



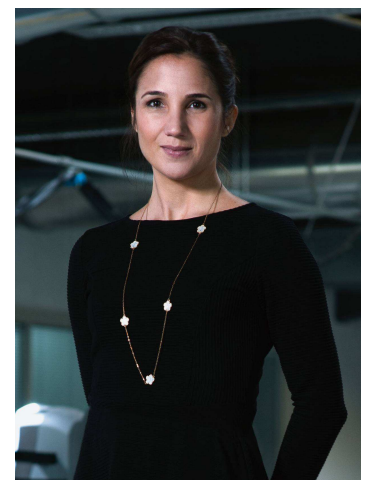
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Lectra appoints Céline Choussy Bedouet as Chief Marketing Officer

Céline Choussy Bedouet takes on new responsibilities twenty months after coming to Lectra

Paris, May 5, 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 Céline Choussy Bedouet as Chief Marketing Officer. Céline Choussy Bedouet, who was previously Marketing Director for Automotive and Furniture, will now cover all of Lectra’s markets.



“Lectra reached a milestone in 2014, demonstrating the merits of its upscale strategy, implemented at the beginning of 2010. With a sharp rise in revenues and profits along with a strengthened market share, Lectra can now start a new period in its history,” underlined Daniel Harari, Lectra CEO. “Céline, who joined us twenty months ago, has made a significant contribution in reinforcing Lectra’s leadership in automotive and raising its profile in furniture.”

“Today, Lectra has many assets: very strong investment in research and development, an unparalleled technological offer, highly-qualified teams, outstanding customer service and solid experience in change management,” said Céline Choussy Bedouet. “Lectra's strength and its competitive advantage lie in the integration of software, equipment and services, creating considerable value for its customers.”

Céline Choussy Bedouet has a rich and diverse marketing experience, including strategic, operational marketing, field, channel and partner marketing. She started her career in 2000 at Dassault Systèmes where she held several senior positions, notably heading up the implementation and monitoring of Dassault Systèmes’ strategic partnership with Microsoft. In 2008, Céline Choussy Bedouet joined Autodesk as Marketing Manager for Europe. Later on, she was in charge of global manufacturing marketing campaigns before joining Lectra in September 2013 as Marketing Director for Automotive and Furniture.

Céline Choussy Bedouet has a master’s in management from ESC Bordeaux (Bordeaux Management School), France.

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 \$281 million in 2014 revenues. The company is listed on Euronext.

For more information, please visit www.lectra.com