

# Porsche intensifies its activities in Tel Aviv

## > 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

45+

PoCs

10+

Deployments

6

Startup Investments

4

VC Fund Investments

## > 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

**ANAGOG**

### Investment: 2018

Advanced AI solution, providing insights from the real world of users for enhanced customer experience, personalization and engagement

**TACTILE MOBILITY**

### 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**

### Investment: 2019

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

**Griip**

### Investment: 2021

End-to-end cloud-based data platform redefining how fans and racers experience the world of motorsport and sim-racing

**valence**

### 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 VENTURES**

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