



FOR IMMEDIATE RELEASE

Contact – Lectra Headquarters / Press Dept.: Nathalie Gerbal
Email: n.gerbal@lectra.com
Tel: +33 (0)1 53 64 42 37 – Fax: +33 (0)1 53 64 43 40

Lectra Appoints Hakan Dadağlıoğlu Managing Director of Lectra Turkey

Paris (France), Istanbul (Turkey), January 12, 2009 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials, has named Hakan Dadağlıoğlu Managing Director of Lectra Turkey. Based in Istanbul, Turkey, Hakan Dadağlıoğlu has been with Lectra for 12 years. He reports directly to Daniel Harari, Lectra's CEO.



Since joining Lectra in 1996, Hakan Dadağlıoğlu has established a successful track record of continued contribution to Lectra's growth in Turkey. During his time with the company, Hakan Dadağlıoğlu has built up an excellent knowledge of Lectra's solutions and customers. Various positions in technical, services and sales departments have given Hakan a wealth of experience on which to draw.

"Hakan Dadağlıoğlu is perfectly positioned to manage our Turkish subsidiary, possessing both technical skill and in-depth knowledge of Turkish industry, from fashion to the automotive and furniture manufacturing markets. He will leverage Lectra's customer support services to help manufacturers face the pressures of today's global economic conditions and turn those challenges into opportunities. He will focus on using Lectra's know-how and long-term international experience to support customers, ensuring optimum utilization of Lectra's added-value technology and solutions, the results of significant investment in research and development," said Daniel Harari, Lectra CEO.

"I have complete confidence in the expertise of my team," said Hakan Dadağlıoğlu. "In the Hardware and Software Support Department, for example, our people have an average experience of more than 10 years. For any project our customers implement, we are able to provide broad-vision consultancy to facilitate their strategic planning. This has played a major role in the success of Lectra's Turkey's customers, especially for those in the rapidly changing apparel market. We have a deep understanding of our customers' backgrounds and challenges. Customer satisfaction results not only from the quality of Lectra's products and the added-value of its services, but also from strong personal relationships and total commitment."

Since its inception in 1988, the company has built up a vast reference base in the key industries of fashion and apparel, and in other markets such as automotive, furniture, leather apparel and industrial fabrics.

"Lectra has always considered Turkey to be a strategically key country," said Daniel Harari. "That is why we invested heavily in Turkey. We knew and anticipated that the Turkish industrial markets—especially the fashion/apparel market—and its manufacturers would evolve rapidly and become more and more powerful in this very competitive environment."

"Economic, currency, and price issues, as well as a changing international trade situation, have forced Turkish apparel manufacturers to find the right balance between an attractive and high-quality offer, and cost control. They must be ready to adopt new, innovative, and effective strategies to appeal to customers. Technology is the answer with the highest potential for immediate impact and returns on investment. Technology applied to the fashion industry is more than just a philosophy. It has now become an important and measurable competitive advantage, essential for success," added Daniel Harari.

Hakan Dadağlıoğlu holds a Bachelor's Degree in Electrical Engineering from Istanbul Technical 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 the aeronautical and marine industries, wind power, personal protective equipment. Lectra serves 20,000 customers in more than 100 countries with 1,550 employees and \$297 million in 2007 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com