



Sponsorship agreement extended to 2027

April 3, 2025

MHP remains both name and main sponsor of the MHP RIESEN Ludwigsburg

- Management and IT consultancy extends sponsorship agreement with the MHP RIESEN
- MHP is equally a proud partner and name sponsor of the home venue of the MHP RIESEN – the MHP Arena Ludwigsburg
- MHP also supports the “Teamply” CSR program of the MHP RIESEN in its role as a strategic partner

Ludwigsburg – The management and IT consultancy MHP will remain the main and name sponsor of the MHP RIESEN Ludwigsburg and will continue its excellent partnership, setting the course for further successful cooperation with the Basketball Bundesliga and the home team at the MHP Arena Ludwigsburg.

Marc Zimmermann, Group CFO of MHP, explained: “We have been associated with the MHP RIESEN in Ludwigsburg for over 12 years. We share common values such as team spirit, passion, and the will to perform at our best. Now, having extended our sponsorship agreement for the fifth time, we are once again looking forward to standing by the MHP RIESEN and drawing on our network and expertise with the specific aim of further developing the club and celebrating achievements together.”

Alexander Reil, Chairman of the MHP RIESEN Ludwigsburg and President of the AG Basketball Bundesliga, added: “A long and successful partnership is being extended – and I am absolutely delighted about it. Over the years, our cooperation with MHP has been characterized by mutual trust and the desire to ensure that it continues to develop positively. This will remain our ambition in the future. Particularly in this day and age, the extension represents a strong signal for the club and its fans, but also for other partners and sponsors.”

The success story continues with the MHP Arena Ludwigsburg

The Porsche AG company also maintains close links with the home venue of the MHP RIESEN – the MHP Arena Ludwigsburg – and contributes its consulting expertise.

MHP

A PORSCHE COMPANY

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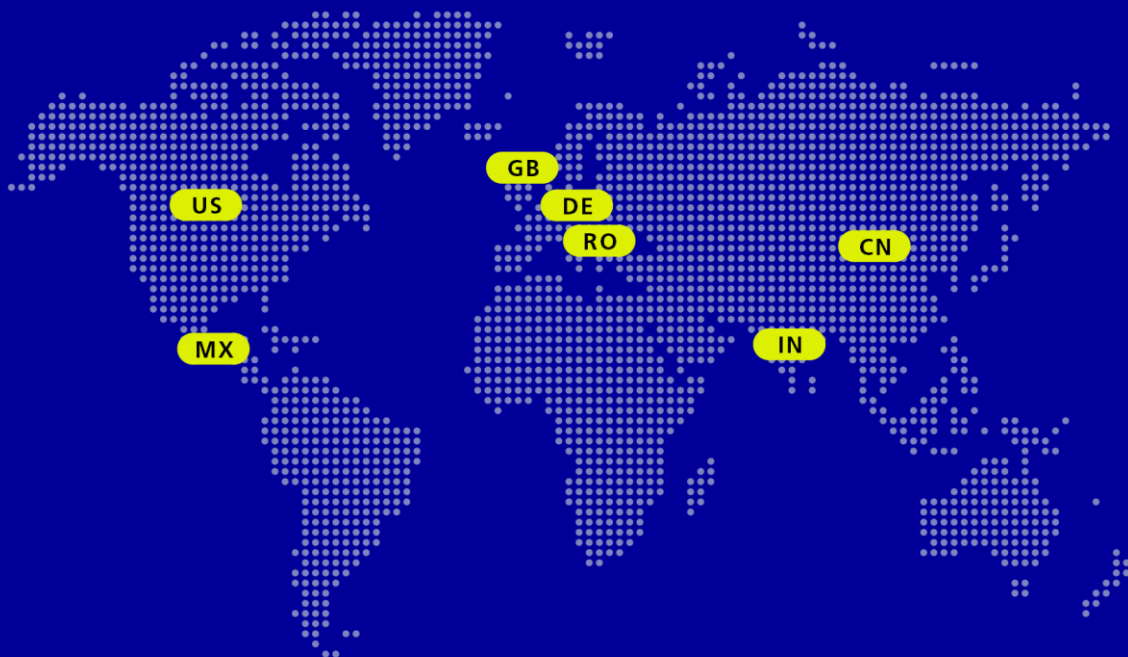
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In addition, MHP is a proud partner and name sponsor of the MHP Arena Ludwigsburg and remains committed to developing the arena together with the city of Ludwigsburg so that many spectators can continue to enjoy high-quality events, concerts, and MHP RIESEN victories in Ludwigsburg in the future.

MHP also supports the "Teampay" CSR program of the MHP RIESEN in its role as a strategic partner. Porsche AG itself is actively involved in the Porsche Basketball Academy (BBA) with its "Turbo for Talents" program.

Ingo Guttenson, Director Head of Sponsoring and CSR at MHP: "Our name sponsorship for the MHP RIESEN and the MHP Arena in Ludwigsburg, where we have our headquarters, is a project close to our hearts. We have already achieved a great deal together with the MHP RIESEN and we want to continue our success story. In conjunction with our entire MHP team sports family, we are raising our profile and emotionalizing our brand as an attractive employer and 'excellent team player'."

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About MHP

As a technology and business partner, MHP has been digitizing the processes and products of its around 300 mobility and manufacturing sector customers worldwide for 28 years and providing support for their IT transformations along the entire value chain. For the management and IT consultancy, one thing is certain: digitization is one of the biggest levers on the path to a better tomorrow. This is why MHP, a Porsche AG company, provides both operational and strategic consulting in areas such as customer experience and workforce transformation, supply chain and cloud solutions, platforms and ecosystems, big data and AI, as well as Industry 4.0 and intelligent products. Headquartered in Germany, the consultancy operates internationally with subsidiaries in the USA, Mexico, the UK, Romania, India and China. More than 5,000 MHP employees are united by their pursuit of excellence and sustainable success. It is this aspiration that will continue to drive MHP – today and in the future.

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