

Startup Autobahn is not just an innovation platform;
it is a platform that continues to innovate itself.

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+++ Embargo +++

July 16th until 14:00h (CET)

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Europe's biggest innovation platform is growing and Startup Autobahn's Expo Day reveals new projects

+++ Plug and Play Global Innovation Award goes to PORSCHE and DAIMLER with holoride, BASF with Bleenco, DXC Technology with CyberX +++

Stuttgart, July 16th, 2019 - Ready to rewrite open innovation? Startup Autobahn powered by Plug and Play is bringing their program 6 with over 69 projects and 39 graduating startups to an end with a conference that is quite more than a classic demo day. This year's "Plug and Play Global Innovation Awards" go to four Startup Autobahn partners Porsche and Daimler with holoride working on an in-car entertainment system, BASF with Bleenco revolutionizing the field of AI-based monitoring and DXC Technology with CyberX crafting a smart factory security solution.

A clear message about innovation and our future was set: it needs to be open and sustainable

On July 16th the open innovation platform celebrated the end of its biggest batch so far. Since the platform was founded in 2016, it has been continuously growing in partners, program startups and projects. In program 6, a total number of 39 startups graduated and showcased their pilot projects together with 25 corporate partners from multiple industry sectors. What started as a mobility platform, has now become the biggest innovation platform in Europe. Over 1.400 guests were personally invited to not only see the outcomes of the projects but also to discuss possible collaborations and to celebrate innovation.

Mike Massimino, former NASA astronaut, now a professor at Columbia University and Big Bang Theory actor; Jasmin Eichler, Director of Future Technologies at Daimler AG; Armin Pohl, CEO of Mackevision; Sascha Karimpour, Managing Director of Plug and Play Germany; and Cem Özdemir, Member of the German Bundestag, spoke about the direction into which mobility is heading in the future and the tone was set clearly, we need to be open to great innovation. To stand strong as a platform and teamwork long term, we should not only innovate for economic reasons, but help sustain our environment and our planet in a long-lasting and effective manner.

Guests were able to take part in discussions about disruptive future-oriented topics such as urban city development taking new mobility players into account, the question whether a human is replaceable in the business interaction context or how we can work on a sustainable supply chain that will not only benefit the environment but also take the production perspective into account to make it last.

Plug and Play Global Innovation Award granted to Porsche, Daimler, BASF and DXC Technology

With the Global Innovation Award, the successful investor and accelerator Plug and Play from Silicon Valley honors the project work of various Startup Autobahn partners who successfully bundle their competencies for the digital challenges of the future.

The startup CyberX was awarded for its project with corporate partner DXC Technology for bringing digital transformation on a corporate perspective to the next level by using standardized and integrated machine connectivity and data aggregation. With the vision of a smart, fully connected factory in mind, CyberX services help to fulfill this vision by monitoring the communication processes between components and machines as well as analyzing security threats step by step in real time.

The startup holoride was given the sought-after prize for its collaboration with Porsche and Daimler. Holoride provides a smart and innovative in-car entertainment solution for passengers, and it is nothing ordinary. With their elastic content displayed through VR glasses, the content is tailored to fit the movement of the car such as stops at traffic lights or turns. A highly immersive experience that also reduces travel sickness. Collected driving data forms the basis for a completely new way of entertainment and for the first time, the time spent in the car can be used in a different manner.

The startup Bleenco was rewarded for its project with corporate partner BASF. Together, they developed a monitoring system based on Artificial Intelligence, which detects whether a person is wearing the necessary personal protective equipment. Based on its expertise in human factor driver safety, Bleenco extended its knowledge and technology into the field of occupational safety by coupling off-the-shelf video monitoring systems with its human-centered AI. This technology uses an innovative approach to detect the mandatory wearing of personal protective equipment on the human body within milliseconds and enables multiple solutions for process optimization and automation. Moreover, it can completely anonymize the video and thus complies with existing EU privacy and data protection regulations as well as worker union requirements.

Green tech is coming up as a focus for Startup Autobahn's next program

In response to the ever-increasing need to preserve the planet, Startup Autobahn's program 7 will be focused on sustainability and green production. Taking on the challenge to fight for the environment has been the motivation of the scouting and matchmaking between more than 500 startups and Startup Autobahn's corporate partners over the last few months and will remain the focus of the upcoming project phase starting in September.

