

A NEW BRAND IDENTITY AND CONSOLIDATED BRANDS

SOGECCLAIR UNIFIES ITS POSITIONING AROUND A NEW BRAND IDENTITY AND STRUCTURE

Blagnac, France, January 17, 2024, SOGECCLAIR, unveils a new unifying brand identity, marking the beginning of a new era for the company born over 60 years ago. This evolution builds on the transformation initiated in 2021 and underlines the company's ongoing commitment to excellence, innovation and sustainability.

Over the past six decades, SOGECCLAIR has left its mark on the industry with a resolute commitment to safer, more sustainable mobility. Today, the company celebrates this remarkable heritage while laying the foundations for an exciting new era.

« SOGECCLAIR draws its new structuring and brand identity from its roots by bringing together the various entities that have shaped its history. This step in the company's evolution symbolizes its ambitious outlook for the future » Philippe Robardey, Chairman of SOGECCLAIR.

All the company's activities will now be integrated into this new identity, reflecting its ambitions: anticipating mobility challenges and developing solutions for enhanced safety while minimizing environmental impact.

« In line with the ONE SOGECCLAIR strategic plan implemented in 2022, focused on strengthening shared skills within teams and consolidating expertise, technologies and products, this new brand identity aims at reinforcing our positioning on our markets by simplifying the readability of our offers and highlighting our expertise, for the benefit of our customers, partners and talents » Olivier Pedron, CEO of SOGECCLAIR.

As of January 2024, the brand structure will be reorganized to reflect SOGECCLAIR's various areas of expertise:

- **SOGECCLAIR CONSEIL** (Advisory activities of SOGECCLAIR Aerospace, MSB RGA, ...)
 - **SOGECCLAIR DIGITAL ENGINEERING** (Engineering activities of SOGECCLAIR Aerospace, SOGECCLAIR Engineering, MSB Aerospace, MSB MGR, MSB RGA, ...)
 - **SOGECCLAIR EQUIPMENT** (Equipment activities of AVIACOMP, MSB DESIGN and SERA INGENIERIE, ...)
 - + **PRINTSKY** (joint venture between SOGECCLAIR and AddUp, specialising in additive manufacturing)
 - **SOGECCLAIR SIMULATION** (Simulation activities of OKTAL SYDAC, OKTAL SE and SOGECCLAIR Equipement, ...)
 - + **AVSIMULATION** (joint venture between Dassault Systèmes, Renault Group, SOGECCLAIR and UTAC, leader in automotive simulation solutions)
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Each brand embodies a specific vision, dedicated to a precise offering of SOGECCLAIR's expertise. The new brand identity of SOGECCLAIR embodies the continuity of its commitment while representing a forward-looking vision, a symbol of the energy and boldness that have characterized every step of its journey.

SOGECCLAIR, more than ever, positions itself as a key player shaping the future of safer and more sustainable mobility.

About SOGECCLAIR

Supplier of innovative, high added-value solutions for safer and more efficient mobility, SOGECCLAIR brings its skills in high-quality engineering and production to a broad range of cutting-edge sectors, notably aeronautics, space, vehicle, rail and defense. Supporting its customers and partners from the design and simulation stages through to the end of the product's lifetime, all along the production chain through to entry into service, the collaborators are working worldwide to offer a high-quality, proximity service to all its customers.

SOGECCLAIR is listed on Euronext Growth Paris - Indice Euronext® Family Business -Code ISIN: FR0000065864 / (Reuters SCLR.PA – Bloomberg SOG.FP)

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