

CAPITAL MARKETS DAY

JUNE 14-15, 2018 | PARIS CAMPUS, FRANCE



Thibault de TERSANT
Senior Executive Vice President,
General Secretary, Corporate Affairs

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R&D 3DEXPERIENCE Platform Senior VP

CAPITAL MARKETS DAY

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New Business Models

3DEXPERIENCE®

Agenda

Sharing Value Creation Challenges

Moving towards Cloud

Marketplace

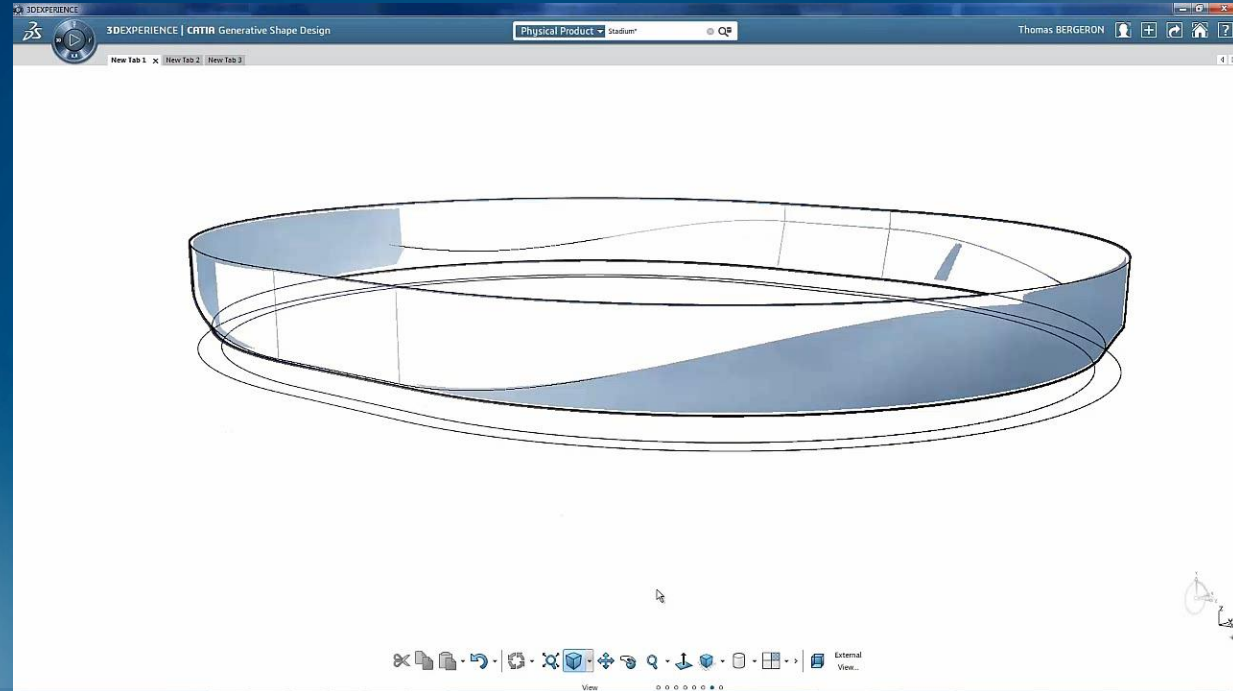
Efficiency & productivity improvements



Kerenza HARRIS
Director of Design
Technology, Morphosis

“Once you discover the power of parametrics, the power of organizing your models in such a way and how much information can be contained in these models as a designer, it opens a whole new world.”