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Press Kit: <http://www.startupautobahn.com/press/>

Pictures: <https://www.flickr.com/photos/143063388@N07/albums>

About Startup Autobahn

Startup Autobahn is an innovation platform powered by Plug and Play. It provides an interface between industry-leading corporations and innovative tech companies. At the heart of the semi-annual program is the corporate partner collaboration with startups on an eye to eye level to evaluate the fit for both parties, pilot their technology and achieve the ultimate goal — a successful production-ready implementation. Designed to go beyond just startup acceleration, Startup Autobahn moderates an ecosystem for collaboration. It drives cultural mindset change as well as sharing corporate best practices in a neutral environment to push digitization across corporate structures and value chains. In May 2016 Daimler, Plug and Play Tech Center, the University of Stuttgart and ARENA2036 founded STARTUP AUTOBAHN as an open innovation platform with global reach. Since then they have teamed up with Anchor Partners Hewlett Packard Enterprise, DXC Technology, ZF Friedrichshafen, BASF, Porsche, Deutsche Post DHL Group, Webasto, Rolls-Royce Power Systems, Samvardhana Motherson, T-Systems, as well as Ecosystem Partners Murata, The Linde Group, AGC Glass Europe, Wieland Ventures, Jardine Matheson Limited, Covéa, Cepsa, Bleistahl, BP, Hyundai, TÜV Rheinland, Yanfeng Automotive Interiors and Schnellecke to bring the idea of open innovation to life.

More information about STARTUP AUTOBAHN powered by Plug and Play can be found online at www.startup-autobahn.com

Startup Autobahn program 6 startups

51nodes, Aaron.ai, Alchemy, Blockchain HELIX, Caaresys, Chargery, Cobalt, Cognigy, CurveSYS, Cybellum, CyberX, Dataiku, datanizing, e-laborate, emproof, FairFleet, FDX Fluid Dynamix, Firstbird, Flip, FogHorn, holoxide, Indivizo, Ladimo, Legartis, MoonVision, neohelden, Neteera, Passage.AI, RealWear, Robonetica, Stark Mobility, Tactile Mobility, Thingstinking, Trailer Dynamics, Uveye. Viscopic, Visualix, YPTOKEY and ZeroKey.

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Webasto presents innovation projects together with young enterprises at sixth EXPO Day of Startup Autobahn

Automotive supplier receives award for the dedication in the global network

Stockdorf/Stuttgart – July 17th 2019 – At the sixth EXPO Day of the innovation platform Startup Autobahn on July 16th, 2019 in Stuttgart, Webasto together with several start-ups presented innovative projects in the field of Smart Production and Enterprise 2.0. "Since the mobility industry is changing rapidly, cooperation with others today is more important for companies than ever before. For us, the exchange in the Startup Autobahn network is very valuable. It helps us to expand further our leading position as an innovative global systems partner to the automotive industry. Working together with the young tech companies is an element of our innovation strategy," explains Matthias Arleth, Vice Chairman of the Executive Board, Webasto SE, and responsible for technology topics at the Webasto Group.

Webasto has been an Anchor partner of Startup Autobahn, the German branch of the US Plug and Play Tech Center, since end of 2017. The innovation platform connects start-ups and established industry companies from mobility and digitization sectors. In June 2019, Webasto received the Plug and Play Corporate Innovation Award at the Summer Summit in Silicon Valley, California, for its strong dedication in the network. To date, Webasto has initiated 37 pilot projects with start-ups. Approximately one third of the solutions are in implementation, five are already in use. The collaboration with start-ups from the network provides Webasto with impulses for further development in the product area and for the optimization of (production) processes. This includes the core business with roof and heating systems as well as the new electric mobility offering.

About Webasto:

The Webasto Group is a global innovative systems partner to almost all automobile manufacturers and among the top 100 suppliers in this industry sector. The company's product portfolio comprises a broad range of roof and heating systems for every type of vehicle and all drive types as well as battery systems and charging solutions. Moreover, Webasto has a strong position in the aftermarket providing dealers and end customers with customized solutions and services relating to thermo management and electromobility. In 2018 the company generated sales of 3.4 billion euros and had over 13,000 employees at more than 50 locations (with over 30 of these being manufacturing plants). The headquarters of the company, founded in 1901, is located in Stockdorf near Munich (Germany). For more information please visit www.webasto-group.com / www.twitter.com/WebastoGroup

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T-Systems celebrates 100 days of partnership with STARTUP AUTOBAHN

T-Systems is celebrating 100 days as a partner of STARTUP AUTOBAHN. In six-month programs, the innovation platform promotes collaborations between groups and young technology companies. Since March the subsidiary of Deutsche Telekom is on board as one of over 25 partners. Expert teams technologically focusing on cloud, security and digital services are actively involved in start-up scouting. Together, they have met more than 60 start-ups in the first three months. Thereby, numerous of promising project approaches have already emerged.

We are a strong partner for all start-ups and companies on the platform.

