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Lectra appoints Véronique Larrieu-Pelegry as marketing director for France

Véronique Larrieu-Pelegry's objective is to promote all Lectra's solutions to its customers in France

Paris, November 28, 2013 – 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 Véronique Larrieu-Pelegry as marketing director for France. She rejoins Lectra after having created and developed its communications department between 1987 and 2000.

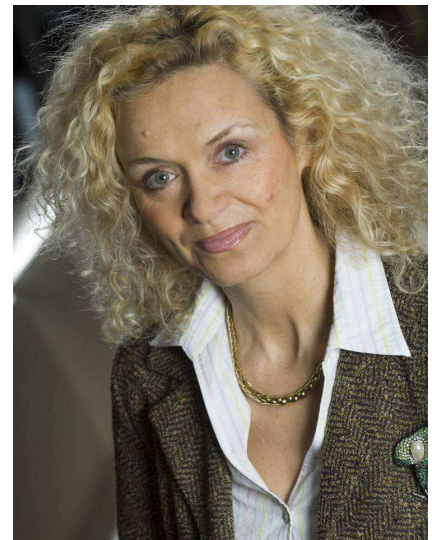
Véronique Larrieu-Pelegry's objective is to promote Lectra in France, especially in the fashion, automotive, furniture and aeronautical industries.

"Lectra is a French company, which was established in Bordeaux 40 years ago, and has been world leader since 2000. Our production site and our R&D hub, located at Bordeaux-Cestas, form the basis of our DNA," said Daniel Harari, Lectra CEO.

"One of the special features of the French market is that it presents a wide array of company types, from ultra-specialized subcontractors to large international luxury groups, as well as export-oriented SMEs. Our role is to work alongside all these players throughout their development, obviously in France, but also internationally," commented Véronique Larrieu-Pelegry. "As well as providing them with innovative technology solutions, Lectra is a change management partner. My experience and my knowledge of the industries Lectra works with will allow me to establish differentiated approach strategies in order to better serve our customers in all their diversity."

"Through the 3D virtual prototyping and PLM solutions developed by Lectra, French fashion companies can preserve and develop their competitive advantage. In the cutting room, the embedded intelligence of the Vector and Versalis solutions for fabric and leather is at the heart of their manufacturing process," said Daniel Harari. "These innovations create value for our customers by providing them with the answers to the challenges they face in their industries."

"Moreover, to ensure the highest possible adoption of these state-of-the-art technologies, we are continuing to develop our relationships with fashion schools as well as leading French educational institutions. As a world leader, Lectra prepares the future of the industry by getting involved in the training of future fashion professionals," added Véronique Larrieu-Pelegry. "The thirteen years I have spent in two very different professional spheres have allowed me to put together professional experience that I am now particularly happy to channel towards the success of Lectra, where I have found the same values and vision that made it stand out when I left."



Véronique Larrieu-Pelegry began her career in 1981, first at the French Ministry of the Economy and Finances, then within the regional agency for permanent education in Aquitaine. In 1987, she joined Lectra to create and develop the group's communications department. In 2000, she joined Citroën as group communications director. A member of the management committee, she worked to rejuvenate and galvanize the company's brand image. In 2009, Véronique Larrieu-Pelegry changed direction and joined the French Ministry of Culture and Communication, where she devised and managed the implementation of the internal communication strategy. A former student of the *Institut d'Etudes Politiques* in Bordeaux, she has a master's degree in Industrial Purchasing Marketing and Management from the *Ecole Supérieure de Commerce de Bordeaux* and a master's degree in Communications from the *Institut des Sciences de l'Information et de la Communication de l'université de Bordeaux*, 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 1,350 employees and \$256 million in 2012 revenues. The company is listed on NYSE Euronext.

For more information, please visit www.lectra.com