



Subsidiary MHP Management and IT Consulting Mexico S. de R.L. de CV will play a leading role in MHP's Strategy 2030 – in terms of both technology and finances. (Photo: MHP)

PRESS RELEASE

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**International growth: MHP with new location in Mexico**

# Fifth subsidiary from October 2024

- Boost to global growth as part of Strategy 2030: With a new location in Mexico, MHP is establishing its fifth subsidiary
- Technological focus: Expansion of IT services for Central and North America, focusing on Managed Business & IT Services and SAP Digital Enterprise
- Enduring commitment: The founding of MHP Management and IT Consulting Mexico S. de R.L. de C.V. in Guadalajara, Mexico, underlines the company's long-term strategic direction in Central America
- Strong partnership: adoption of the existing structures of Porsche Digital
- International talents: MHP as an attractive employer in the region

**Ludwigsburg / Guadalajara** – The management and IT consultancy MHP sets a significant milestone for future international growth by establishing the subsidiary MHP Management and IT Consulting Mexico S. de R.L. de C.V. in Guadalajara, Mexico. With this strategic step, MHP is expanding its presence in North and Central America, offering specialized IT services from this base. In terms of technology, the focus will be on Managed Business & IT Services and SAP Digital Enterprise.

“By adding a further location on the American continent – beside MHP Americas in Atlanta – we will be able to address our customers’ requirements more directly and efficiently using the skills of our new colleagues,” explains Markus Wambach, Group COO of MHP. “We no longer find the know-how that we will need for our future requirements relating to innovative technologies exclusively in Germany and Europe. It is therefore essential for us to find new employees globally and grow our team in Guadalajara over the next few years.”

The establishment of the base in Mexico underlines the company's long-term commitment to the Central American market. This undertaking is also part of MHP's strategic planning, which envisages a strengthening of its presence and engagement around the world on the one hand and ensuring its ability to deliver its services with efficient and custom solutions locally – in proximity to the customer.

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Marc Zimmermann, Group CFO of the management and IT consultancy MHP with additional responsibility for Internationalization & Investment Management, adds: "The establishment of MHP Management and IT Consulting Mexico S. de R.L. de C.V. represents a big step in strengthening our ability to provide efficient support to customers to meet their needs around the world and further enhance the flexible scalability of our consulting and product services. In line with MHP's global growth strategy, our development of the base in Mexico will serve our objectives of expanding our reach and creating a more efficient as well as lower-cost infrastructure that will enable us to position ourselves successfully in a hotly contested market, the focus being above all on the US market."

### **Close partnership with Porsche Digital**

The opening of the new location will involve taking over the existing structures of Porsche Digital – a wholly-owned Porsche AG subsidiary – in Guadalajara. In the course of its strategic focusing, Porsche Digital is concentrating on its ten existing bases in the USA, Europe, and China and handing the base in Mexico over to MHP. The existing employees will be taken on by MHP and strengthen the MHP team from the start. This also applies to Stefan Widmer, managing director of the existing Porsche Digital location and future CEO of MHP Management and IT Consulting Mexico S. de R.L. de C.V.: "I am delighted that MHP is entering the Latin American market with this step. Thanks to the expertise of our team, we are already well positioned in this region and can now contribute to MHP's global growth."

The establishment of the new location will strengthen the scalability of MHP's consulting and product services and thereby help to address customers' continuously changing needs and requirements. Mexico will be MHP's fifth subsidiary beside the USA, the UK, Romania and China.



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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 the Porsche AG company MHP 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 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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