T-Systems and the start-ups benefit from STARTUP AUTOBAHN. Oliver Bahns, Head of Connected Mobility at T-Systems: "The focus of STARTUP AUTOBAHN is unique. Through collaboration we intensify our knowledge in the future mobility segment. Our target is to develop new services for connected and in perspective self-driving vehicles. Besides that, the start-ups give us fresh ideas." At the same time, T-Systems brings along enormous expertise in the automotive industry. Deutsche Telekom has already been working with young companies for some time. For instance, the group has been running its incubator "hub:raum" since 2012. As part of this scheme, Deutsche Telekom develops innovation in the fields of 5G and IoT together with technology founders. Deutsche Telekom also promotes digital start-ups as part of its "TechBoost" program. In addition to financial support, this program provides the technology companies with sales and marketing assistance. "In joining STARTUP AUTOBAHN, we are building on this experience", says Luz Mauch. He is responsible for the Automotive and Manufacturing unit at T-Systems. "Thanks to our digital solution expertise, we are a strong partner for all start-ups and companies involved in STARTUP AUTOBAHN."

STARTUP AUTOBAHN is coming to Bonn: Innovation Day in fall

STARTUP AUTOBAHN is coming to Bonn in fall. T-Systems is going to invite all network members to a one-day "Deep Dive" event at the Deutsche Telekom headquarters. The deep dive events take place regularly. The focus is on scouting. At these meetings, the companies meet with start-ups and explore a potential collaboration. In July, EXPO DAY PROGRAM 6 will take place in Stuttgart. The Expo Day marks the highlight of the six-month program phase. T-Systems is already actively involved here. For instance, the Deutsche Telekom subsidiary is working with Daimler to organize a panel discussion on the topic of e-mobility infrastructure. The company is also represented on two further panels primarily addressing Industry 4.0 and security.

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T-Systems – Let's power higher performance

Electrification, autonomous driving, shared mobility, Industry 4.0: The automotive industry is under unprecedented pressure to change. T-Systems is the reliable and competent partner for the entire sector. Around 4,000 experts from all over the globe are developing sustainable solutions along the entire value chain of the automotive industry. With its technology skills in the fields of cloud and infrastructure, connectivity, digital services and security, T-Systems is accelerating the digitalization of the sector.

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AND vs. BUT: The value of partnerships for Linde Digitalization.

Partnerships are an important building block in Linde's Digitalization strategy alongside accelerating and scaling digital products and services for the Linde business, as well as transforming the workforce by increasing their digital capabilities.

In 2018, one of the key agendas as part of this strategy was to take this partnership approach to the next level: the cooperation with Startup Autobahn powered by "Plug and Play" and other players such as Venture Capital companies provided a strong push in that direction.

Indeed, after only 1 year onboard, the Plug and Play platform has led Linde's Digitalization team to reach 60 start-ups via the network, furthermore 8 deal flow sessions and 8 pilot projects have been completed in 2 across continents. The solutions outsourced for the pilot projects targeted topics such as predictive maintenance, safety, logistics and quality sales leads, applying concepts and technologies such as drone inspections and leak detections in industrial sites through the use of acoustic signals.

As start-ups set the scene aiming at innovative solutions, cooperation platforms offer great opportunities to overcome some of the challenges of our industry. Linde strongly believes that joining forces globally from early-stage and creative partners across various industries is one of the strongest levers for our strategy. A major benefit of this approach is that it proves the company's digital transformation methods of quickly testing and fast-tracking new ideas can be successfully applied to our core business.

"We truly believe in the AND vs. BUT mindset to gain joint value by partnering with start-ups and other partners. By working with start-ups we can avoid the typical corporate attitude of fearing change which often can hinder progress. Through the initiation of these partnerships, we are able to co-create solutions to our impactful business problems; these are aligned with our acceleration methods which we at the Digital Basecamp employ", explains Haik Mehmke, who as Digital Commercialization Lead is responsible for Partnerships within the Digitalization team.

In short, the partnership with "Plug and Play" helps Linde's Digitalization team to achieve its aims of learning from the technology and data expertise which the startups bring, increasing the interactions with other industry players, and leverage the same approaches within various business functions across workforce.

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Linde Digital Base Camp recognized as Best Innovation Lab in category "Industry" by Capital and Infront Consulting & Management in 2018

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Wieland Ventures continues and broadens its active involvement and partnership in the startup ecosystem via Startup Autobahn

- First pilot projects with startups from Program 6
- Focus on new technologies and partners for product development or investment
- Approaches for cooperation focused on the areas of e-mobility, automated market analysis and production planning.

The partnership with Startup Autobahn is one important way for Wieland to connect and stay up to date with innovative ideas and solutions, which are taking place outside of the Wieland environment.

During the past 100 days, Wieland again had the chance to meet many startups and also start a few first pilot projects. The focus was on finding solutions to help Wieland excel in its operations by bringing in new technologies and improving processes as well as, finding partners for joint product development or investment. Out of all program 6 startups, 50% were internally rated as strategically interesting and when speaking to internal potential users, 11 first meetings or talks were set up. Approaches for cooperation mainly focused on the areas of e-mobility, automated market analyses and production planning. Several startups are currently in different development phases: With two startups, Wieland is currently in specific pre-pilot talks and in addition, actively running two pilots already. On top, Wieland is still talking and engaging with startups from previous programs, to further develop pilots or to find new use cases.