morphosis
ARCHITECTS



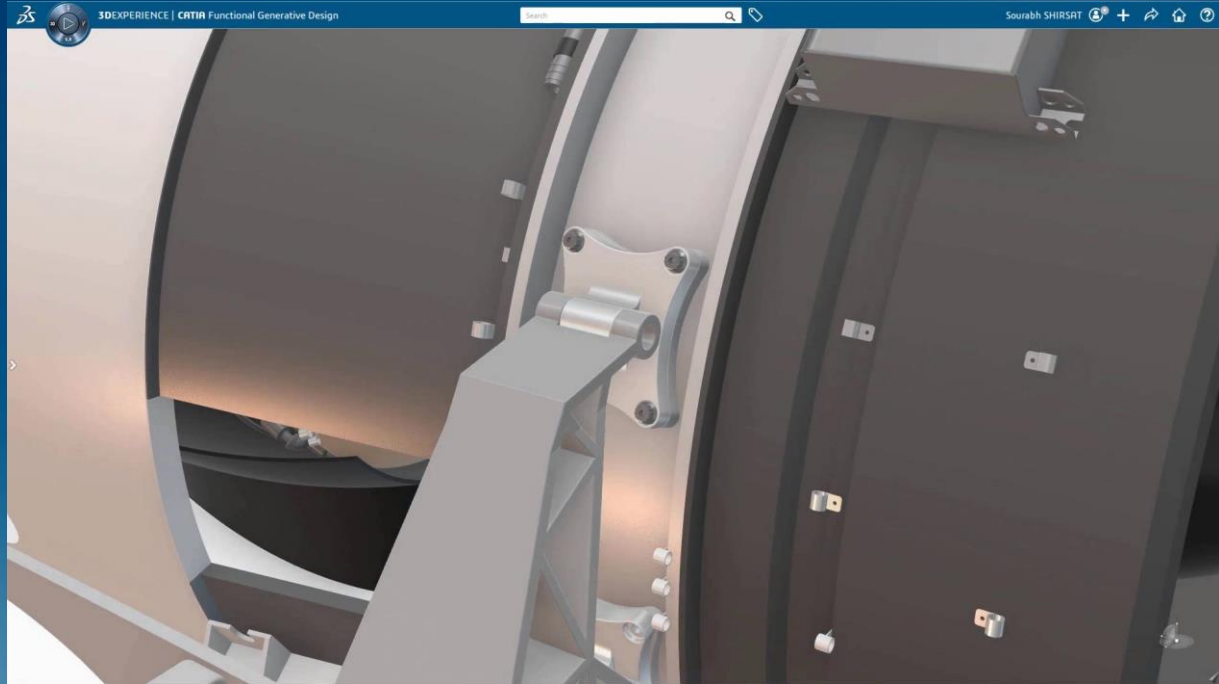
Efficiency & productivity improvements



-  **Design Development Time**
divided by 4
-  **Buy-to-Fly Ratio**
(procurement/waste)
reduced **up to 10 times**
-  **Weight Reduction**
from 30% for Traditional Manufacturing
to 70% for Additive Manufacturing



Dominique MOREAU
VP, Head of Airframe
Technical Authority, AIRBUS



Convergence of Customers and 3DS business requirements



Pay for
flexible USAGE

And even
for RESULTS (?)



