

NEWS RELEASE

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Applied Dynamics International Appoints Paul Davies Managing Director of European Operations

Ann Arbor, MI ... Applied Dynamics International (ADI, Ann Arbor, MI) has announced that Paul Davies has been appointed as Managing Director of European Operations reporting to ADI's President and CEO.

Paul joins ADI from Rolls-Royce Civil Aerospace and has 32 years of engineering experience.

Initially an apprentice, during his early career he acquired practical, technical and project management skills and experience deploying manufacturing and process capability. Following a career development posting in a strategic business change program he joined Control Systems where he played an increasing role in FADEC systems verification. He supported and ultimately led first flight and certification campaigns including Trent 500 for Airbus A340, Trent 900 for Airbus A380, Trent 1000 for Boeing 787, BR725 for Gulfstream G650 and Trent XWB for Airbus A350. As Global Chief of Systems Verification he was responsible for driving strategy to modernize real time simulation platforms, system test processes and methodology. His most recent role was Chief of Engineering for the Test and Measurement Department where he led a multi-discipline design team who deploy test facilities, specialist measurement and instrumentation capability.

"Our global team is very excited to have Paul onboard," commented Scott James, ADI's President and CEO. "Paul brings tremendous perspective and expertise, and an incredible ability to get things done." Paul will be driving technology in ADI's Test and Measurement facility integration segment, their Model Based Systems Verification segment, and their Model Based services segment.

Paul is a Chartered Engineer with the Institution of Engineering and Technology (IET) in England and holds a First Class Honors in Electrical and Electronic Engineering. He will be based at ADI UK in Derbyshire.

About Applied Dynamics, Applied Dynamics helps companies make better use of model based systems engineering (MBSE) assets and methodologies through all stages of product development, verification testing, demonstration, training, and maintenance. Applied Dynamics helps design, manufacture, integrate and commission many of the world's most advanced test facilities used to develop complex systems. Applied Dynamics flagship product, the ADvantage Framework, is an MBSE software platform providing an agile, feature-rich environment for supporting product lifecycle through development, integration, verification, certification, and maintenance. ADvantage embraces an open architecture and allows its users to leverage best-in-class COTS and open source technologies. The ADvantage user base includes more than 50% of the Fortune 500 aerospace and defense companies and extends into marine, power systems, oil & gas, and the automotive industry.

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