Frederike Doerfler, Venture Scout at Wieland, explains: "We greatly value and foster the exchange with other corporate partners, as well as all startups and SME's which we're meeting during each program. For us, it is the perfect addition to complement our strong internal innovation activities."

About Wieland Ventures

Wieland Ventures was established in October 2017 to work with and/or invest in startups and young technology companies. The aim is to give startups access to Wieland's expertise and infrastructure to implement their projects and to give Wieland access to innovative business ideas in key strategic areas.

About Wieland

Wieland is one of the world's leading suppliers of semi-finished copper and copper alloy products. With a global network of production sites, service and trading companies, the company offers a broad product, technology and service portfolio. From prototype to series production, Wieland develops solutions for automotive, electronics, refrigeration, air conditioning and other industries. Wieland uses high-performance

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copper materials to drive the success of its B2B customers in future-oriented fields such as electromobility, connectivity and urbanisation. High technical competence, customer-oriented thinking and sustainability determine their actions and have been the basis of the company's success since 1820.

Wieland in brief:

Headquarter - Graf-Arco-Straße 36 | 89079 Ulm | Germany

Facts *1820 in Ulm, Germany | Sales: approx. 530 kt | Turnover: approx. 3,4 bn. € | Employees appr. 7.000

Executive Board

Dr. Erwin Mayr, CEO | Werner T. Traa, CMO | Ulrich Altstetter, CTO | Dr. Jörg Nübling, CFO

Chairman of the Supervisory Board

Fritz-Jürgen Heckmann

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TÜV Rheinland Expands Partnership with Start Up Accelerator Plug and Play to U.S.

Partnership supports TÜV Rheinland's global innovation and digitization strategy providing worldwide access to emerging companies in the electrical and IoT markets seeking to accelerate time-to-market

Fremont, CA – June 18, 2019 - TÜV Rheinland, a global leader in testing, inspection and certification services, today announced the expansion of the partnership between TÜV Rheinland and Plug and Play Techcenter (PnP). With this cooperation, TÜV Rheinland is consistently pursuing its innovation and digitization strategy, across the globe.

The PnP partnership operates in Europe, China and the US, allowing TÜV Rheinland access to startup companies around the globe. To kick off the cooperation and expansion in the US, TÜV Rheinland visited the PnP facility in Sunnyvale, CA, the heart of Silicon Valley. The visit helped to align the scope in the region, granting TÜV Rheinland the opportunity to identify digital business strategies, leverage innovative ideas, and help manufacturers get their electrical and IoT products to market. This brings TÜV Rheinland's comprehensive solutions to the forefront of a startup scene whose goal is to develop and sell their innovative products across the globe.

"The cooperation with Plug and Play gives us excellent access to a worldwide network of startups and thus intensive contact with a start-up scene that develops innovative solutions with a view to our TÜV Rheinland portfolio," says Dana Goldhammer, Global Officer Innovation & Digitalization at TÜV Rheinland. Through this partnership, startup companies can access TÜV Rheinland experts from around the world who can help them understand the road map to compliance for their product, from component level to final finished product. TÜV Rheinland and PnP work side by side to educate product manufacturers about everything from the implication of documentations, labels, safety, RF, EMC and Wireless, to software and legal laws and regulations of the target markets. This helps startups save time and reduce cost as they can rely on TÜV Rheinland's experience, lessons learned and know-how, while eliminating roadblocks that delay time to market.

"We are looking forward to working very closely with TÜV Rheinland on their global innovation strategy. The partnership with TÜV Rheinland will be a big value for our ecosystem of startups and corporations," said Johannes Rott, Director-German Partnerships at PnP.

TÜV Rheinland has been a cooperation partner of the Plug and Play start-up accelerator since February 1st, 2019. This cooperation is part of "Future Hub," TÜV Rheinland's Innovation Program. "We created Future HUB specifically to address technical innovation in an increasingly digital world," says Goldhammer. "The partnership with Plug and Play gives us the opportunity to identify digital business ideas along the lines of

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our core business and to leverage innovative ideas. We are happy to support founders with our market knowledge and access to equipment, because innovation is an indispensable part of our business," added Goldhammer.

About TÜV Rheinland

TÜV Rheinland is a global leader in independent inspection services, founded nearly 150 years ago. The group maintains a worldwide presence of more than 20,000 people. The independent experts stand for quality and safety for people, technology and the environment in nearly all aspects of life. TÜV Rheinland inspects technical equipment, products and services, oversees projects, and helps to shape processes and information security for companies. Its experts train people in a wide range of careers and industries. To this end, TÜV Rheinland employs a global network of approved labs, testing and education centers. Since 2006, TÜV Rheinland has been a member of the United Nations Global Compact to promote sustainability and combat corruption. Website: www.tuv.com

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Schnellecke Logistics- Ecosystem Partner since March 2019

Artificial intelligence and automation will increasingly change the logistics industry in the near future. It is worth to stay up to date and actively shape the future of logistics by collaborating with innovative market partners and through early testing of new approaches.