Get a FAIR SHARE
of the value created

Enable VIRALITY
of our Solutions



OUTCOME-BASED PRICING

Towards outcome-based pricing model on the Cloud



Value	Software	Software as a Service
Pricing model	USER	USER/USAGE

ON-PREMISE

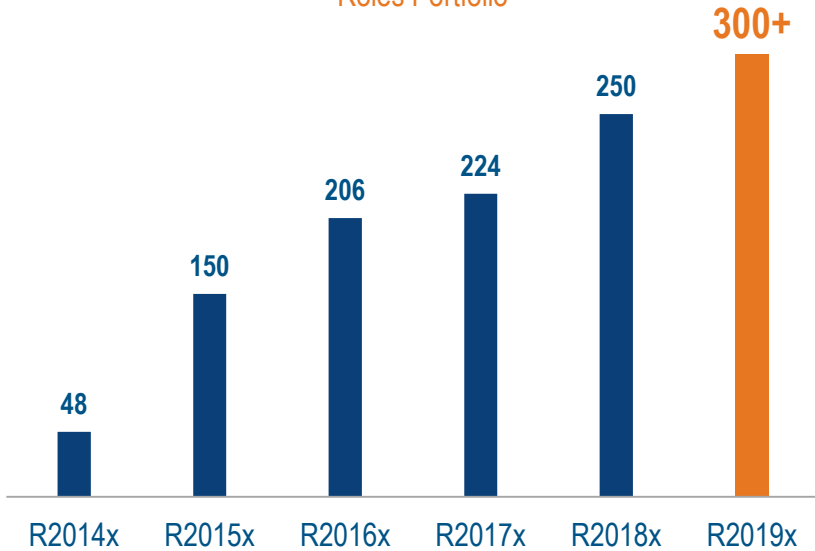
CLOUD

Outcome-based pricing

Cloud | Broadest offer on the market

CLOUD OFFER

3DEXPERIENCE Roles Portfolio



75 ROLES

Design, Engineering, Systems & Systems of Systems

75 ROLES

INDUSTRY SPECIFIC

Category	Roles
DESIGN	<ul style="list-style-type: none"> MULTI-INDUSTRY (Salary 3): Creative Designer, Product Industrial Designer, Shape Modeling Modeler Essential Mechanical Engineering: CATIA x Design, 3D Concept Designer, 3D Designer, 3D Master Conceptual Designer, Mechanical Tooling Designer, Sheet/Metal Designer, Mechanism/Simulation Designer, 3D Master/Designer, Design Review and Preparation Multi-Discipline: Visual Experience Designer, Immersive/Visual Experience, Virtual & Physical Prototyp, Product Experience Presenter Multi-Discipline: imposes Engineer, imposes Designer & Manufacturer, imposes Laser Projection Operator, imposes Branding Designer, imposes Forming Designer, deformed Sheet/Metal Designer, allows Designer, 3D & Tooling Designer, reverse Shape Optimizer, stamping Die Face Designer, snc-Mechanical Designer, surface Designer, ... and Equipment Layout Designer, Space Allocation (checkbox), parametrization Designer, right & Balance (checkbox) Systems Engineering: Systems Architect, Dynamic-Systems Engineer, Mechatronics Systems Engineer, Report Template Designer, Report Generation
ENGINEERING	<ul style="list-style-type: none"> Mechanical Engineering: Mechanical Designer, Multi-Discipline Mechanical Designer, Mechanism & Shape Designer, Multi-Discipline Mechanical & Shape Designer, Function Driven Generative Designer, Function Driven Refinement Multi-Discipline Automobile Engineering: Template Designer, Best practices Designer, Product Optimization Designer Electrical & Tools: Systems Schematic Designer, Electrical 3D Systems Designer, Cableway 3D Systems Designer, Electrical Harness Manufacturing Engineer, Fluid 3D Systems Designer, Tubing Designer
TRANSPORTATION & MOBILITY	<ul style="list-style-type: none"> Transportation Designer, Class A Modeler, Class A Expert Powertrain & Chassis Designer, Body In White Designer, Interior Designer Machine & Equipment Designer, Shaped Machine & Equipment Designer Structural Package Designer
AEROSPACE & DEFENSE	<ul style="list-style-type: none"> Aerospace Surface Modeler Architecture, Engineering & Construction: Concept Building Designer, Building & Civil Coordinator, Architectural Detail Designer, Building Structure Designer, 3D Mechanical Electrical Plumbing Designer, Civil Engineer High Tech: Product Enclosure Designer

3D CATIA

Cloud | Worldwide Locations



Cloud | Diversifying Customers Base

INDUSTRY SHAKERS



JOBY
AVIATION



EVIATION



ARRIVO



QUADROFOIL



Thor



MOMENTUM
MACHINES
THE NEXT GENERATION OF FAST FOOD

NEW INDUSTRIES



MG McGrath
CREATING VALUE THROUGH BUILDING



Architecture,
Engineering
& Construction



VINCI



Skydio



High Tech



TACTOTEK



SAVENCIA
FROMAGE & DAIRY



Consumer
Packaged
Goods - Retail



GENERAL MILLS



Consumer
Goods - Retail



BERNARDAUD



BOTIN PARTNERS
NAVAL ARCHITECTURE



Marine &
Offshore

Cloud | Diversifying Customers Base

INDUSTRY SHAKERS

« You have to have your data at any point and any location. Being on the cloud offers that without having the IT support that normal company would need »



