



3DEXPERIENCE



3DEXPERIENCE for CPG & RETAIL

September 2013



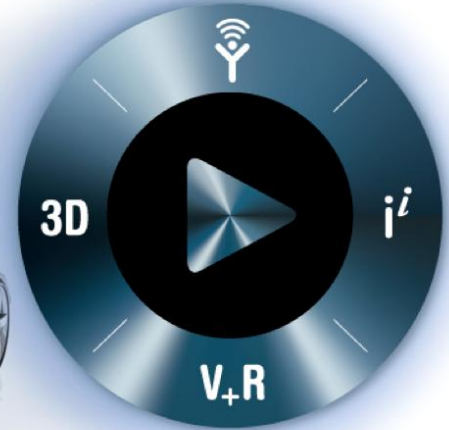
Our Legacy



3D
Design

3D DMU
Digital Mock-up

3D PLM
Product Lifecycle
Management



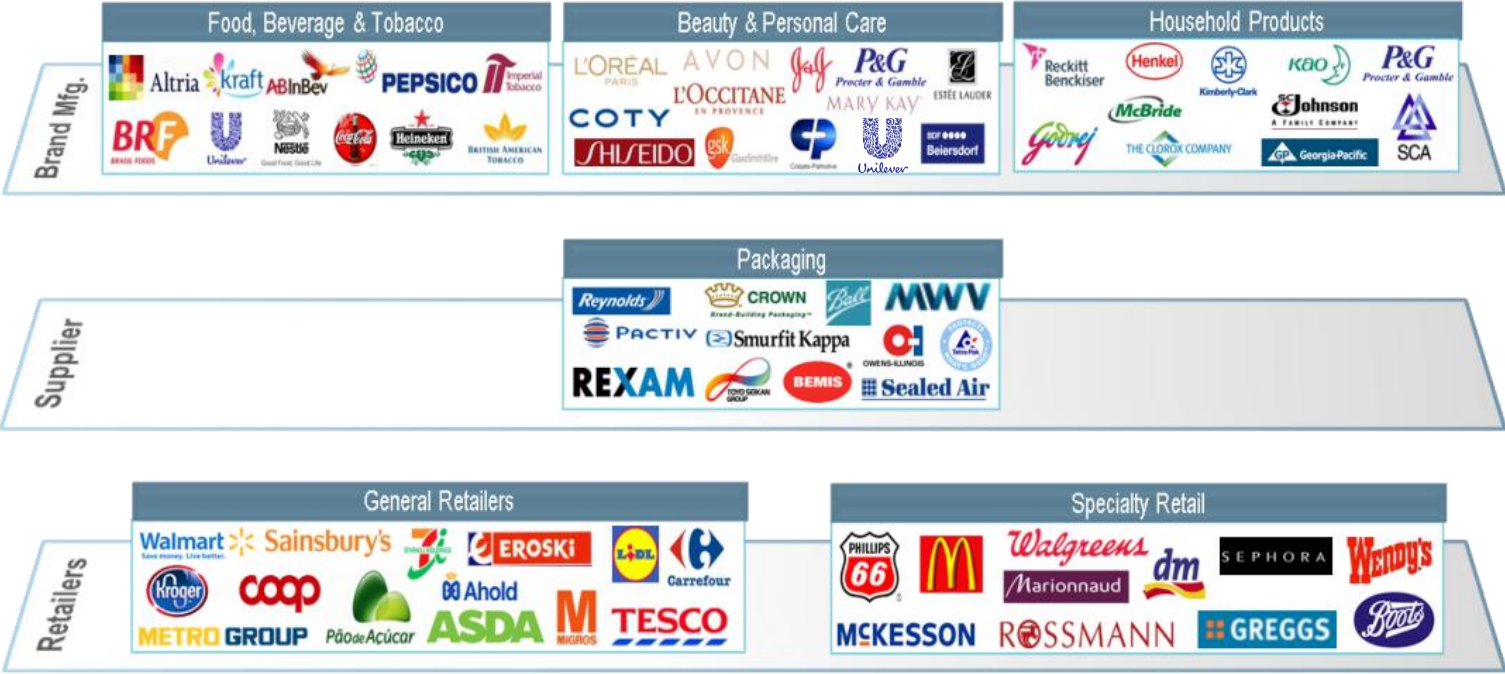
3DEXPERIENCE

Our new strategy 'Social Industry Experiences' Why Experiences?

Consumers buy Experiences

An Experience is Bigger Than a Product

CPG & RETAIL Segments



Cosmetics: Top Markets & Leaders

A balanced global market representative of most CPG segments

- TOP 5
- Top 10
- Countries of Leaders (HQ)



Leaders : L'Oréal, P&G, Unilever, Estée Lauder, Shiseido, Avon, Kao, Beiersdorf, Johnson & Johnson, Chanel

Consumer Packaged Goods - Challenges





























but over 80% fail in year 1



Consumer Packaged Goods : Innovation

(Forbes 2013 ranking)