"The incentives to cooperate with start-ups are big, they provide innovative solutions, creative approaches and support cultural change," said Sven Wosny, director of Schnellecke Digital Innovations GmbH. Supported by his team, he promotes digital transformation in the company and brings innovative solutions into implementation.

Together with Startup Autobahn, Schnellecke Logistics wants to get to know new technologies and innovative solutions from the international startup scene at an early stage, recognize the benefits for itself and implement them as quickly as possible. The logistics expert sees this platform as a great opportunity to expand the company's innovative strength and the associated mindset. Networking with other corporates and exchanging ideas - another benefit! Because everyone is struggling with the same challenges. So it's worth talking to each other.

Since the spring of this year, Schnellecke has been a Logistics Ecosystem Partner of Plug and Play. The first dealflows have already been completed and now Schnellecke is looking forward to the next steps and a great partnership.

About Schnellecke:

A perfect process chain is decisive for the success of a company. With its numerous logistics services, Schnellecke and its approximately 20,000 employees contribute to the smooth flow of materials in the automotive industry worldwide. The continuous improvement of the value-added chain is an essential factor for surviving against global competition. For this purpose, Schnellecke is a partner to its customers who takes on the planning, management and execution of an optimum flow of materials. Warehousing, JIT, sequencing, module assembly or packaging logistics – Schnellecke offers its customers the complete automotive logistics spectrum all over the world.

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STARTUP AUTOBAHN: into the seventh round with "THE NEXT GREEN THING"

- EXPO DAY: successful conclusion of the sixth programme round with startups from areas such as "The future of mobility" or "Innovative production"
- At the same time, STARTUP AUTOBAHN is launching its seventh programme round under the motto "THE NEXT GREEN THING" – with a clear focus on sustainability
- STARTUP AUTOBAHN just one element of Daimler's sustainable corporate strategy, encompassing ambitious goals for the next 20 years

Stuttgart – On 16 July 2019, the "Stuttgarter Wagenhallen" will once again be the venue of the EXPO DAY for STARTUP AUTOBAHN. After close to 100 days of tinkering and testing, business partners and startups will be presenting the project results from the sixth programme round, with specialist areas including "The future of mobility" and "Innovative production". Along with nine discussion panels and numerous product presentations, participants can expect fascinating keynote speeches from, for example, Jasmin Eichler, Head of Future Technologies Research at Daimler AG, Mike Massimino, former NASA astronaut and a familiar figure from the US TV series "The Big Bang Theory", plus Cem Özdemir, Member of the German Bundestag and of the political party Bündnis 90/Die Grünen (Alliance 90/The Greens).

"STARTUP AUTOBAHN is bursting with ideas, accelerating innovation, presenting astonishing technologies, bundling expertise, creating new markets and allowing all participating companies to meet incredible talent", says Dr Philipp Gneiting, Head of STARTUP AUTOBAHN at Daimler AG. "The innovation platform is a true success story. We are convinced that the best approach is to be open to new ideas, to network and cooperate with each other."

EXPO DAY for STARTUP AUTOBAHN, meanwhile, represents what you might call a "handing over of the baton": on the one hand the project teams from the previous phase present the results from their three months of shared project work with startups while, on the other hand, the new scouting and project phase for the next round begins. There will therefore be plenty to see on 16 July at the "Wagenhallen" in Stuttgart: 39 startups will be joining 25 business partners, among them Daimler AG, to present the results from the 69 projects in the sixth programme round. Daimler cooperated here with 20 startups in all, in the fields of "The future of mobility", "Smart production" and "Enterprise 2.0".

Successfully concluded: the results from phase six

Among the results presented by the company will be those from a project with Viscopic, a startup that has been working with colleagues from Daimler to develop key technical components for a so-called Augmented

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Remote Support (ARS) system for use in workshops. The system gives staff access to specialist expertise in the event that they identify problems during the vehicle diagnostics and repair process, so allowing them to reach a diagnosis sooner and identify a solution more easily. In essence, this is achieved through intelligent networking with appropriate specialists and the use of digital tools such as an Augmented Reality headset. The result is simple and visually intuitive communication, which can help to counteract two of the current challenges facing workshops: the shortage of labour, along with the rising number of complex products needing maintenance and repair.

Another outcome of the collaboration between Daimler and startups during phase six: a Mobility Blockchain Platform (MBP) for mobility services, developed by the Blockchain Factory of Daimler Financial Services (DFS) together with four industry-leading startups. This is now set to be implemented. The MBP is a decentralised software platform that makes it possible to offer and manage mobility as a service with end-to-end encryption. Its scope of application ranges from the "customer journey" on the one hand through to fully digitalised contract processing, including the financial posting of the transactions in real time.