Edward STILSON
Design Engineer,
Joby Aviation

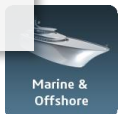


NEW INDUSTRIES

« All of the Modeling is online, on the cloud, and available to the factory floor immediately »



John CERONE
Director of virtual design and construction, SHoP Architects

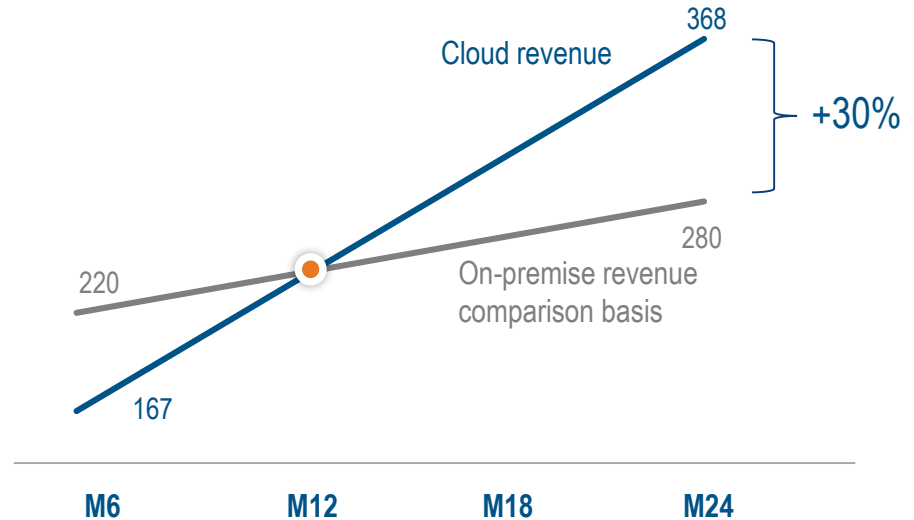


Cloud | Revenue & Growth impact

New source of Revenue & **no dilution of Growth after 12 months**

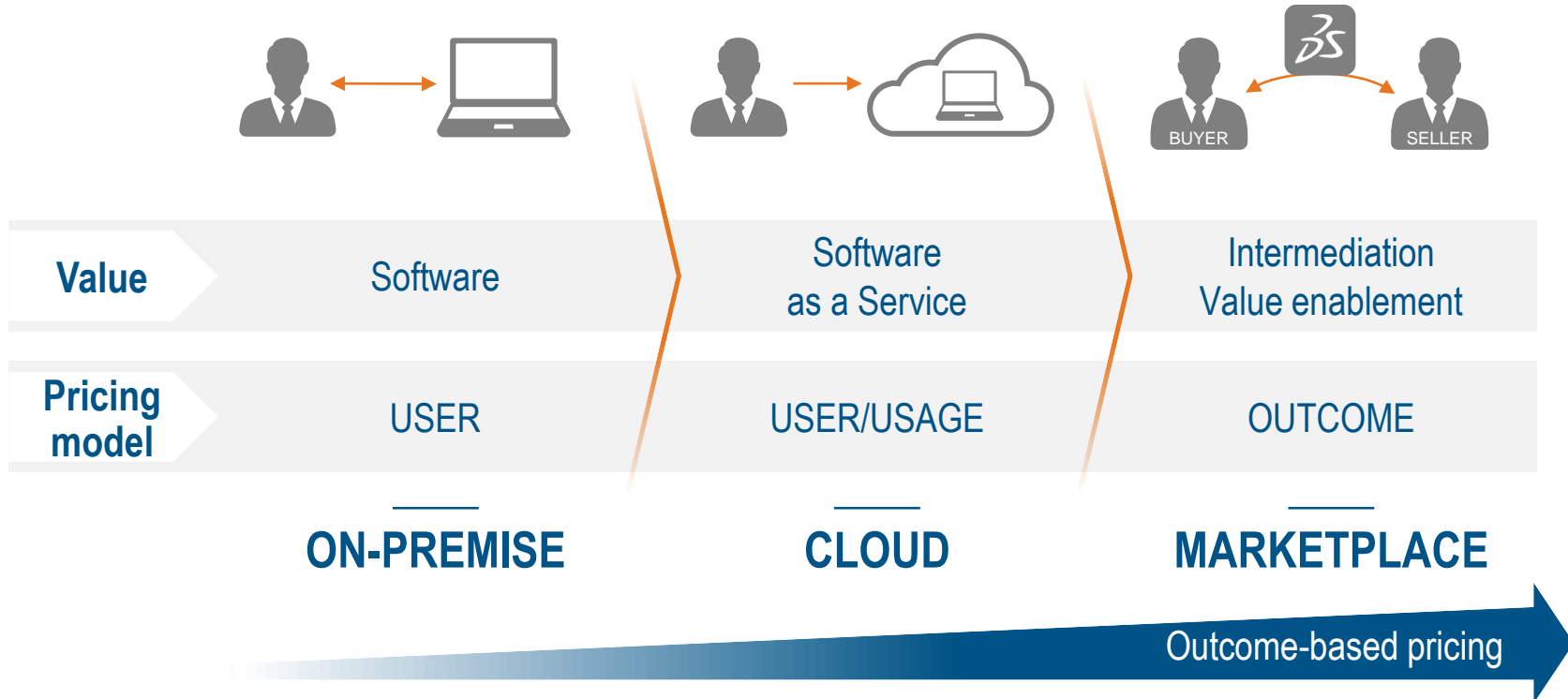
Cloud assumptions

- 1 **1/3** from **market extension**
 - 2 **1/3** in **upfront + recurring model**
