

# CAPITAL MARKETS DAY

JUNE 14-15, 2018 | PARIS CAMPUS, FRANCE



**3DEXPERIENCE®**

**Chris GROVES**

President and CEO, Centric Software

# CAPITAL MARKETS DAY

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## Centric Software

**3DEXPERIENCE®**

A woman with long brown hair, wearing a white sleeveless top with a black belt and a long black skirt with a high slit, stands on a stack of five Louis Vuitton trunks. She is holding a small pink handbag with the LV logo. The background is a vast, arid desert landscape with mountains in the distance under a clear blue sky.

**LV**

LOUIS VUITTON

 CentricSoftware™



**Auchan** | RETAIL  
INTERNATIONAL



Calvin Klein

PVH



HERITAGE BRANDS



TOMMY HILFIGER



# MANGO



ARC'TERYX



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# FAST RETAILING



theory



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**YOOX**



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juice

cheese

PRODUCE



# LA PERLA



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 CentricSoftware™



The ASICS logo, consisting of a stylized blue 'S' shape followed by the word 'asics' in a bold, lowercase, sans-serif font.



**DESCENTE**





**KIKO**  
MILANO

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**BOGNER**





極度乾燥(しなさい)  
**Superdry.**





# Loblaws



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# MICHAEL KORS



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UNDER ARMOUR



**Dezigual®**



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# Driving Digital Transformation from Product Ideation to Market Launch

“It is the brand that is quickest to market that will attract the most premium customers. Centric 8 PLM is a definite contributor in reducing Nina Ricci’s time to market.”

Emmanuel Debaenne, Operations Director, Nina Ricci

# Industry Challenges





# Drastic Transformation of Fashion, Retail & Consumer Goods

Success in a season dictates ~90% of revenue attainment

Retailers adding private label, brands opening retail and suppliers launching brands

Profitability pressure on every product

Shrinking time to market – pressure to be on-trend, on-time, every time

Globalization of product portfolios

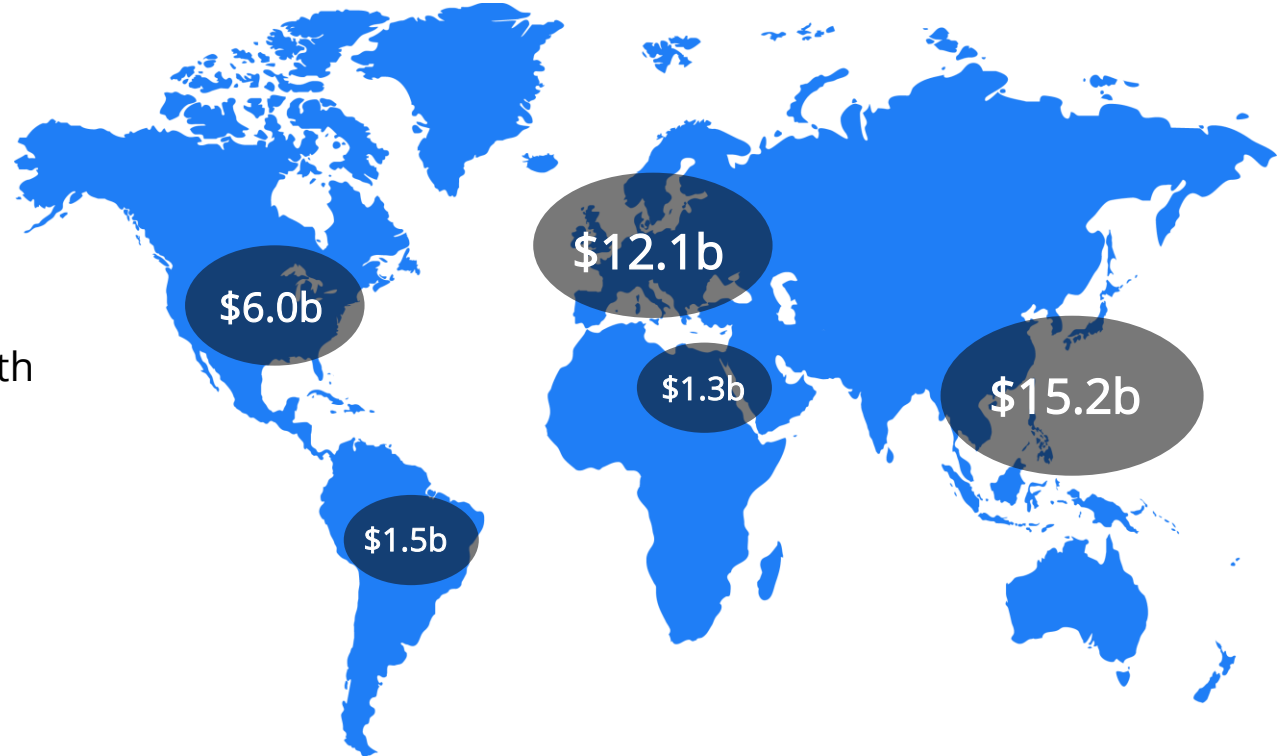
More seasons, more often, driven by fast fashion



