



MHP management and IT consultancy has been the proud main sponsor and jersey sponsor of Stuttgarter Kickers since 2015 (photo: Stuttgarter Kickers)

PRESS RELEASE

Partnership with Stuttgarter Kickers Will Continue

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MHP remains main sponsor and jersey sponsor of Stuttgarter Kickers

- Long-term partnership between MHP and Stuttgarter Kickers will continue; contract extended for a further three years
- MHP management and IT consultancy has been the main sponsor and jersey sponsor of Stuttgarter Kickers since 2015
- Contract extension emphasizes the continuity and commitment on both sides to the success

Ludwigsburg/Stuttgart – The long-term partnership between MHP and Stuttgarter Kickers is set to continue. The contract has been extended for a further three years. MHP management and IT consultancy has been the proud main sponsor and jersey sponsor of the club since 2015. This renewed partnership emphasizes the continuity and commitment to success on both sides.

Commenting on this multi-year continuation of the sponsorship, Prof. Dr. Rainer Lorz, president of Stuttgarter Kickers, said: "The renewed extension of our partnership with MHP is a great indication of the continuity and stability in our club. This sextension underlines the strong connection and trust between the two parties. The loyal partnership was already crucial in helping us achieve promotion last season and will now also play a part in the successful development of our club in the seasons ahead."

Dr. Ralf Hofmann, co-founder and CEO of MHP, also underlined the importance of the commitment: "As main sponsor and jersey sponsor, MHP has been the loyal partner of Stuttgarter Kickers since 2015. In our nine years together, we've been through a lot – highs as well as lows. The Kickers is a long-established club with a 125-year history. Love, dedication and

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loyalty can be found in the club – it brings people together and connects them. That's worth preserving and it's something we want to support. Through our partnership with Stuttgarter Kickers, we are able to strengthen our connection to the region and demonstrate social responsibility. We look forward to continuing on this path together."

Ingo Guttenson, Director – Head of Sponsoring & CSR at MHP, said: "In our partnership with Stuttgarter Kickers, we don't just feel like the main sponsor and jersey sponsor – we also feel like part of the Kickers family. It has always been our aim not only to provide financial assistance but also to contribute our expertise and our network in order to support and further develop the club as it evolves. The extension of our special partnership as an 'excellent team player' is a further step in this direction. We look forward to a successful future together with the Kickers."

Matthias Becher, managing director of the Kickers, is delighted with the extension: "The mottos 'as close as it gets' and 'excellent team player' perfectly reflect the strong bond between Stuttgarter Kickers and MHP. It's great to see that our collaboration is not just limited to sponsorship, but also represents a close partnership in which both parties do their best in order to achieve shared goals. This early contract extension is proof of the strong commitment and mutual appreciation that characterize our partnership."

The extension demonstrates the clear commitment on both sides to long-term collaboration and underlines the importance of engagement, continuity and mutual trust in sport.



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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 subsidiary 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, 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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