- 2/3** from **customers base**
- 2/3** in **subscription**



- 2 Perpetual license of 100€ + support
- 3 Cloud licenses: 2 in subscription and 1 in upfront + recurring

Towards outcome-based pricing model



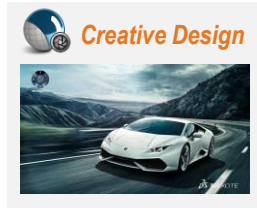
3DEXPERIENCE Marketplace

The only qualified ecosystems of Industrial Actors



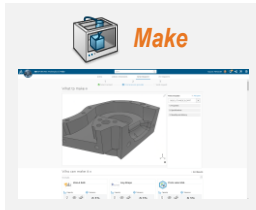
3DEXPERIENCE Marketplace

To cover the end-to-end Value stream



MARKETING & SALES

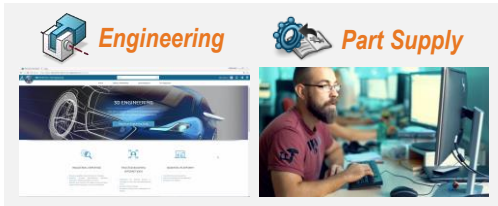
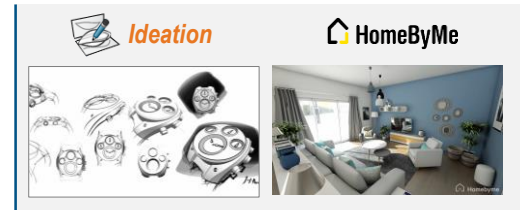
OWNERSHIP



