

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 Bruno Mattia as Director, Strategic Accounts Fashion

This promotion is part of the development plan implemented by Lectra in early 2012

Paris, May 10, 2012 – 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 Bruno Mattia as Director, Strategic Accounts Fashion.

Reporting directly to Daniel Harari, Lectra CEO, and based at the headquarters in Paris, Bruno Mattia's mission is to drive relationships with strategic clients worldwide.

“Since its creation in 1973, the most renowned fashion brands have been putting their trust in Lectra for a faster time to market of their collections, while respecting their know-how and the quality of their products. By promoting creativity, through agile management of their value chain, Lectra solutions enable them to combine demand and effectiveness, and become unique to consumers”, said Daniel Harari, Lectra CEO. “From continuous improvement of industrial processes to change management, Lectra has always contributed to the performance of fashion companies. Bruno's 15 years of experience in the management of major projects, including PLM projects in the fashion, automotive and energy markets, will enable Lectra to take a new step in the development of its partnership strategy with major fashion companies”.

“Almost all of Lectra's strategic customers are prestigious brands and a lot of their products have become icons,” said Bruno Mattia. “Accompanying them in the deployment of their projects has enabled me to understand how, from design to production; our customers constantly push the limits of their requirements. In this context, our goal, as world leader, is to support their ambitions and contribute to their performances”.

Prior to joining Lectra in 2006, Bruno Mattia was Senior Consultant and Project Director within the PLM Branch of IBM Global Services, in charge of complex international projects. During the last 6 years at Lectra, he was responsible for strategic projects for the fashion market, mainly in charge of implementing Lectra Fashion PLM.

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 automated cutting systems and provides associated services to a broad array of markets including fashion (apparel, accessories, footwear), automotive (car seats and interiors, airbags) and 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