1	Salesforce.com	26	Fanuc	51	Smith & Nephew	76	Roper Industries
2	Alexion Pharmaceuticals	27	Diageo 	52	Mondelēz International 	77	ASML Holding
3	VMware	28	Hershey 	53	Infosys	78	Assa Abloy
4	Regeneron Pharmaceuticals	29	Danone 	54	Kellogg 	79	Apple
5	ARM Holdings	30	Procter & Gamble 	55	Ultrapar Participacoes	80	Air Products & Chemicals
6	Baidu	31	Dassault Systemes ★ 	56	Intuit	81	Tenaris
7	Amazon.com	32	Colgate-Palmolive 	57	Technip	82	Precision Castparts
8	Intuitive Surgical	33	Ecolab 	58	PepsiCo 	83	Rockwell Automation
9	Rakuten	34	Monsanto	59	Schlumberger	84	Nintendo
10	Natura Cosmeticos 	35	Reckitt Benckiser Group 	60	Fresenius Medical Care	85	Cameron International
11	Henan Shuanghui	36	Keyence	61	SMC Corp	86	Secom
12	Coloplast	37	Kone	62	Valeant Pharmaceuticals Intl	87	Schindler Holding
13	Cerner	38	Yahoo Japan	63	Unilever NV 	88	Campbell Soup 
14	Unicharm 	39	BRF-Brasil Foods 	64	China Oilfield Services	89	Kubota
15	Estee Lauder Cos 	40	Tata Consultancy Services	65	Automatic Data Processing	90	Mylan
16	Jerónimo Martins	41	Yum! Brands	66	Carlsberg 	91	BG Group
17	FMC Technologies	42	Teradata	67	Covidien	92	Adidas
18	Tencent Holdings	43	Praxair	68	Bajaj Auto	93	Henkel 
19	Starbucks	44	CSL	69	Tyco International	94	Atlas Copco
20	Pernod Ricard 	45	Anheuser-Busch InBev 	70	Novo Nordisk	95	Syngenta 
21	Beam 	46	Kweichow Moutai	71	Johnson Controls	96	Pentair
22	Perrigo	47	Google	72	SAP	97	Kao 
23	Essilor International	48	L'Oréal 	73	Amphenol	98	Fidelity National Information Services
24	Beiersdorf 	49	Sherwin-Williams	74	Sandvik	99	MediaTek
25	Grifols	50	Citrix Systems	75	LVMH Moët Hennessy Louis Vuitton	100	Daikin Industries

2012 : DS announces 3DEXPERIENCE



Dassault Systèmes Opens New Horizons with 3D Experience

*New 3D Experience Platform to Help Industry Leaders Create
Consumer Experiences*

VELIZY-VILLACOUBLAY, France – February 9, 2012 — Dassault Systèmes (Euronext Paris: #13065, DSY.PA), world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the pursuit of a new strategy based on a 3D Experience platform that will change the way industry leaders and marketers create value for their end consumers. The 3D Experience platform transforms the way “innovators will innovate with consumers” by connecting designers, engineers, marketing managers and even consumers, in a new ‘social enterprise’.

“We have evolved the V6 platform with our customers over the last few years. The addition of intelligent information search-based technologies, social innovation capabilities and realistic 3D virtual experiences made us ready to pioneer a new technological wave: a 3D Experience platform to serve the social enterprise of the 21st century.” said Bernard Charlès, President and

3DEXPERIENCE for CPG



want to be both agile and disciplined in the innovation process, we need to have an integrated 3D social experience from “idea to consumer.”

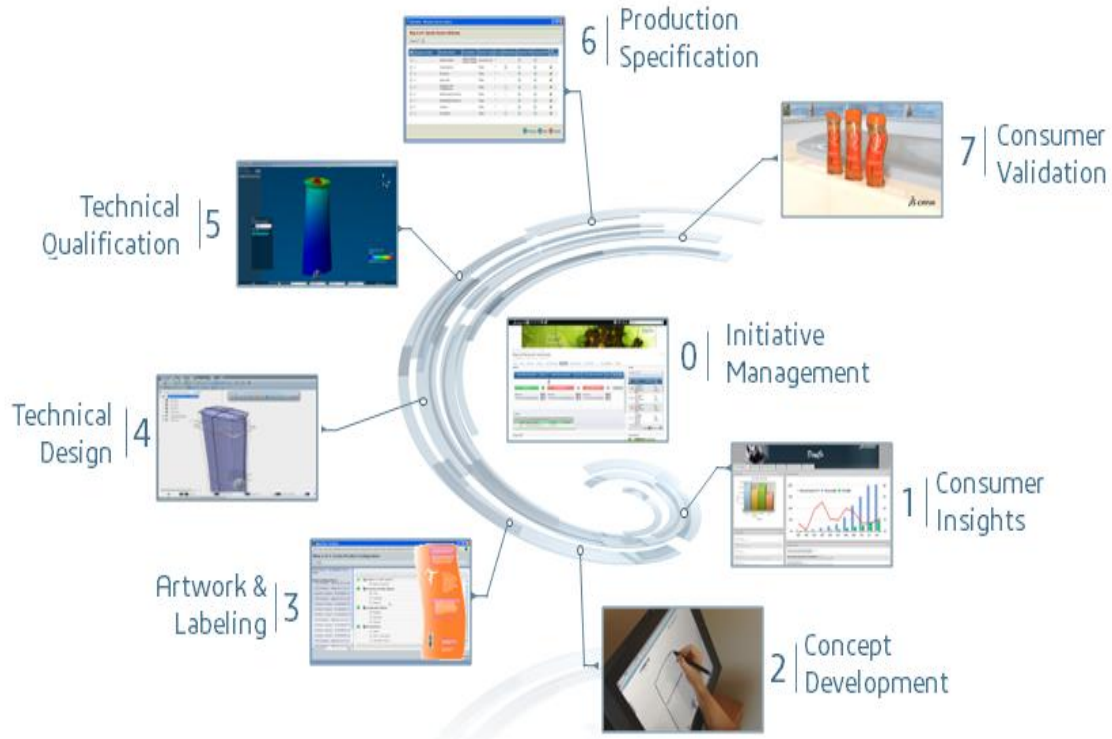


Perfect Package

Design Winning Experiences



Perfect Package...Design Winning Experiences



Perfect Shelf

Win in Store



Perfect Shelf



3DEXPERIENCE for RETAIL - Mobility

