

> Tel Aviv Key Facts



High density of tech companies

The tech area "Silicon Wadi" is home to more than 6,000 startups



Excellent Infrastructure

IT expertise meets venture capital



Open **Innovation climate**

The tech industry accounts for almost half of Israel's export performance

We cover a wide range of innovations







Innovation

Identifying relevant startups to partner with Porsche

Venturing

Strategic investments in technology startups on behalf of Porsche Ventures

Cyber security

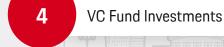
Support and expansion of cyber security activities at Porsche

> Activities since 2018









Investments in Startups

Fleetonomy

Investment: 2018 Porsche invested in the startup

Fleetonomy, which develops software for fleet management software. Fleetonomy was later successfully acquired by Via

ANAG@G

Investment: 2018 Advanced AI solution, providing

insights from the real world of users for enhanced customer experience, personalization and engagement



Investment: 2019 Utilizing virtual sensors, Tactile

Mobility provides smart and autonomous vehicles (AVs) with the missing tactile sensing and data that makes vehicles smarter, better roads and mobility-ecosystems enhanced



TriEye develops CMOS-based Short-

Wave Infrared (SWIR) sensing solutions. TriEye's breakthrough and proprietary technology enables cost-effective, high-resolution image data and depth perception in all weather and lighting conditions

Griiip

Investment: 2021 End-to-end cloud-based data

platform redefining how fans and racers experience the world of motorsport and sim-racing



Investment: 2022 Business Application Mesh security

company focused on managing the risks from third-party integrations. It is Porsche's first cyber security investment in Israel

Digital transformation at Porsche



Tel Aviv is one of the most important technology locations in the world. Here, many disruptive ideas and technologies are emerging in precisely the areas in which we want to grow. This is why Porsche Digital is investing digital technologies in Tel Aviv, which we intend to integrate into our own Porsche IT landscape in the long term and transfer them into digital business models. The latest investment in the Israeli cyber security company Valence Security shows this." **Lutz Meschke**

Deputy Chairman of the Executive Board and Member of the Executive Board, Finance and IT

Our goal is to bring digital products to market quickly

and to develop technical innovations with added value for our customers. To achieve this, we invest worldwide in specialized partners who bring the right skills to the table." Dr. Michael Steiner Member of the Executive Board, Research and Development



Porsche Digital is a strong partner for startups worldwide. In Tel Aviv, we have been working successfully for several years with various players and will continue to expand our portfolio in the future. We want to attract the best IT specialists worldwide and are therefore investing specifically in our Tel Aviv location."

Mattias Ulbrich CIO Porsche AG / CEO Porsche Digital GmbH

Innovative strength through collaboration In the course of its digitalization strategy, Porsche is also strengthening its innovative strength outside of its corporate boundaries. To this end, the sports car manufacturer has been systematically building a startup ecosystem for some years now, which

in Tel Aviv is driven forward by two units in particular:

Porsche Digital The technology and digital unit at

Porsche finds new digital business models and serves as a strategic partner of the portfolio start-ups.



PORSCHE

The venture capitalist of Porsche AG invests as an agile unit worldwide in innovative technologies and business models.