The use case described in the example is thus a "1-click" mobility service with fully automated customer verification and transaction processing. In this case, digital verification of individuals ("Know Your Client"/ KYC) is made possible by the startup company Helix.

A further startup, Riddle&Code, uses a "Hardware Wallet", in essence a digital wallet for cryptocurrency, to give the vehicle a network identity that enables it to handle transactions automatically.

Looking forward to "Round 7": right on course for sustainability

"Ambition 2039", as the formal expression of the strategy of Mercedes-Benz Cars with respect to climate protection, is the succinct rendering of some aspirational objectives: over the course of the next 20 years, it is planned that the new vehicle fleet of Mercedes-Benz Cars should become CO₂-neutral, whereby the further aim is that more than 50 percent of passenger cars sold should be plug-in hybrids or all-electric models by as early as 2030. Mercedes-Benz already offers its customers a range of attractive products along with access to convenient and user-friendly services. The target is that, by 2022, production in the company's European plants should be CO₂-neutral, with energy from renewable sources playing a major role in this respect. Efficient use of resources, for example, is also a key issue for our products. Not least in our collaboration with suppliers, partners and startups, sustainability is going to become more and more important, going forward.

Sustainability is now, more than ever before, also a key issue for STARTUP AUTOBAHN, as we move into the seventh round. As a "gateway to the world" the programme forms a bridge to a whole slew of startups, who will be able to work on some innovative ideas with Daimler as it progresses towards delivering emission-free

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mobility. In addition to the conservation of resources, liveable cities and new worlds of work, the focus for all areas in round seven of the programme will therefore be on the issues of climate protection and the reduction of CO₂.

"Sustainability is set to be one of the pillars of our STARTUP AUTOBAHN programme", says Jasmin Eichler, Head of Group Research & Innovations at Daimler AG. "The inspiration, boldness and creativity of startups provide important stimulus and can support us in achieving our sustainability objectives. Unconventional ideas will encourage us to follow new paths. There is no doubt about it: STARTUP AUTOBAHN, the largest innovation platform for mobility in Europe, represents an excellent way to explore new technologies and business models and to encourage collaboration between startups and global companies such as Daimler."

THE NEXT GREEN THING – sustainable inspiration courtesy of STARTUP AUTOBAHN

The ongoing scouting phase for the seventh and thus next round of STARTUP AUTOBAHN has seen Daimler undertake a preliminary examination of ideas from 500 startups worldwide in the areas of climate protection and air quality, conservation of resources and liveable cities. Around 30 of these have undergone detailed examination by numerous experts and actual further collaboration agreed with a selected few. The range of subject matter is varied, providing an indication of the wealth of ideas abounding in the startup scene - for example in the fields of resource efficiency and climate protection.

One startup, for instance, extracts CO₂ from the air and uses it to produce polymers that can then be used as either soft or hard foam materials in car seats. Another startup produces diesel from renewable raw materials, which Daimler could use to fill its own vehicle fleets in its plants around the world.

Further product ideas include: a leather substitute based on plant fibres and used in vehicle interiors; a material made out of flax and wood that replaces conventional plastic and can be used to create complete vehicle instrument panels; a so-called "biomix" of plant material and mushrooms that can be poured into moulds to form foam elements – a substitute for polystyrene, as it were – with the potential for a wide range of uses in vehicle manufacturing. A further startup is looking into which parts of a car could be removed and potentially have use as furniture, before the car is scrapped.

STARTUP AUTOBAHN – a success story

Started in Stuttgart, now a worldwide success: the story of STARTUP AUTOBAHN can be traced back to a 2016 initiative by Daimler AG to find an innovative way of connecting the world of startups and the world of large, established corporations in industrial sectors such as the motor industry. Daimler founded the innovation platform together with the startup accelerator Plug and Play, the University of Stuttgart and the

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research hothouse ARENA2036. STARTUP AUTOBAHN runs two three-month programmes annually, each of which concludes with an EXPO DAY.

The first location was Stuttgart, with the aim of developing this highly industrialised region in an even more sustainable way to create a concentrated centre for innovation and inventive spirit that would be a startup hotspot. The STARTUP AUTOBAHN in Stuttgart has now grown to encompass more than 20 partners in a very disparate range of industries, for example in the chemical, electronics and logistics sectors. During its very first year, the STARTUP AUTOBAHN in this location became the largest European innovation platform for mobility startups.

However, startups are founded all over the world, usually at hotspots with sometimes very specialised local strengths and areas of focus. It is for this reason that Daimler has since started further programmes in Singapore (2016), Beijing (2017) and Bangalore (2018), in each case involving local Daimler facilities. Additional startup challenges took place at the Daimler plants in East London (South Africa) and Tuscaloosa (USA) in 2018, focusing on digitalisation in production and logistics.

