



Dassault Systèmes Acquires Enginuity PLM to Accelerate Innovation for Formulated Products

Dassault Systèmes Expands PLM Offer for CPG, Life Sciences and Other Formula-based Industries; Enables Customers to Bring Breakthrough Formulations to Market More Rapidly and at Lower Cost

VÉLIZY-VILLACOUBLAY, France and MILFORD, Conn., USA, April 27, 2011 – [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, today announced the acquisition of Enginuity PLM, a leader in formula-based PLM and widely acknowledged as the best-in-class solution. The amount of the transaction was not disclosed.

Demonstrating its broad industry focus, the addition of Enginuity expands Dassault Systèmes' already extensive suite of collaborative business process solutions based on the ENOVIA V6 platform. Using ENOVIA V6, formula-centric companies in the pharmaceutical, personal care, cosmetics, food and beverage, flavor/fragrance industries will be able to accelerate product innovation and product launches while successfully navigating complex regulatory requirements and more effectively managing and leveraging their formula, packaging and consumer Intellectual Property (IP) in a single, global PLM solution.

“At a time when many products are coming under increased scrutiny from the international community, the ability to avoid mistakes and costly recalls while accelerating product development is of paramount importance. We believe that the acquisition of Enginuity represents a keystone in our PLM solution for formula-based industries, enabling us to expand the services and value that we deliver to our customers in this previously underserved space,” said Michel Tellier, CEO, ENOVIA, Dassault Systèmes. “Additionally, this acquisition allows Dassault Systèmes to leverage our core technology and offer a complete product definition for process industries, including product, packaging and labeling.”

Traditionally, formula-based companies working to implement a PLM strategy had to make a difficult choice. They could implement a broad enterprise PLM solution that lacked the deep formula, regulatory, labeling and compliance capabilities required to dramatically accelerate formula innovation and product launch – or invest in a point solution that provides these deep vertical capabilities, but can't easily integrate with other critical business processes across the enterprise. Enginuity provides a highly-intuitive, digital work environment that empowers innovators to capture all product development information for formula design in real-time, as the innovation happens – eliminating the time-consuming effort of documenting data in a separate system. This approach also provides the entire R&D organization secure access to all current and

historical product development data exactly when they need it – allowing them to leverage the company’s intellectual property to avoid past mistakes and leverage past successes.

Dr. John Sottery, founder and CEO, Engenuity commented, “For the past 18 years we have focused on helping a number of the world’s largest and most successful formula-based companies address a fundamental industry dilemma – how to accelerate innovation and reduce time-to-market while simultaneously navigating an increasingly complex global regulatory environment. By combining our best-in-class formula PLM solution and deep industry domain knowledge with Dassault Systèmes’ ENOVIA V6 PLM platform, I believe that we will revolutionize how our customers develop and launch formulated products.”

###

About Engenuity PLM

Engenuity PLM provides a collaborative product development platform for global 2000 organizations in the formula-based, process manufacturing industries. Combining a global product development knowledge repository and powerful search engine with robust formula CAD, regulatory management and product launch functionality – the Engenuity® solution allows companies to accelerate product innovation and achieve real-time regulatory compliance, while significantly reducing time-to-market, raw material costs and total cost of ownership. The Engenuity product development software is used by leading cosmetics, consumer packaged goods (CPG), over-the-counter (OTC) drug, specialty chemical and pharmaceutical companies around the world. Customers include Shiseido subsidiary Zotos International, Revlon, Schering-Plough, Coty Inc., AkzoNobel, Energizer, Merck and Procter & Gamble (P&G).

About Dassault Systèmes

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 130,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes applications provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, EXALEAD for search-based applications, SolidWorks for 3D mechanical design and 3DVIA for online 3D lifelike experiences. For more information, visit <http://www.3ds.com>.

CATIA, DELMIA, ENOVIA, EXALEAD, SIMULIA, SolidWorks and 3D VIA are registered trademarks of Dassault Systèmes or its subsidiaries in the US and/or other countries.

Dassault Systèmes Press Contacts

Derek Lane (NAM)	derek.lane@3ds.com	+1 (818) 673-2243
Elena Fernandez (LATAM)	elena.fernandez@3ds.com	+1 (978) 442-2790
Arnaud Malherbe (EMEA)	arnaud.malherbe@3ds.com	+33 (1) 61 62 87 73
Shirley Liu (China)	shirley.liu@3ds.com	+86 10 6536 2228
Namrata Gadhok (APAC)	namrata.gadhok@3ds.com	+91 (124) 457 7100
Mikiko Igarashi (Japan)	mikiko.igarashi@3ds.com	+81-3-5442-4138
Hyunjung Lee (Korea)	hyunjung.lee@3ds.com	+82 2 3270 7801