

Lectra – Winner of the 2020 BFM Business Grand Prize for digital acceleration

Paris, October 8, 2020 - **The 2020 BFM Business Grand Prize for digital acceleration was awarded to Lectra** on Wednesday, October 7 during a ceremony held at the Ritz in Paris.

This prestigious competition run by BFM Business rewards **the best digital transformation projects**. It aims to highlight best practices in digital acceleration by recognizing the ambition, innovation and audacity of the best digital transformation projects.

Before an audience of 180 senior executives attending the event, **Lectra CEO Daniel Harari** first received the **top award for Business Model Transformation**, one of the competition's six categories.

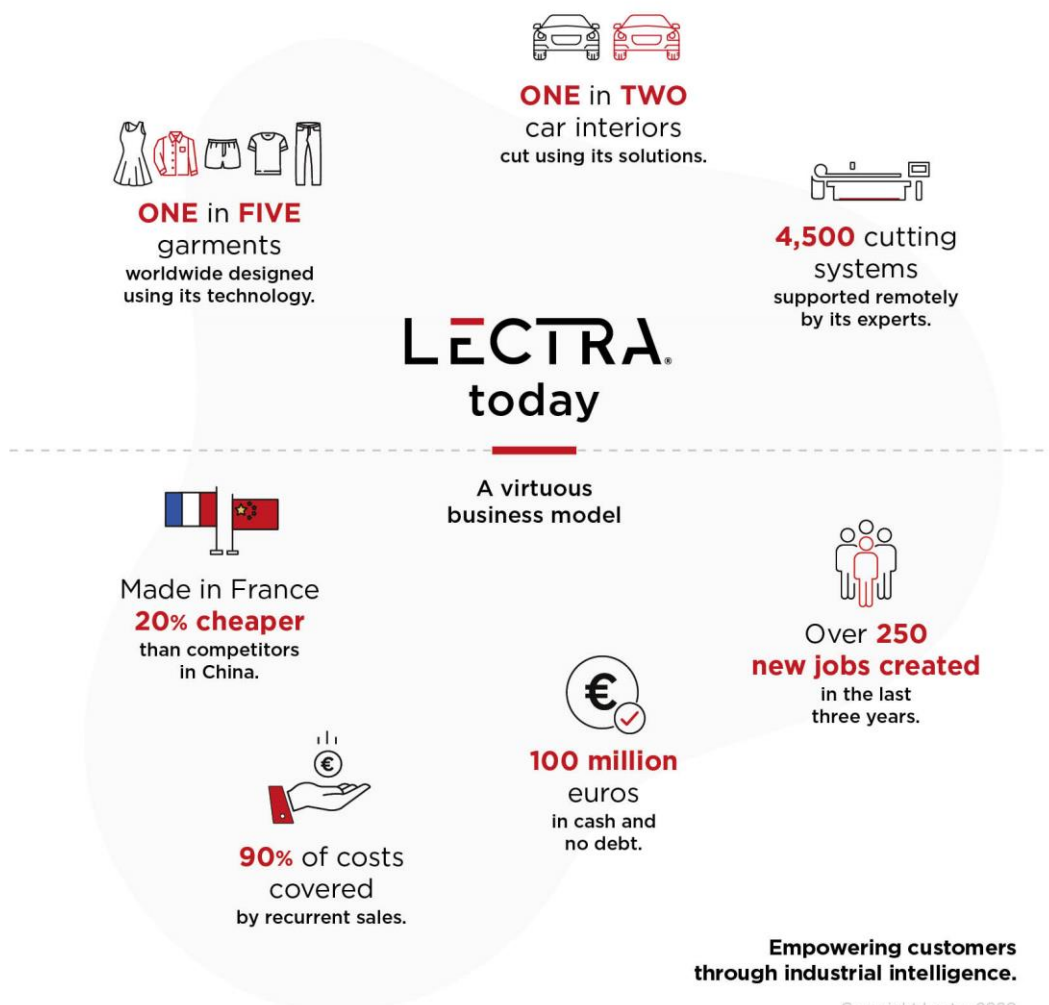
On being presented with the two awards, **Daniel Harari** declared: *"At Lectra, we have experienced this transformation on a daily basis for 30 years. In 1991, the company was on the brink of bankruptcy. Ten years later, we had become number one worldwide by capitalizing on our strengths: innovation, the commitment of our teams and the close relationship we have with our customers. In the last three years, Lectra has entered its digital acceleration phase. We have successfully launched our first offers for Industry 4.0: a combination of software, equipment, data and services. Smart, connected solutions. Green, energy-efficient solutions. We are now a partner to our customers. We provide them with industrial intelligence, a combination of human expertise and artificial intelligence. We are ready for a new phase, and with a proven business model, we enter it confidently."*

Guests then cast their votes, choosing Lectra as winner of the **2020 BFM Business Grand Prize for digital acceleration** with 69% of the vote.

Deeply moved, Daniel Harari explained that *"Lectra's true value lies in its teams, and I dedicate this award to them."*

These awards recognize **Lectra's commitment to make the group a key player in Industry 4.0** in its markets by 2030, while remaining in France. Its strategy is based on four pillars: a premium positioning, a focus on three strategic market sectors – fashion, automotive and furniture, a focus on customers and on 4.0 services.





About Lectra:

For companies that breathe life into our wardrobes, car interiors, furniture and more, Lectra is crafting premium technologies that facilitate the digital transformation of their industry. Lectra's offer empowers brands, manufacturers and retailers, from design to production, providing them with the market respect and peace of mind they deserve. Founded in 1973, today Lectra has 34 subsidiaries across the globe, serving customers in over 100 countries. With more than 1,800 employees, Lectra reported revenues of €280 million in 2019. Lectra is listed on Euronext (LSS).

For more information, visit www.lectra.com.

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