Since the STARTUP AUTOBAHN innovation platform was established, Daimler has scouted well over 5000 startups via the platform. In this time, more than 100 startups have carried out 150 pilot projects in various areas, such as IT and artificial intelligence, production or smart materials. Thousands of Daimler employees from a wide range of specialist departments have met the young entrepreneurs and worked with them to launch pilot projects. In return they not only obtained insights into innovative business models and technologies, but also experienced the often refreshing working approach of the startup scene.

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www.media.daimler.com and www.daimler.com

This document contains forward-looking statements that reflect our current assessment of future events. Words such as 'anticipate', 'assume', 'believe', 'estimate', 'expect', 'intend', 'may/might', 'plan', 'project', 'are likely to' and similar expressions are used to identify such forward-looking statements. Such statements are subject to many risks and uncertainties. Examples include an adverse change in the global economic situation, in particular a decline in demand in our key sales markets, a worsening of the sovereign-debt crisis in the euro zone, an intensification of the budgetary situation in the USA, a deterioration in our funding opportunities in the credit and financial markets; events of force majeure including natural disasters, acts of terrorism, political unrest, industrial accidents and their effects on our sales, purchasing, production or

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financial services activities, changes in currency exchange rates; a shift in consumer preference towards smaller, lower margin vehicles, a possible lack of acceptance of our products or services which limits our ability to achieve prices as well as to adequately utilise our production capacities; price increases in fuel or raw materials; disruption of production due to shortages of materials, labour strikes or supplier insolvencies, a decline in resale prices of used vehicles, the effective implementation of cost-reduction and efficiency-optimisation measures; the business outlook of companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the conclusion of pending governmental investigations and the outcome of pending or threatened future legal proceedings and other risks and uncertainties, some of which we describe under the heading 'Risk Report' in the most recent Daimler Annual Report. If any of these risks and uncertainties materialise, or if the assumptions underlying any of our forward-looking statements prove incorrect, then our actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward looking statements. Any forward-looking statement speaks only as of the date on which it is made.

Daimler at a glance

Daimler AG is one of the world's most successful automotive companies. With its divisions Mercedes-Benz Cars, Daimler Trucks, Mercedes-Benz Vans, Daimler Buses and Daimler Financial Services, the Daimler Group is one of the biggest producers of premium cars and the world's largest producer of trucks above 6 tons. Daimler Financial Services provides financing, leasing, fleet management, investment products and brokerage of credit cards and insurance, as well as innovative mobility services.

The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Daimler sees shaping the future of mobility in a safe and sustainable way as both motivation and obligation. The company's focus therefore remains on innovative and green technologies as well as on safe and superior vehicles that both captivate and inspire. Daimler continues to invest systematically in the development of efficient powertrains – from high-tech combustion engines and hybrid vehicles to all-electric powertrains with battery or fuel cell – with the goal of making locally emission-free driving possible in the long term. The company's efforts are also focused on the intelligent connectivity of its vehicles, autonomous driving and new mobility concepts. This is just one example of how Daimler willingly accepts the challenge of meeting its responsibility towards society and the environment. Daimler sells its vehicles and services in nearly every country of the world and has production facilities in Europe, North and South America, Asia and Africa. In addition to Mercedes-Benz, the world's most valuable premium automotive brand (source: Interbrand Study, 10/4/2018), the company's brand portfolio includes Mercedes-

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AMG, Mercedes-Maybach and Mercedes me, as well as the brands smart, EQ, Freightliner, Western Star, BharatBenz, FUSO, Setra and Thomas Built Buses, and the Daimler Financial Services brands: Mercedes-Benz Bank, Mercedes-Benz Financial Services and Daimler Truck Financial. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol DAI). In 2018, the Group sold 3.4 million vehicles and employed a workforce of around 298,700 people. Revenues totalled 167.4 billion euros and EBIT stood at 11.1 billion euros.

About Startup Autobahn

Startup Autobahn is an innovation platform powered by Plug and Play. It provides an interface between industry-leading corporations and innovative tech companies. At the heart of the semi-annual program is the corporate partner collaboration with startups on an eye to eye level to evaluate the fit for both parties, pilot their technology and achieve the ultimate goal — a successful production-ready implementation. Designed to go beyond just startup acceleration, Startup Autobahn moderates an ecosystem for collaboration. It drives cultural mindset change as well as sharing corporate best practices in a neutral environment to push digitization across corporate structures and value chains. In May 2016 Daimler, Plug and Play Tech Center, the University of Stuttgart and ARENA2036 founded STARTUP AUTOBAHN as an open innovation platform with global reach. Since then they have teamed up with Anchor Partners Hewlett Packard Enterprise, DXC Technology, ZF Friedrichshafen, BASF, Porsche, Deutsche Post DHL Group, Webasto, Rolls-Royce Power Systems, Samvardhana Motoherson, T-Systems, as well as Ecosystem Partners Murata, The Linde Group, AGC Glass Europe, Wieland Ventures, Jardine Matheson Limited, Covéa, Cepsa, Bleistahl, BP, Hyundai, TÜV Rheinland, Yanfeng Automotive Interiors and Schnellecke to bring the idea of open innovation to life.