MANUFACTURING



UPSTREAM THINKING



DESIGN & ENGINEERING

3DEXPERIENCE Marketplace

Community | Enterprise



3DEXPERIENCE®



3DEXPERIENCE Marketplace

COMMUNITY

ENTERPRISE

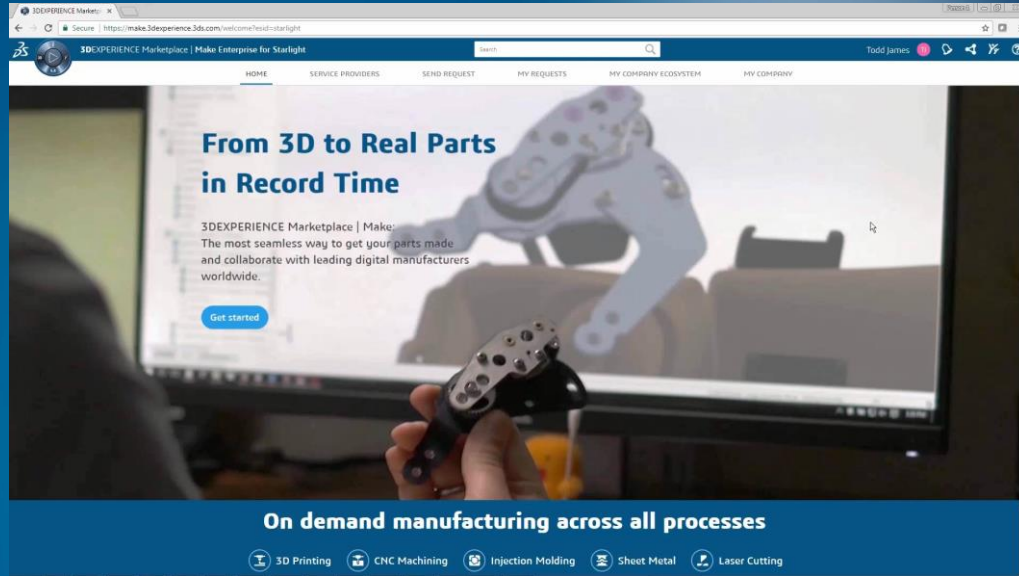


Leverage
DS qualified ecosystem
of industrial actors worldwide

Leverage & Extend Enterprise
qualified ecosystem
of industrial actors worldwide

3DEXPERIENCE Marketplace | Enterprise

ALSTOM



3DEXPERIENCE Marketplace | Outcome based Business Model

Buyer - Seller Transaction

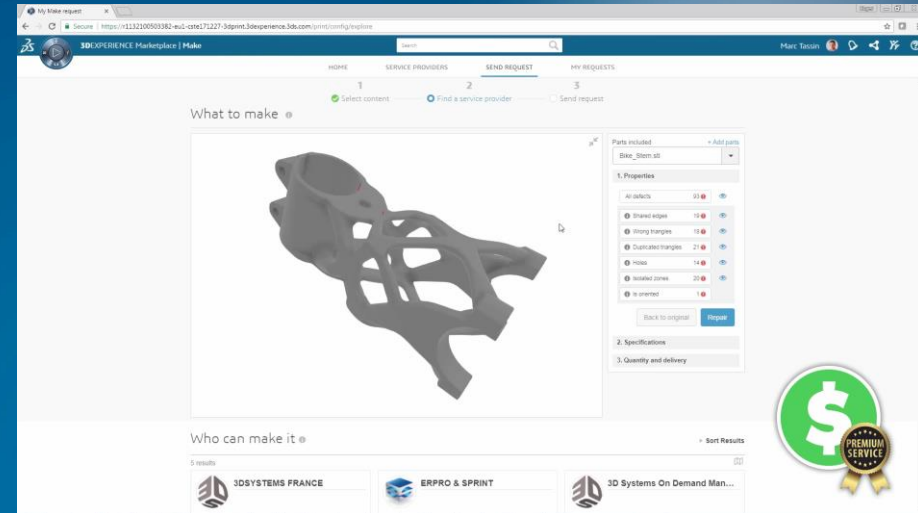


3DEXPERIENCE Marketplace | Outcome based Business Model

Software as a service
Premium services

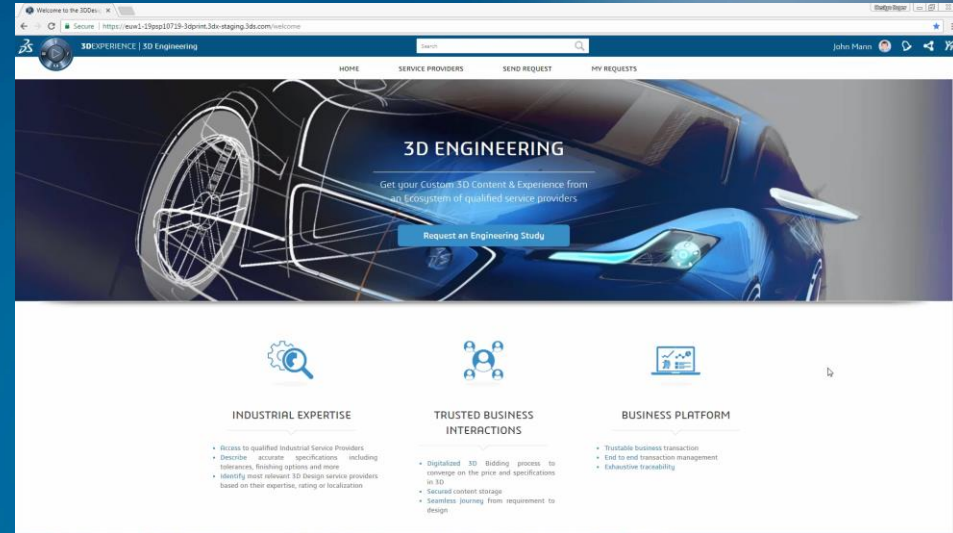


Manufacturability Check & Repair



3DEXPERIENCE Marketplace | Outcome based Business Model

Software as a service
3DEXPERIENCE Platform
on the Cloud



3DEXPERIENCE Marketplace

Potential Addressable Market

OWNERSHIP



Make



Part Supply

HomeByMe



\$700Bn
Spare parts

Creative Design



MARKETING
& SALES

\$150Bn
Content creation

