



## **Dassault Systemes Provides P&G with Technology to Simplify and Optimize the Packaging and Artwork Process**

### ***Deployment of CATIA and SIMULIA V6 PLM Solutions Broadens Foundation for a More Digitized Process***

**PARIS – February 11, 2010** – Dassault Systèmes (DS) (Euronext Paris: #13065, DSY.PA), a world leader in 3D and Product Lifecycle Management (PLM) solutions, announced today that Procter & Gamble (NYSE: PG), the world’s largest consumer goods company, has extended the scope of its V6 PLM implementation to incorporate global packaging and artwork initiatives. This builds on the previously announced strategic selection of DS solutions for an enterprise-wide PLM process. Together, Dassault Systèmes and P&G are developing a highly integrated suite of products to help make the packaging process more efficient, improve speed to market, increase shelf impact and, ultimately, create a better experience for consumers. Streamlining these services is another example of how DS is supporting P&G’s focus on “Simplify, Scale & Execute” which is one of the Company’s key growth strategies.

P&G will be incorporating the virtual and digital design capabilities of CATIA V6 and virtual test capabilities of SIMULIA V6 into future packaging and artwork projects. This approach will enable a tighter integration with suppliers facilitating the faster creation of artwork and packaging shapes that address consumers’ needs while simultaneously meeting a variety of manufacturability and in-store shelf suitability requirements. In addition, ENOVIA V6 will allow global collaboration, reuse of design elements, automation of repetitive tasks, and the leveraging of corporate standards while optimizing the overall cost and performance of product packaging.

“Our close cooperation with P&G, based on a shared vision and mutual trust, allows us to extend our V6 PLM for Fast Moving Consumer Goods (FMCG) in a wide range of business processes from consumers’ insights, to market delivery”, said Bernard Charlès, President and CEO, Dassault Systèmes. “More specifically, our approach to artwork and packaging, as defined in partnership with P&G, clearly marks another milestone, for the integration of enterprise product technical data and processes on a global basis.”

“As P&G continues to serve more consumers, in more parts of the world, more completely, it is essential we have the right tools in place to drive greater efficiency,” said Michael Telljohann, PLM director, P&G. “To address these opportunities as they arise, it’s imperative that mission critical business processes like artwork and packaging move from a series of best-in-class point solutions to enterprise-wide integrated solutions. Dassault Systèmes’ suite of V6 PLM products will help P&G drive scale, improve R&D productivity and accelerate the delivery of new products to market.”

P&G currently leverages a variety of DS solutions including the 3DVIA Virtools solution to power its Virtual View project for retail virtualization and optimization. The company also has deployed ENOVIA's technical product management and reuse capabilities in the implementation of the Corporate Standards System (CSS). Finally, P&G has a long-term relationship with SIMULIA regarding use of Abaqus technology for multiphysics simulation and announced earlier in 2009 that the Company would leverage the SIMULIA SLM solution to manage its simulation IP and processes.

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#### **About Dassault Systèmes**

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 115,000 customers in 80 countries. A pioneer in the 3D software market since 1981, Dassault Systèmes develops and markets PLM application software and services that support industrial processes and provide a 3D vision of the entire lifecycle of products from conception to maintenance to recycling. The Dassault Systèmes portfolio consists of CATIA for designing the virtual product - SolidWorks for 3D mechanical design - DELMIA for virtual production - SIMULIA for virtual testing - ENOVIA for global collaborative lifecycle management, and 3DVIA for online 3D lifelike experiences. Dassault Systèmes' shares are listed on Euronext Paris (#13065, DSY.PA) and Dassault Systèmes' ADRs may be traded on the US Over-The-Counter (OTC) market (DASTY). For more information, visit <http://www.3ds.com>.

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