

# Dassault Systèmes to Acquire Realtime Technology AG (RTT)

## *Marketing in the Age of Experience*

**VÉLIZY-VILLACOUBLAY, France — December 5, 2013** — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, today announced the signing of an acquisition agreement for an 84% controlling interest in [Realtime Technology AG](#) (RTT) (Ticker Symbol: R1T), the leading provider of professional high-end 3D visualization software, marketing solutions and computer generated imagery services, benefiting from the development of the fast-growing marketing automation market.

This acquisition of Munich-based RTT will include its software division, known for its DeltaGen, PictureBook, POS Configurator and other solutions, and its marketing consulting services. It will also include subsidiary Bunkspeed, with its line of powerful and intuitive rendering software. RTT's list of customers includes Hugo Boss, adidas, Airbus, Audi, BMW, Daimler, Electrolux, Eurocopter, Ferrari, General Motors, Harley-Davidson, Nissan, Porsche, The North Face, Toyota and Volkswagen.

“Our clients express a growing need to fully exploit their 3D digital assets, to transform their marketing and sales as part of their ultimate customer experience. The people at RTT have demonstrated remarkable talents in delivering innovative solutions to their clients,” said Bernard Charlès, President & CEO of Dassault Systèmes.

“In today's experience economy, brands demand seamless interplay of 3D design, marketing and sales applications to create high-impact storytelling across all channels,” said Monica Menghini, Executive Vice President, Industry & Marketing, Dassault Systèmes. “Dassault Systèmes values the software and service portfolio that RTT will bring to our 3DEXPERIENCE strategy because 3D marketing, interactive movies and catalog generators represent the hallmark of successful marketers in the age of experience.”

“The Dassault Systèmes 3DEXPERIENCE strategy immediately resonated with RTT, especially because we both believe in 3D as a valuable media. From 3D design, all the way through the industry evolution that has resulted in 3DEXPERIENCE, Dassault Systèmes has led the way,” said Ludwig Fuchs, Co-founder & CEO, RTT. “Combining our respective solution portfolios and service expertise will be a milestone for industry business transformation. Bernard and I have a common belief: 3DEXPERIENCE starts with the consumer and ends with the consumer. We will continue this evolution together.”

The purchase price of RTT will be paid in cash. Completion of the transaction is subject to customary conditions precedent, including the approval of antitrust authorities in Germany and Austria. Dassault Systèmes intends to launch in the coming days a tender offer in order to purchase up to 100% of RTT's share capital for a price per share of EUR 40.

Dassault Systèmes will host a conference call today, Thursday, December 5, 2013 at 9:30 AM New York time / 2:30 PM London time / 3:30 PM Paris time. The conference call can be accessed via <http://www.3ds.com/investors/>. Please go to the website at least 15 minutes prior to the beginning of the conference call to register, download and install any necessary audio software. The conference call will be archived for 30 days.

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#### **About Dassault Systèmes**

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 170,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

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#### **Dassault Systèmes Press Contacts**

|                    |                      |  |                       |
|--------------------|----------------------|--|-----------------------|
| Corporate / France | Arnaud MALHERBE      | <a href="mailto:arnaud.malherbe@3ds.com">arnaud.malherbe@3ds.com</a>           | +33 (0)1 61 62 87 73  |
| Americas           | Elena FERNANDEZ      | <a href="mailto:elena.fernandez@3ds.com">elena.fernandez@3ds.com</a>           | +1 (978) 442-2790     |
| EMEA               | Virginie BLINDENBERG | <a href="mailto:virginie.blindenberg@3ds.com">virginie.blindenberg@3ds.com</a> | +33 (0) 1 61 62 84 21 |
| China              | Grace MU             | <a href="mailto:grace.mu@3ds.com">grace.mu@3ds.com</a>                         | +86 10 6536 2288      |
| Korea              | Jahyun AHN           | <a href="mailto:jahyun.ahn@3ds.com">jahyun.ahn@3ds.com</a>                     | +82 2 3270 7893       |
| Japan              | Kosuke MIWA          | <a href="mailto:kosuke.miwa@3ds.com">kosuke.miwa@3ds.com</a>                   | +81 3 4321 3957       |
| India              | Seema SIDDIQUI       | <a href="mailto:seema.siddiqui@3ds.com">seema.siddiqui@3ds.com</a>             | +91 1244 577 100      |
| AP South           | Tricia SIM           | <a href="mailto:tricia.sim@3ds.com">tricia.sim@3ds.com</a>                     | +65 6511 7954         |

#### **Dassault Systèmes Investor Relations Contacts**

|               |                            |  |                       |
|---------------|----------------------------|--|-----------------------|
| Corporate     | F-J BORDONADO/ B. MARTINEZ | <a href="mailto:investors@3ds.com">investors@3ds.com</a>       | +33 (0) 1 61 62 69 24 |
| North America | Michele KATZ               | <a href="mailto:michele.katz@3ds.com">michele.katz@3ds.com</a> |                       |