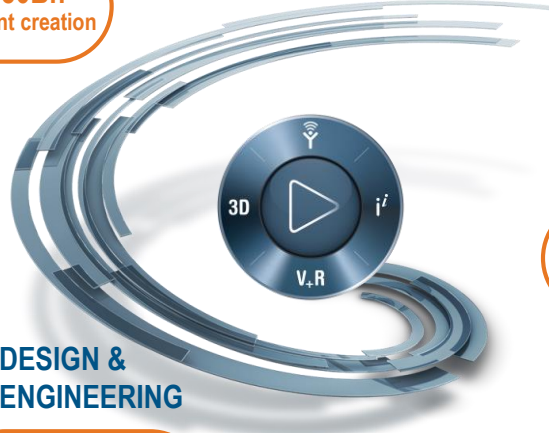


Make

MANUFACTURING

\$400Bn
contract
manufacturing

\$3.5Tn
unemployed
production capacity



UPSTREAM
THINKING

1Bn
connected
house holds



Ideation

HomeByMe



Engineering

Part Supply

DESIGN &
ENGINEERING

\$200Bn
outsourced engineering
services & R&D



Market sizes based on internal estimates and following reports:

- « Internet Users in the World », Internet World Stats
- « Engineering Services Outsourcing Market Analysis », Grand View Research
- « Global R&D Services Study », Zinnov Consulting

- « WW Electronic Manufacturing Services Market », New Ventures Research Co
- « Manufacturing Value Added », the World Bank
- « Manufacturing Capacity Utilization », the Federal Reserve
- « Global Construction Machinery Market », Technavio

Convergence of Customers and 3DS business requirements Enabled by **3DEXPERIENCE Marketplace**



Pay for
flexible **USAGE**

And even
for **RESULTS** (?)



Get a **FAIR SHARE**
of the value created

Enable **VIRALITY**
of our **Solutions**



OUTCOME-BASED PRICING