# Global Market Opportunity for Digital Transformation in Fashion, Retail and Consumer Products Has Tremendous Growth Characteristics

**\$36b Global TAM<sup>1</sup>**  
**181k Total Companies**  
**\$87b Total Opportunity<sup>1</sup>**

PLM has emerged as the fourth largest enterprise application sector – fashion, retail and consumer products is a fast growing market



# Drive Digital Transformation with Centric PLM

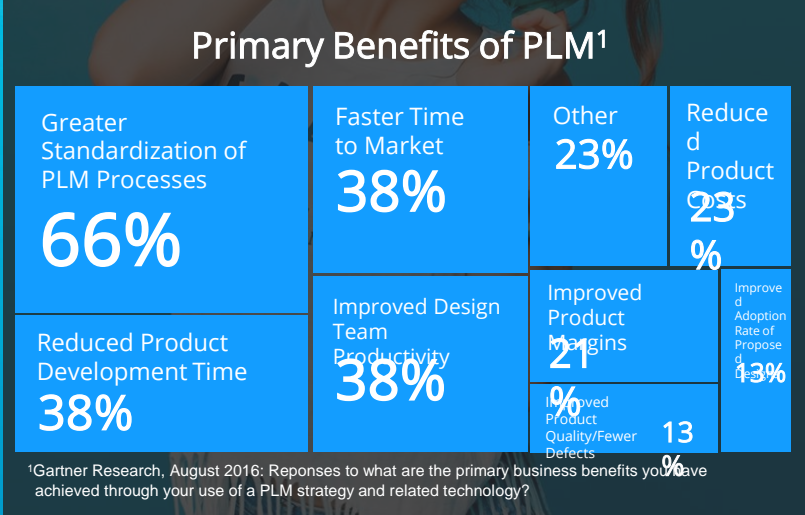
Speed to Market


Increase Innovation for New Products

High Product Adoption Rates

Improve Product Margins

Flexibility to Face Future Transformation



A woman with blonde hair, wearing a black coat and high heels, is sitting on a brown Louis Vuitton suitcase. She is holding a matching Louis Vuitton handbag. The setting is a studio with a large, dark train engine in the background. A professional lighting stand with a light fixture is visible to the right of the woman. The overall atmosphere is cinematic and professional.

"We chose to work with Centric Software  
because we share the same vision.  
We both have a passion for innovation."

Franck Le Moal, CIO, Louis Vuitton

# A Passion for Innovation

# The PLM Industry Market Leader for Fashion, Retail and Consumer Goods



**99%**

Customer retention rate since inception



**250+**

Centric customers



Silicon Valley HQ  
17 Locations  
in Global Trend Capitals



**600+**

Brands produced with Centric



**\$500b**

per year in revenue attainment impacted



**275+**

Employees across the world



**The Market Speaks:**

CAGR over 50%  
& increase in market share for the past 5 years

# Widely Recognized as the Next Generation Solution



1<sup>st</sup> Out of the Box  
Configured Cloud  
PLM Solution For  
Consumer Products



Industry's 1<sup>st</sup>  
and Only Enterprise  
Mobility  
Applications Suite



1<sup>st</sup> Distributed, High  
Scale Skyline  
Architecture



1<sup>st</sup> and Only  
Configurable SMB  
Solution



1<sup>st</sup> Revolutionary  
Visual Innovation  
Platform

“Under Armour selected Centric for its team expertise and revolutionary product roadmap including the development of mobile applications.”  
Kip Fulks, President of Footwear and Innovation, Under Armour

# Validated by the World's Best Fashion, Retail & Consumer Product Companies

2006 – 2009

2010 – 2012

2013

2014

2015

2016

2017

2018

# Industry's Best References

66% of customers have referenced publicly; 95% have done so privately

Fashion

175  
References



Retail

172  
References



Outdoor

57  
References




Consumer Goods

35  
References







“Product innovation is the key to success and Centric PLM will help UR improve product management for our women’s, men’s, kid’s and accessories divisions as well as our new fashion sports brand.”

