



**Dassault Systèmes and EuropaCorp  
Announce a Strategic Partnership in the Domains of  
Cinema and Marketing  
The film *Arthur and the Revenge of Maltazard* will be  
the first to benefit from technological innovations for  
its worldwide release**

**Paris (France), June 3rd, 2009** - Dassault Systèmes, a French software editor and world leader in 3D solutions, and EuropaCorp, a French international film studio, today announced that they will join forces around a strategic innovation partnership to bring the power of industrial and experiential 3D to the domains of cinema and marketing.

The development of several creative marketing tools for the Christmas 2009 launch of EuropaCorp film 'Arthur and the revenge of Maltazard' has already started. A first step consists in making a serial of experiences based on the Minimoys universe available online.

The cinema experience is evolving and both groups will contribute to this dynamic. Dassault Systèmes and EuropaCorp aim to invent new interactive and 3D concepts, allowing spectators to participate in cinema content through online communities or new media devices. Interactive 3D has reached a maturity and level of simplicity permitting us to imagine experiences beyond video games or immersive virtual reality technology which was previously only accessible to industrials.

Since their early days, Dassault Systèmes and EuropaCorp have both focused on innovation and performance: The alliance is hence natural. Dassault Systèmes is a pioneer in 3D technology and EuropaCorp has always known how to embrace technological evolutions to push the boundaries of the film industry and bring original concepts to the general audience. The complementarity between scientific excellence and artistic commitment will result in new forms of entertainment to fulfill future public expectations.

Luc Besson : *"Artistically, EuropaCorp has chosen diversity and modernity in its films in order to address the broadest audience possible. Cinema moves forward with technology and EuropaCorp wants to share these innovations with the audience. We are very happy to be able to work with Dassault Systèmes. Together, we will imagine new ways of expression and bring these to life. This will push the boundaries of entertainment throughout the entire lifespan of our films."*

*"EuropaCorp is a strong, creative partner, constantly bringing together new talents and telling universal stories. We are looking forward to co-invent new forms of narrative and emotional experiences while taking full advantage of Dassault Systèmes 3D technology",* said Mr Bernard Charlès, President and CEO of Dassault Systèmes.

### **About EUROPACORP**

The EuropaCorp group produces and distributes films for the French and international markets. Structured around the "vertically integrated studio" concept, its strategy aims to control each stage of the production-distribution cycle of its ambitious and varied films. Since the start of its activity in 1999, EuropaCorp has produced or co-produced 60 feature-length films. For further information: [www.europacorp-corporate.com](http://www.europacorp-corporate.com)

### **About Dassault Systèmes**

As a world leader in 3D and Product Lifecycle Management (PLM) solutions, Dassault Systèmes brings value to more than 100,000 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>.

*CATIA, DELMIA, ENOVIA, SIMULIA, SolidWorks and 3D VIA are registered trademarks of Dassault Systèmes or its subsidiaries in the US and/or other countries.*

### **EuropaCorp Contacts:**

#### **EuropaCorp Group**

Violaine Gressier - *Head of Strategic Partnerships and New Media*

[vgressier@europacorp.com](mailto:vgressier@europacorp.com)

Séverine Madinier - *Investor Relations*

[investors@europacorp.com](mailto:investors@europacorp.com)

Tel: +33 (0)1 53 83 03 03

EuropaCorp is listed on **Euronext Compartment C**, by NYSE-Euronext.

ISIN: FR0010490920 - Mnemonic: ECP

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

Cj Lin (DS AP)  
+86 21 38568039  
[cj.lin@3ds.com](mailto:cj.lin@3ds.com)

Derek Lane (DS Americas)  
+1(818) 673-2243  
[derek.lane@3ds.com](mailto:derek.lane@3ds.com)

Arnaud Malherbe (DS EMEA)  
+33 (0)1 61 62 87 73  
[arnaud.malherbe@3ds.com](mailto:arnaud.malherbe@3ds.com)