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Lectra Appoints Hervé Claverie Director of Projects and Strategic Accounts Worldwide

Paris, June 3 2009—Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—announces the appointment of Hervé Claverie as Director of Projects and Strategic Accounts worldwide.



As world markets evolve, manufacturers are moving towards implementing more fully integrated processes—from the design phase through the industrialization and production stages to the moment when the final product is brought to market. With expert knowledge of its customers' business processes, Lectra has been able to anticipate this trend and thus offer the most suitable value-added software and services for an integrated process: auditing, business process and product lifecycle management, support for change management, and the implementation of the corresponding Lectra technologies.

With experienced consultants and sales staff, the Projects and Strategic Accounts team is dedicated to supporting Lectra's major clients in the analysis and evaluation of their internal processes. They work to propose new organizational methods and innovative ways of improving productivity and quality, while helping customers reduce costs and shorten the time-to-market of their products. Lectra's team ensures successful change management through training and coaching to help customers achieve their goals as quickly as possible. "In the current macroeconomic climate, it is more important than ever for companies to implement technology and value-added solutions that enable them to dramatically increase their competitive advantage and support their sales strategy," said Hervé Claverie.

"By strengthening our Projects and Strategic Accounts team, Lectra once again demonstrates a desire to be at the forefront of market trends and work in perfect harmony with the expectations of our customers in optimizing the design and production processes of a product," added Daniel Harari, Lectra CEO. "With his excellent technical skills and his knowledge of our markets and customers, Hervé will provide our major clients with the support required for their strategic development. I know he will succeed in all his projects, using the know-how of Lectra's teams and the company's worldwide presence."

Since joining Lectra in 2005, Hervé Claverie has held various marketing management positions across both hardware and software divisions. He has acquired a perfect knowledge of Lectra solutions and of the business processes and issues relating to the Lectra's customers' working environments, ranging from the design to the production of the end-product. In June 2008, Hervé Claverie took responsibility for Projects and Strategic Accounts in the fashion industry. His role has now been extended to all Lectra's markets—fashion, automotive, furniture and industrial fabrics—with an approach that focuses on the sale of high value-added solutions and expert services. Based at the company's headquarters in Paris, Hervé Claverie reports directly to Daniel Harari, Lectra CEO.

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 23,000 customers in more than 100 countries with 1,500 employees and \$292 million in 2008 revenues. The company is listed on Euronext Paris.

For more information, please visit www.lectra.com