquisition. The overall gross margin increased by 3.7 percentage points between 2021 and 2023, which, compared to 2023 revenues, translates into €18m of additional gross margin.

Evolution of the fixed overhead costs

Like-for-like



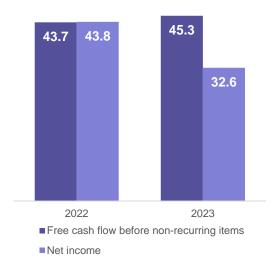
The measures taken to reduce certain overhead costs have helped to lower their quarterly growth, relative to 2022, from 11% in Q1 to 2% in Q3 and Q4.

These improvements, many of which can be considered permanent, will have a positive impact on the Group's earnings growth, in addition to the positive impact of the rebound in new system orders.



Strong generation of free cash flow, negative working capital requirement

In millions of euros



Free cash flow before nonrecurring items totaled €45.3m (€43.7m in 2022). It is €12.7m higher than net income.

After disbursement of €2.9m in respect of non-recurring charges, free cash flow amounted to €42.4m (€40.3m in 2022 after non-recurring disbursements of €3.4m).



■ Working capital requirement

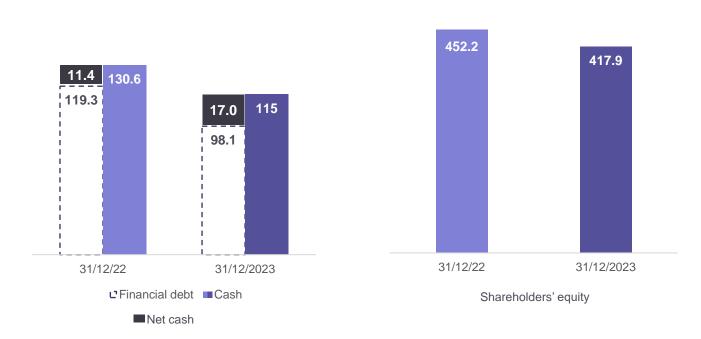
The working capital requirement at December 31, 2023, is negative €8.2m (-€6.3m in 2022) before taking into account the purchase of inventories of the company VDL, in connection with the insourcing of the production in China, for an amount of €4.1m.



A particularly robust balance sheet with a positive net cash position



In millions of euros



Throughout 2023, the Company paid out:

- €15.2m in respect of the acquisition of the majority of the capital of TextileGenesis;
- €18.1m in respect of dividends for fiscal year 2022.

Appendices – TextileGenesis



TextileGenesis' business is growing strongly



87%

of fashion executives believe sustainability regulations will impact their business in 2024

Source: BOF / McKinsey and Company, State of Fashion 2024

TextileGenesis provides a SaaS platform that enables fashion brands and sustainable textile manufacturers to ensure a reliable, secure, and fully digital mapping of their textiles, from the fiber to the consumer, and thereby guarantee their authenticity and origins



Nearly **650 million products** were traced in 2023 on the TextileGenesis platform

New module **Supply Chain Discovery**

Since the end of 2023, TextileGenesis has allowed fashion players to trace the origin of all the materials they use, sustainable or generic, from its platform