



PRESS RELEASE
London, 17th November 2009

Auchan successfully goes live with TXT e-solutions' software solution to power the new strategy for textile division

Auchan, the well-known France based international retailer, goes live on home market with 4 modules of TXT e-solutions to support new women's Apparel strategy and announces global roll-out of the solution.

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Auchan, the €39.5 billion French retailer with 1,194 stores throughout the world, has gone live with the integrated Demand management and Product development solution from TXT e-solutions in the textile division of their 121 hypermarkets in France. It is now able to run its increasingly complex planning, merchandising and new product development activities within a single solution.

The combination of TXTDEMAND, TXTCHAIN, TXTPRODUCT and TXTDRIVE delivers a sophisticated and complete extended Product Life Cycle Management (PLM) solution: TXTDEMAND supports a much improved strategic planning process and in turn allows for more informed and more aligned categories and store plans. TXTCHAIN's collaborative functionality and its ability to track supplier performance improve all supplier management aspects of bringing a design to market. TXTPRODUCT is now the foundation of not only data accuracy but also visibility of one version product information by all interested parties ensuring consistency and efficiency. Finally the analytics capabilities will provide a dashboard of KPIs to ensure performance is in line with business objectives, as well as overall co-ordination and management of the workflow.

Auchan selected TXT as technology partners to support them in their new strategy aimed at rethinking their apparel division - with a stronger emphasis on style, more focused fashion collections for the female consumer target, new lines and improved merchandising. The results achieved so far speak for themselves - Mr. Gilles Allaert, Apparel Director at Auchan, declared in a recent interview: *"Results are already showing: a reduction of 20 days in inventories and, at the time of go-live, a significant increase in sales in the women's range"*. The project was delivered on schedule in 3 phases in just over a year with full go-live at the end of 2008.

In the light of this success, Auchan and TXT e-solutions have signed an agreement to roll-out the solution internationally and to extend it to further apparel lines.



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"TXT has a very palpable knowledge of the textile industry and therefore achieves a good balance of software engineering and business knowledge. Throughout the implementation process their ability to use their expertise without imposing it was very well received, there was a real commitment to help Auchan succeed. For this reason, it made sense to extend our success and roll out the solution globally" says Mr Daniel Malouf, CIO at Auchan.

"Auchan is an institution in France and has been for many years, we are very excited about being part of supporting their successful new strategy and of being their partner of choice in achieving their global vision. The way in which this comprehensive project has been carried out and gone live across such a complex network as Auchan's hypermarkets is another opportunity to re-enforce TXT's position and leading edge as a software vendor in retail" says Gilles Alais, Sales Director – France.

ABOUT TXT GROUP

***TXT e-solutions** is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are Demand & Supply Chain Management (DSCM) with TXT Perform offer and Media & Channel Integration with TXT Polymedia company (100% subsidiary); advanced software systems for the Aerospace & Defence and Banking & Finance industries with the TXT Next offer. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 600 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.*

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