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Siemens appoints Samantha Murray to lead growing PLM Industrial software business

Siemens announced the appointment of Samantha Murray as the Managing Director of its growing product lifecycle management (PLM) Software business for Australia and New Zealand.

Following a successful career spanning 25 years in senior positions with companies such as Microsoft, HP and SAS across Asia Pacific, Samantha's knowledge and experience will help drive Siemens PLM's growth in the region. Samantha joins Siemens at a time when there is increasing demand for advanced software that can help integrate data, processes, business systems and, ultimately, people in an extended enterprise – such as what is offered by the products in PLM suite.

Jeff Connolly, Siemens' Chairman and CEO in the region welcomed the appointment saying, "Samantha's strength in sales and leadership across the region will be invaluable to Siemens Australia and New Zealand. For over 145 years, we have had a track record for driving technological innovation in the region. Our PLM portfolio will play a crucial role in driving the next phase of innovation and growth through digitalization and I'm excited to have Samantha at the helm."

"Siemens is the largest industrial software company in the world and our PLM software suite is a key cog in the wheel helping customers get on the journey to the fourth industrial revolution, Industry 4.0. With the right tools, Australian industry of all

sizes can bring their ideas and innovations to life so they can compete with anyone in the world.”

“This appointment is a clear signal to the market that we’re investing locally to build capability and we’re positive about the benefits that world leading software can bring to Australian and New Zealand industry.”

Prior to joining Siemens, Samantha managed teams responsible for designing, selling and implementing enterprise software solutions within both commercial and public sectors.

Samantha said she was excited about the new challenge at one of the most exciting times of digitalization in the industry.

“It’s not every job where you can say you are working with the same software portfolio that helped send the Curiosity Rover to Mars, is helping produce Maserati cars, helped simulate and develop a digital shipyard for Newport News and put Space X into – well, space. Siemens’ PLM technology is at the forefront of driving digitalization and innovation and I’m excited to help drive its progress in the region,” she said.

Samantha is Siemens’ first head of PLM based in Australia. The move follows a series of PLM grants valued over \$1 billion to universities across Australia.

She is based in Melbourne, married with 3 children and is a passionate advocate about mental health issues.

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Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the

world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. The company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 372,000 employees worldwide. Further information is available on the Internet at www.siemens.com.