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Press Release

FOR IMMEDIATE RELEASE

Magillem: Growing in Japan !

Paris, France - March 15th, 2018 - Magillem has established an agency in Tokyo (Japan) years ago and always wanted to mobilize all Magillem's resources close to customers for better cooperation. This way, Magillem ensures that the company's solutions meet the needs of the market.

Magillem has recruited an initial team of seasoned sales, business development and marketing executives. It is headed by Pascal Chauvet, VP Strategic Accounts Manager. As a Field Application Manager, Koji Nakamura is responsible of post-sales in Japan. Eri Nakamura has joined the company as pre sales and marketing assistant. One more engineer will soon be added to this group. This team will bring market knowledge, technical know-how and business skills to increase Magillem activity in this country.

Isabelle Geday, Magillem CEO, comments: *"Today, 40% of the total sales of Magillem comes from this part of the world. Asia is rich with opportunities. Our products address the needs of numerous industry players based in Japan and our Japanese customer base is growing at fast pace. Deploying our office is a natural response to increased demand for our solutions and part of our long term sustainable growth strategy."*

Pascal Chauvet adds: *"We are excited to have a strong and experienced team engaging with our customers, partners and prospects, and guide them in their digital transformation. Our industry expertise can achieve a real quality improvement for our customers helping them to deal successfully with the implementation of a new methodology. We can leverage the knowledge, experience and solutions we have to address their needs when it comes to the most challenging projects: the motto is to give them the tools to mine their own expertise and add value to their business. Thanks to this local presence in Tokyo, we can achieve this purpose."*

"Being close to our customers gives us the opportunity to maintain a positive relationship. Each country has its specific environment. Understanding local business practices and the culture is one of the keys for success in our activity," concluded Koji Nakamura.



Sustainable innovation to drive core business efficiency

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About Magillem:

Magillem has been the pioneer, since 2006, in software leveraging business content for top tier semiconductors and embedded systems accounts worldwide. Magillem has been listed on Euronext Paris since 2009 (FR0010827741) and is trusted by numerous clients like Altera, Samsung, Qualcomm, NXP, ST Microelectronics, Texas Instruments, Thales...

Magillem has 60 employees, including 48 engineers and PhDs in Research & Development alone. With an office in Tokyo, a subsidiary in Korea, one in China, 3 agencies in the United States (New York, Austin and the San Francisco Bay area) and 8 distributors in Asia and Israel, its footprint extends to all major countries. For more information, visit www.magillem.com or follow us on LinkedIn and Twitter