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## **Lectra wins Silver Top/Com prize at the Top/Com Grands Prix Corporate Business 2015 Ceremony**

***Top/Com jury members have awarded a prize to Lectra Live,  
Lectra's new internal webzine***

**Paris, February 17, 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 that Lectra Live, Lectra's internal webzine, has won the Silver Top/Com prize in the internal website category of the "Publishing" section during the Top/Com Grands Prix Corporate Business 2015 ceremony.

This award recognizes the strategic planning undertaken by Lectra's communication department to modernize the company's communication, starting internally. Up until now, Lectra had a monthly newsletter to liaise regularly with its employees around the world. This new digital magazine better supports Lectra's ambitious strategic plan, launched in 2009, intended to completely transform the company.

"Keeping in line with our culture, we opted for innovation by providing our employees with a dynamic tool capable of explaining our strategy, demonstrating its strengths and highlighting in real time the company's milestones and achievements," said Daniel Harari, Lectra CEO.

Lectra teamed up with the corporate communications agency, PubliCorp, to produce, in just six months, an interactive and participatory internal webzine published in three languages, English, French and Chinese. The content, published through five headings, is strategic and informative and covers the main trends in Lectra's markets and highlights the daily achievements of Lectra employees. Articles are constantly updated to allow employees to keep pace with the company's developments all over the world.

Lectra Live is animated by numerous videos, strong images and energetic colors in a modern and elegant style. Like smart grids, intelligent networks which gather together different information from various sources, the new platform is based on an intuitive way of reading content. A completely redesigned indexing system guides the reader as he browses through the site to a selection of related articles. Employee comments and reactions are also taken into account when defining editorial choices.

A versatile tool, packed with innovative features, the webzine was created to respond to Lectra's future needs.

"Nearly all the employees in our 32 subsidiaries read Lectra Live to better understand the company's objectives', and to find out about our developments and to integrate more easily into the Lectra community," said Myriam Akoun-Brunet, Communications Director, Lectra. Lectra Live also appeals to our peers, as this Top/Com prize demonstrates. We are very proud of this dual recognition."

The Silver Top/Com prize was awarded to Myriam Akoun-Brunet and Publicorp's Fabrice Arsicot during Top/Com's Grands Prix Corporate Business 2015 by a jury made up of marketing, communication and human resources' professionals.



**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 \$285 million in 2014 revenues. The company is listed on Euronext.

For more information, please visit [www.lectra.com](http://www.lectra.com)