

December 10, 2019

BETA CAE Systems announces the launch of BETA CAE Systems China Ltd., its new subsidiary in Beijing



BETA CAE Systems, the leading contemporary industry supplier of CAE software, announces the further expansion of its operations with the establishment of a subsidiary company in China. BETA CAE Systems China Ltd., based in Beijing, has a mission to enhance the customers service experience for the CAE engineers in the region and contribute to the deployment of BETA CAE Systems portfolio to one of the fastest growing markets.

This investment is one more demonstration of our company's commitment to bring our best-in-class software solutions and know-how in multi-disciplinary engineering simulation processes, closer and faster to the market. In co-operation with our business channel we put our effort to honour our customers' trust and to bring their CAE capacity to a higher level.

"Our presence in China, is of strategic importance to us", says Sam. Saltiel, Chief Communications Officer of BETA. "Our intention is to come closer to this fast growing market, which demonstrates increased demand for high level customer care. The establishment of subsidiary in the country guaranties further the customer satisfaction from our superior technology, the high quality services and esteemed business ethics".

"BETA CAE Systems has built a strong local business channel, being active in China for more than a decade" says Yakun Li, Managing Director of BETA CAE Systems China Ltd. "It is not only about manufacturing anymore, China has evolved into a major R&D hub, receiving more patent applications than the USA, the EU, Japan and South Korea combined. The customer demands here are growing rapidly and with our official presence in China, they will be sufficiently addressed. We enhance the existing and embrace the new business relationships in domestic market."

About BETA CAE Systems International AG

BETA CAE Systems International AG, headquartered in Switzerland, is a leading provider of engineering simulation solutions, with global presence and activity. The company's software suite, which includes the engineers' favourite programs ANSA and META, holds a worldwide leading position across a range of industries, especially the Automotive, for the last 20 years.

About BETA CAE Systems China Ltd.

BETA CAE Systems China Ltd., headquartered in Beijing, is a subsidiary of BETA CAE Systems International AG. Its mission is to broaden the customer basis and offer high-level support for BETA's software portfolio. Staffed with carefully selected experts, and in co-operation

with the local business channel, BETA CAE Systems China assures customer satisfaction and increased benefits from CAE deployment.

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