Power of Numbers

Power of Value

Brand User Communities

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EVP Brands and Corporate Development

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DASSAULT SYSTEMES | The **3DEXPERIENCE** Company

Power of User Communities

Social | Industry | Experiences

The most valuable asset of a Brand is its **USER COMMUNITY**

The Brand differentiation is the **USER EXPERIENCE**

The Brand excellence is achieved through the **USER PROMISE** fulfillment

Champions

Friends

People

INSIGHT

LOYALTY

VIRALITY

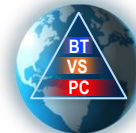Industry Solution Experiences

Industry Process Experiences

Roles & Apps

WHAT do I stand for ?

WHO is my strategic Target ?

HOW do I execute in excellence in each touch-point ?

Something interesting is happening…

UBER

the world's largest taxi company, owns no vehicles

f

the world's most popular media owner, creates no content

Alibaba

the most valuable retailer, has no inventory

airbnb

the world's largest accommodation provider, owns no real estate

?

Catalyst to our Purpose

" Dassault Systèmes provides business & **people** with **3D**EXPERIENCE universes to imagine sustainable innovations capable of harmonizing product, nature and life. "

People **IN** Business

+

Business **BY** People

DASSAULT SYSTEMES | The **3D**EXPERIENCE® Company

WHO: Professional + Individual Users

People IN Business

Professional Users

Program managers Thought leaders
Operations engineers Passion-driven employees
Mobile users
Compliance officers Extended enterprise
Buyers Cross-hierarchy contributors
Engineers Influencers
Scientists Architects Big data scientists
Decision makers
Independent players Designers Trend analysts
Electrical engineers WWW app providers
Mechanical designers Trend watchers
Owners, Planners and Architects
Petroleum & mining engineers Brand responsible
Innovators
Hydrologists Geologists
Regulators
Foresters Political leaders Scientists Sales Support
Retailer
Quality Specialists Plant Designers
Production Planners Simulation analysts Marketing Students
Supply Chain Planners Researchers Trainees

+

Individual Users

Business BY People

Prosumer   Consumer

Supply   Demand

WHAT: Apps + Online Services

Industry Solution Experiences

Industry Process Experiences

Roles & Apps

ONLINE SERVICES

Content

Apps

Services

HOW: Software + Usages & Contributions
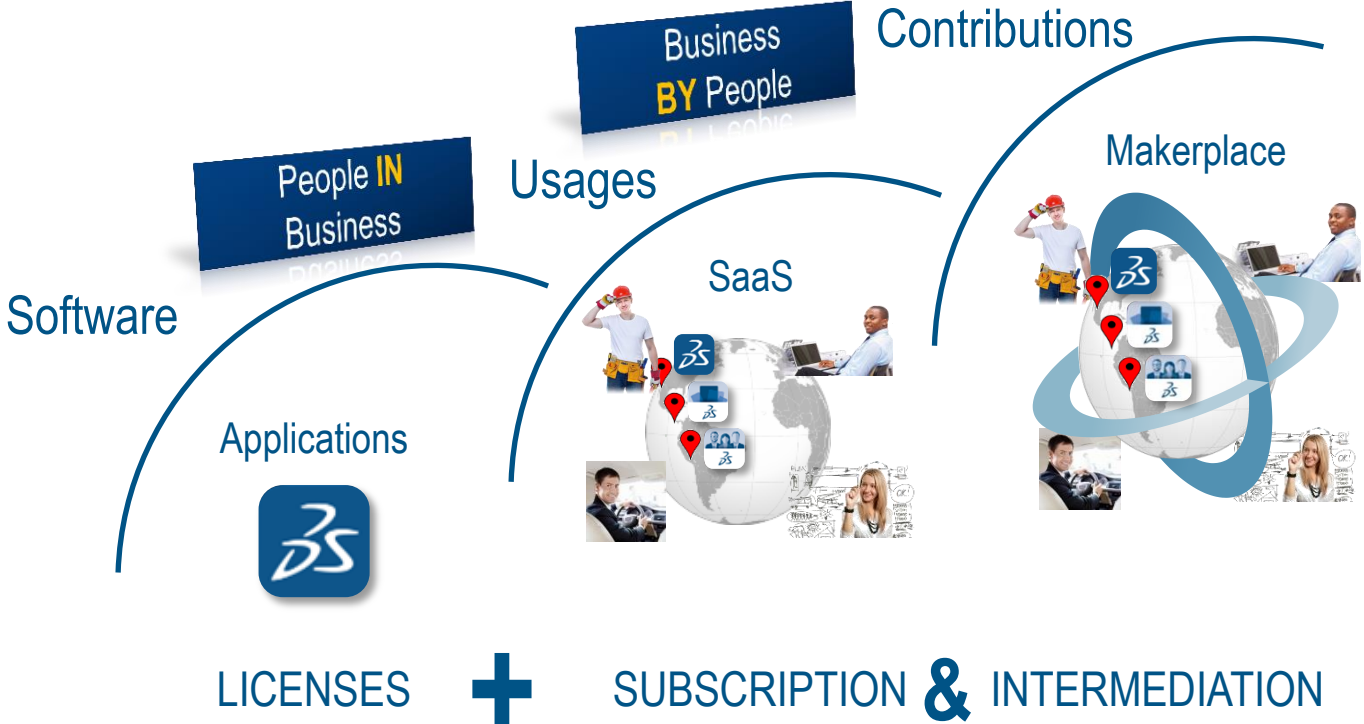
Contributions

Business BY People

Makerplace

People IN Business

Usages

Software

SaaS

Applications

LICENSES **+** SUBSCRIPTION **&** INTERMEDIATION

New message

Ben : If you move the wall you will gain more dining room

Levers to Value Creation

Power of Numbers

Online

Power of Value

Channel & Geos

Industries

Power of Excellence

3DEXPERIENCE®

| 1981 | 1997 | 2005 | 2009 | 2011 | 2014 | 2021 |

CATIA — SOLIDWORKS ENOVIA DELMIA — SIMULIA 3DVIA — EXALEAD 3DSWYM — GEOVIA NETVIBES — 3DEXCITE BIOVIA