Budwhite Zhang, CIO at Urban Revivo

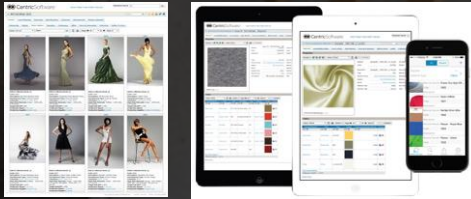
# Products & Technology

# Innovative Software Suite

## From Concept to Consumer

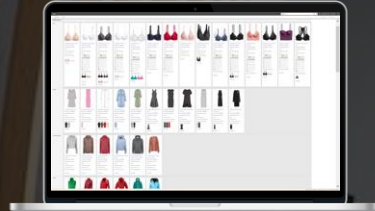
### Centric 8 Enterprise Suite

Web-based, cloud-ready platform with an intuitive and "single version of the truth" approach to PLM



### Centric SMB Suite

Cloud-based, SaaS PLM solution for SMBs – rapid implementation & pre-configured best practices



### Centric Visual Innovation Platform

Fully digital collection of boards for iPads, iPhones and large-scale televisions



#### Collaborative Mobile Apps

14 mobile apps for the Centric 8 platform to connect the dots between conception to production



Built-in Industry Best Practices

#### Connectivity to 12 ERPs & 20+ Software Platforms

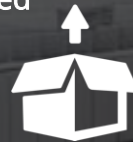
Rest API to connect third party business systems to Centric data



Real Time Adaptability to Process Changes

#### 100% Out of the Box Configured

Agile Deployment made possible by the flexibility & configurability of Centric 8



Highest Product Velocity in the Industry

#### Multiple Innovation Initiatives

- Collaborative mobile apps
- Augmented reality
- AI-based decision-making



- 3D Applications
- Best Innovation Roadmap

# Centric 8 Platform

## Comprehensive Product Suite Across Nine Modules



### Merchandise Planning

Manage seasons, departments, collections and even specific styles to meet performance targets



### Product Specifications

Easy interface to create multiple product types and assure consistent application of materials across families of products



### Materials Management

Tracks material usage across product lines, seasons and departments



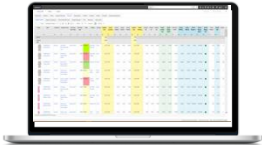
### Product Sourcing

Track supplier-quoted costs, track purchase orders and shipping dates and compare supplier quotes



### Cost Scenario

Allows product development teams to analyze fixed and variable costs with precision to determine best outcomes



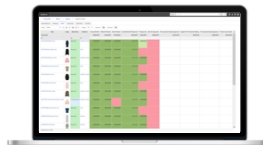
### Collection Management

Enables organizations to create dynamic, electronic collection catalogs – connects to Centric 8 and can be tailored for different end users



### Calendar Management

Create flexible calendars for products, seasons, or product lines to improve visibility



### Quality Management

Assign quality and safety goals based on both corporate standards as well as channel-specific standards

