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Lectra names Karen Elalouf as managing director for France

Karen Elalouf will develop Lectra's footprint in France, supporting its customers in the optimization of their design, development and manufacturing processes

Paris, June 12, 2014 – 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 nomination of Karen Elalouf as managing director for France.

A true transnational company, Lectra has, for the last 40 years, developed privileged relationships with its customers in more than 100 countries by contributing to their operational excellence, be it in fashion and apparel, automotive, furniture or a wide variety of other industries.

"Accelerating our growth in France, our home market where we have over 80% market share in the fashion industry, is strategic for Lectra. Our customers today are undergoing profound changes. We are committed to supporting them in the transformation of their business models. Karen's business and project management skills, gained at large technology groups and at the biggest French and international companies, is a major asset for Lectra and its customers," said Daniel Harari, Lectra CEO.

"One of the specificities of the French fashion market is that it encompasses a multitude of companies, from large international groups to small subcontractors. Their common denominator is to control the value chain, which is essential in ensuring their success. As a result, they need to streamline creative processes and collection development, optimize production while maintaining high quality, control costs and shorten time-to-market," explains Karen Elalouf. "Today, our consulting offer, drawing on the solid expertise of Lectra teams, coupled with a unique PLM platform, integrating the whole spectrum of business solutions for design, 3D prototyping, product development and manufacturing, guarantees the successful implementation of our customers' projects."

Karen Elalouf has more than 25 years' experience in management and development projects. Before joining Lectra, she was sales director at Microsoft. Previously, she contributed to the expansion of SAP's retail activity after having spent 10 years at the Galeries Lafayette Group where she carried out several projects pertaining to the whole of the distribution process. Karen has a Master's Degree in Information System applied to business management (MIAGE) from the University of Paris-Sud.



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 1,400 employees and \$270 million in 2013 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com