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## **Lectra appoints Edouard Macquin Worldwide Sales Director**

### ***Appointment follows successful 24-year career at Lectra***

**Paris, January 26, 2011** – Lectra, the world leader in integrated technology solutions dedicated to industries using soft materials—textiles, leather, industrial fabrics, and composite materials—, is pleased to announce the appointment of Edouard Macquin as Worldwide Sales Director, effective January 1, 2011.

Since 2005 Edouard Macquin has served as Director of Lectra South America. His remarkably varied career has earned him extensive knowledge of the trade sectors relevant to Lectra’s customers, as well as an in-depth understanding of the company’s technology and services offer and its added value.



The Group is seeing a very strong rebound in its activity, with orders for new systems up 70% during the first nine months of 2010. Edouard Macquin will have the dual task of maintaining this profitable double figure growth and continuing to pursue the strategy of value development, initiated in 2009 by Daniel Harari, Lectra CEO, who held the role of Worldwide Sales Director at the time.

“Proximity to our customers wherever they are in the world is one of the keys to our success,” said Edouard Macquin. “By choosing our solutions, they benefit not only from innovative technologies with excellent added value, but also from our teams’ extensive expertise and know-how.”

“Edouard brings together a rare combination of qualities and experience. In a difficult global economic climate, he successfully developed Lectra’s operations in South America, achieving exceptional results, particularly in Brazil. There, he was able to make the country’s economic dynamism work with Lectra’s assets, earning great respect from his teams and his peers,” explains Daniel Harari. “I am counting on him to further strengthen Lectra’s leadership by capitalizing on our recent successes and our offer, which is currently the best on the market.”

Edouard Macquin, 45, holds an MBA from São Paulo Business School and speaks French, English, Portuguese, Spanish, and Italian. He joined Lectra in 1987 in R&D and later assumed various positions in services and then marketing, in France, Italy, the United States, and Brazil. In 2000, he was appointed Director of Lectra Brazil, where he reinforced Lectra’s position as Number One.

Based in Paris, Edouard Macquin reports directly to Daniel Harari.

#### **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 \$214 million in 2009 revenues. The company is listed on NYSE Euronext.

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