



Dassault Systèmes Appoints Brand Equity Expert Monica Menghini to Drive Industry Solutions and Reveal New Strategic Horizons: 3DExperience

***Former Procter & Gamble and Saatchi & Saatchi Executive Joins
Dassault Systèmes as Executive Vice President to Drive New 3D
Experience Value Creation Framework***

VELIZY-VILLACOUBLAY, France – February 9, 2012 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the recent appointment of Monica Menghini as Executive Vice President for Industry, Marketing and Corporate Communications, and a member of the Dassault Systèmes Executive Committee. This new executive position illustrates Dassault Systèmes' commitment to its strategy of opening up new horizons for evolving enterprises of the future with 3D Experience universes.

Monica Menghini will drive the development of a unique value creation framework that involves all Dassault Systèmes innovation stakeholders to better serve industries and deliver even greater value for customers.

“We have evolved the V6 platform with our customers over the last few years. The addition of intelligent information search-based technologies, social innovation capabilities and realistic 3D virtual experiences made us ready to pioneer a new technological wave: a 3D Experience platform to serve the ‘Social Enterprise’ of the 21st century,” said Bernard Charlès, president and CEO, Dassault Systèmes. “I am convinced that within this century, people will invent and innovate more than ever before. We must provide businesses and people with holistic 3D experiences to imagine sustainable innovations capable of harmonizing products, nature and life.”

“Our ambitious roadmap and the major social transformations that our customers are going through called for the reinforcement of our executive team. Along with the widening success of the V6 platform in a variety of industries, Monica’s marketer approach and strategic skills will contribute immense value for our customers and their ecosystem,” continued Bernard Charlès. “Her proven leadership and expertise will undoubtedly help us bring Dassault Systèmes to the next stage, while building a greater user experience with each of our brands. Her mission is simple in words, while critical in fact. She will connect the dots between brand equity, product innovation and marketing excellence to ensure we bring the best value to our customers in all the industries we serve together with our partners.”

Before joining Dassault Systèmes in 2009 as vice president for the consumer goods, consumer packaged goods and retail sectors, Monica Menghini spent 13 years at Procter & Gamble, helping build 20 successful brands in 11 different categories. She then spent eight years at Saatchi & Saatchi (Publicis Group) where she served as general manager, EMEA of Saatchi & Saatchi X, the company’s shopper marketing network.

Kevin Roberts, CEO of Saatchi & Saatchi, commented, “Monica is a top talent who is competitive, passionate and full of optimism. She loves to compete...and win. As a game changer, she inspires everyone she engages with and makes things happen.”

Menghini, 49 years old, holds a degree in Law from the University of Rome. She is the proud mother of two children, fluent in four languages, and a former professional volleyball player.

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About Dassault Systèmes

Dassault Systèmes, the 3D Experience Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 150,000 customers of all sizes, in all industries, in more than 80 countries. For more information, visit www.3ds.com.

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