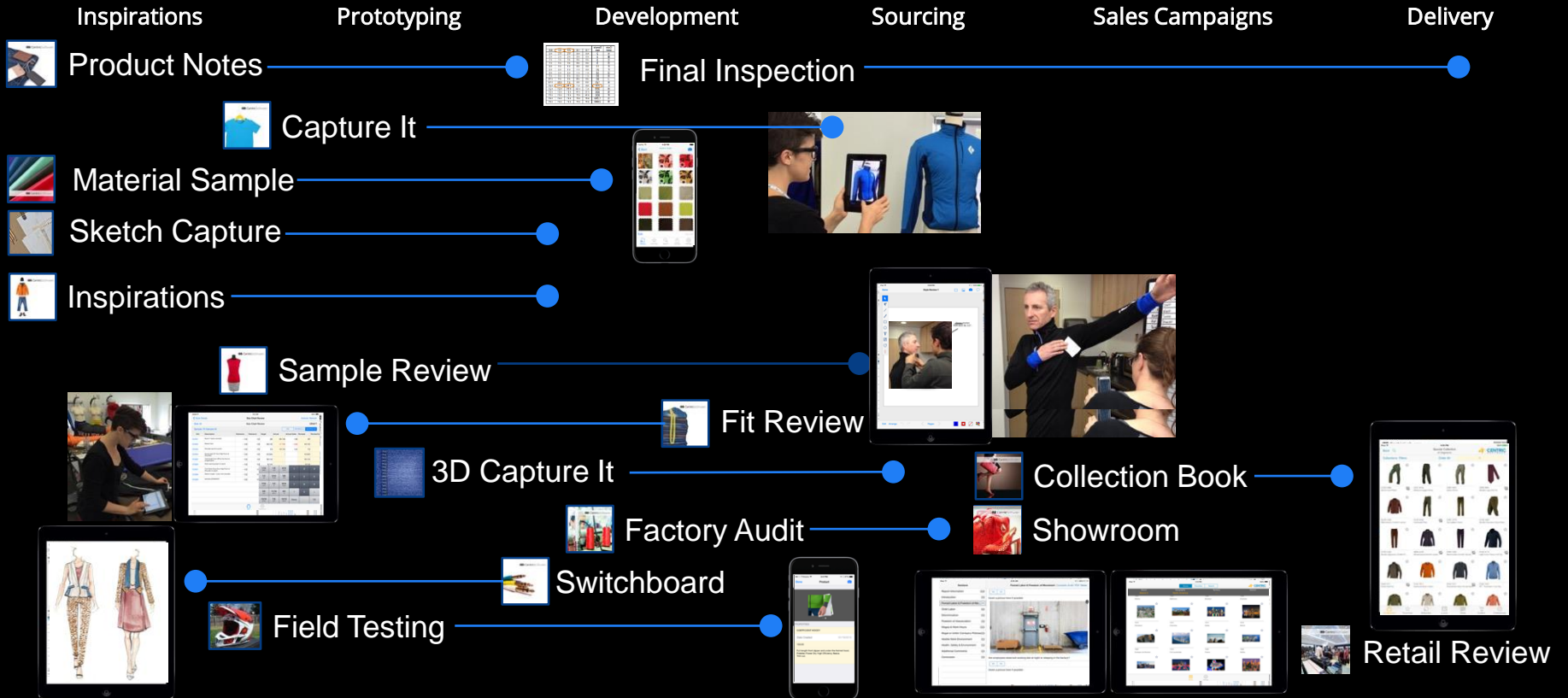


### Final Inspection

Verify product quality and quantities prior to purchase order acceptance and shipment of goods.



# 14 Mobile Apps – Addressing the Entire Value Chain

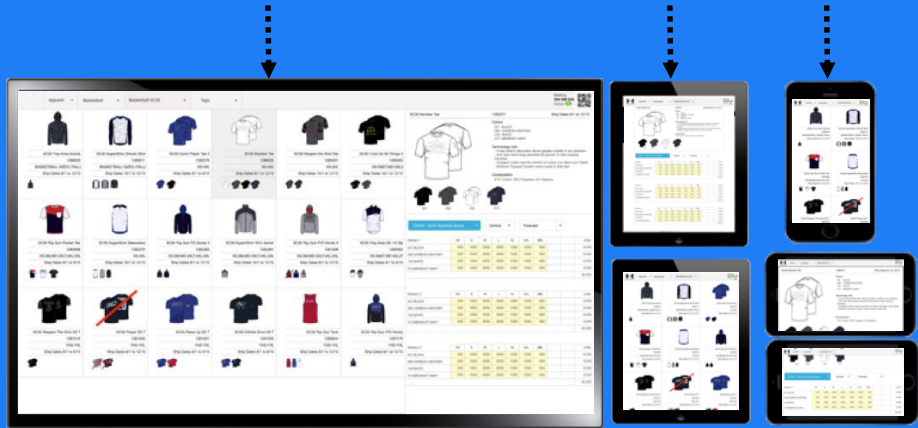



# Visual Innovation Platform (VIP) A "Game-Changing" Solution

“ Centric VIP is a game-changer for us. It is something everyone wants to do but no one has been able to do it.

David Grant,  
Sr. Director PLM & Design Systems,  
Fast Retailing ”

- Collapse the time to market by 50% to be on trend
- Automate large-scale changes eliminating 90% of manual effort
- Provide complete visibility to achieve product revenue and margin
- Seamless end-to-end integration to propagate mass changes quickly





“Centric will help us to achieve not only our operational goals, such as reducing time to market and optimizing the value chain, but also our objectives of excellence for our customers and also for ourselves.”

Grégory Bonte, Project Manager with Auchan Retail

# Centric & Dassault Partnership

# Centric & Dassault: Partners in Digital Innovation

## Endless Opportunities to Pursue Together

Great Strategic Fit with Industry Vertical Focus

Strong Synergies between Centric & Dassault Technologies

Expert Team with Deep Industry Knowledge

Accelerate Centric Innovation and Global Expansion

High Growth Opportunity in a Large Vertical Market



# Thank You





