

## **Principal Activities**

### **Summary**

Dassault Systèmes software applications allow businesses to digitally define and simulate products, as well as the processes and resources required to manufacture, maintain, and recycle them while minimizing their impact on the environment.

The Company's software solutions and consulting services have been designed to enable its customers to:

- innovate in the design and quality of products and services;
- reduce design cycle time to accelerate time-to-market;
- collaborate with partners and suppliers;
- create, manufacture and maintain products and production facilities more cost effectively; and
- simulate their end-customers' experiences.

The Company's software applications address a wide range of products, from apparel, consumer goods, machine parts and semiconductors to automobiles, aircraft, ships and factories. Its global customer base includes companies primarily in 11 industrial sectors: automotive, industrial equipment, aerospace, consumer goods, consumer packaged goods, energy, high-tech, shipbuilding, life sciences, construction, and business services.

In addition to its sales of software applications, which accounted for 90% of its total revenue in 2010, the Company also provides selected services, principally to large customers. These services comprise consulting services in methodology for design, deployment and support, training services and engineering services.

The Company devotes significant resources each year to research and development. The Company has research facilities located primarily in France, the United States and India (including the employees of its 3D PLM equity investee), as well as in Germany and the United Kingdom.

### **Brands**

The Company has a market proven brand strategy, with each brand having a clear identity and value to customers. The Company's principal brands are leading participants in their respective markets.

### **SolidWorks – 3D For professionals**

The SolidWorks Office suite of products combines ease of use with advanced 2D and 3D design tools, enabling companies to unleash design creativity while completing more work in less time. SolidWorks software reduces CAD overhead because it is easy to deploy, use, and maintain, and it lets engineers spend more time creating new designs. SolidWorks applications include 3D tools to design, manage, simulate, sustain and communicate.

### **CATIA – Integrated product design**

CATIA is the Company's initial and largest brand and its PLM solution for 3D collaborative creation. CATIA addresses the complete product development process, from early product concept specification through product in service. From large manufacturers through to their supply chains to small- and mid-size businesses, CATIA is used by companies of all sizes.

### **SIMULIA – Realistic simulation**

SIMULIA provides a scalable portfolio of realistic simulation solutions designed to enable companies across a wide range of industries to improve product performance, reduce the number of physical prototypes and drive innovation.

### **DELMIA – Virtual manufacturing and production**

DELMIA covers the Company's PLM digital manufacturing solutions ranging from virtual process definition, work-cell set-up, optimization, scheduling, and operation, to maintenance of real-time production systems. Its solutions assist teams across the development enterprise make better decisions faster and accelerate process engineering to achieve maximum production efficiency, lower costs, improved quality, and reduced time to market.

### **ENOVIA – Global collaborative innovation**

ENOVIA enables companies to bring together people, processes, content and systems involved in the product creation, product development, product introduction process and product maintenance. By unifying and streamlining product development processes across the product lifecycle, ENOVIA helps companies easily and cost-effectively work on projects within and outside of their enterprises. ENOVIA addresses business process needs across a broad spectrum of industries, managing simple as well as highly engineered, complex products. Deployments can range from small development teams to extended enterprises with tens of thousands of users, including suppliers and partners.

### **3DVIA – for 3D lifelike experiences**

3DVIA seeks to bring 3D technology to new users, businesses and consumers. The Company's 3DVIA portfolio includes, among other solutions: 3DVIA Composer, which enables users to deliver assembly procedures, technical illustrations and marketing

materials utilizing 3D images and other 3D data that remains consistent with product data; 3DVIA Shopper, which enables retailers to visually communicate merchandising strategy at 3 levels (store, department and shelf) and enables brand managers to virtually test consumer response to packaging and promotions; 3DVIA Studio Pro, which enables users to author and publish lifelike 3D experiences - from online 3D product viewers to fully immersive virtual reality simulations 3DVIA Studio, and 3DVIA.com, a community Web site dedicated to 3D enthusiasts and digital content creators to showcase 3D interactive experiences.

### **Exalead – for search-based applications**

Exalead provides information access software for the enterprise and the Internet. Its technology enables companies to undertake intuitive, search-based applications to help them access critical information whether from internal or external sources. With Exalead, companies are able to conduct searches of information, externally from the Internet, and internally across both structured and unstructured data. Its contextual configured search capabilities enable companies to access information in a filtered and organized manner, and to conduct searches using multi-criteria as companies do every day in their decision making.