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Lectra appoints Burak Susoy as Director, Lectra Turkey and the Middle East

Burak Susoy will guide regional companies' growing strength regarding design, product development and manufacturing

Paris, December 15, 2015 – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—fabrics, leather, technical textiles and composite materials—is pleased to announce the appointment of Burak Susoy as Director, Lectra Turkey and the Middle East.

Fashion and automotive are two important markets for Lectra in Turkey and the Middle East, a region that has major assets despite an uncertain context. Lectra is increasing investment in these countries because it believes in local companies' potential for success.

Particularly in Turkey, Lectra's premium positioning aligns with its customers and their expectations. Many of these manufacturers are aiming upmarket, striving to reach a new level of excellence or developing their own brands. Their activity now covers the whole value chain, specifically design and product development. Product lifecycle management solutions, such as Lectra Fashion PLM, fit perfectly within the strategic plans of a growing number of Turkish companies.

"I am pleased Burak Susoy has returned to Lectra. He is in charge of a region with clear potential," says Daniel Harari, Lectra CEO. "Turkey is continuously strengthening. It has major entrepreneurs, considerable skills and an ability to develop quality products. Today, Turkey is Europe's second textile and apparel supplier and is a solid base for many automotive suppliers."

"Thanks to its growing expertise, Turkey has the capacity to remain a pivotal country for Europe. Our customers in the fashion and automotive industries are developing their leather and textile manufacturing facilities with the help of advanced technology. Their challenge is to be prepared for an expected rebound in a country that has all the keys for success. Modernizing companies' processes will only reinforce their footprint in Europe," adds Burak Susoy.

Burak Susoy started his career in 1995 at Ricoh's Turkish distributor. He joined Lectra Turkey as a Sales Manager in 1999. He was later appointed as Country Sales Director and General Manager of Lectra's Turkish subsidiary. Burak Susoy served as the Country Manager for Dassault Systèmes in Turkey from 2012 to September 2015.

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 aeronautical and marine industries, wind power and personal protective equipment. Lectra serves 23,000 customers in more than 100 countries with 1,500 employees, and registered revenues of \$281 million in 2014. The company is listed on Euronext.

For more information, please visit www.lectra.com