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100 days of innovation platform STARTUP AUTOBAHN: holoride passes tests in Porsche, Mercedes-Benz and EvoBus vehicles

Stuttgart, July 2019

During the past 100 days, entertainment tech startup holoride carried out three technical feasibility studies as part of the STARTUP AUTOBAHN innovation program together with premium brands Porsche, Mercedes-Benz, and the Daimler subsidiary EvoBus – one of the leading bus manufacturers worldwide.

The young startup has shown that the holoride software for motion-synchronized real-time generation of Extended Reality, i.e. VR content works perfectly with the brand partners' vehicle data. This result, in addition to its proven compatibility with Audi vehicles, is an important milestone for holoride. The business model of the startup uses an open platform approach, so all car manufacturers and content producers equally benefit from the technology.

With today's Expo Day, holoride successfully concludes the 6th edition of the program as one of only 39 internationally selected startups. STARTUP AUTOBAHN is an innovation platform supported by the renowned Silicon Valley Accelerator Plug and Play. It sees its role as an interface between leading international companies and innovative tech startups.

A new media category for passengers

holoride software offers a new media category: "Elastic Content." Targeted for in-vehicle use, the content adapts to the driving time, movement, and environment of the vehicle for a highly-immersive experience, and significantly reduces motion sickness. The vehicle data becomes the basis for a new entertainment format. For the first time, previously unused transit time of passengers can be monetized for all participating partners. holoride has the potential to change in-vehicle entertainment forever. The positive feasibility study with EvoBus proves even more great potential for the bus travel market.

The core technology, the holoride software development kit, translates the vehicle data so that content producers with existing game engines can easily create offers for passengers.

Foundation blocks successfully laid for further cooperation

Nils Wollny, holoride CEO and co-founder, concludes: "We are grateful for the many opportunities and contacts that this year's STARTUP AUTOBAHN program has offered us. This gave us a great "Fast Track" in

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the last few weeks to successfully test our technology with other vehicle manufacturers, strengthen our open platform approach, and lay the foundation for further cooperation.”

“holoride opens up a new dimension in car entertainment. In the recent weeks, the team has impressively demonstrated what its technology can do - and we are convinced of holoride's platform approach. We are looking forward to the next steps together,” sums up Dr. Christian Knörle, Project Manager Strategy and Innovation, Porsche AG.

The joint project of holoride and Porsche was one of only three projects in the program to receive the Global Innovation Award at the Expo Day. The Investor and Accelerator Plug and Play from Silicon

Valley gives this award to outstanding projects of the Startup Autobahn partners, which prove how competencies can be bundled to successfully master challenges together.

The Daimler experts also draw a positive conclusion from the cooperation of the past weeks: “Within the framework of the STARTUP AUTOBAHN platform, we were able to integrate our high-precision vehicle localization of the MBUX Augmented Reality into the holoride software. The result is a VR system that can be fully integrated into a series production vehicle with practically no modifications. Now we can quickly take the next steps for a cooperation. An ideal scenario for us as initiators of STARTUP AUTOBAHN”, says Dr. Frank Ruff, head of the research division PIONEERING NeXt.

About holoride

German startup holoride creates an entirely new media category for passengers by connecting Extended Reality (XR) content with data points from the vehicle in real time. These data points include physical feedback, like acceleration and steering, traffic data, as well as travel route and time.

holoride technology provides a new type of immersion into any kind of VR content, creating a breathtaking, immersive experience, and significantly reducing motion sickness.

The tech startup was founded end of 2018 in Munich, Germany by Nils Wollny, Marcus Kühne, Daniel Profendiner, and Audi Electronics Venture GmbH, who holds a minority interest in the startup. It was hailed

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“Best of CES” (Las Vegas, January 2019), and is part of the global innovation platform “STARTUP AUTOBAHN powered by Plug and Play”.

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Since then they have teamed up with Anchor Partners Hewlett Packard Enterprise, DXC Technology, ZF Friedrichshafen, BASF, Porsche, Deutsche Post DHL Group, Webasto, Rolls-Royce Power Systems, Samvardhana Motherson, T-Systems, as well as Ecosystem Partners Murata, The Linde Group, AGC Glass Europe, Wieland Ventures, Jardine Matheson Limited, Covéa, Cepsa, Bleistahl, BP, Hyundai, TÜV Rheinland, Yanfeng Automotive Interiors and Schnellecke to bring the idea of open innovation to life.

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Porsche presents VR entertainment for the back seat with “holoride”

Stuttgart. Discover the universe from the back seat of a Porsche: at the Startup Autobahn Expo Day this Tuesday in Stuttgart's Wagenhallen venue, the sports car manufacturer and the startup “holoride” will show what entertainment could look like in the future for passengers in a Porsche.

The aim of the joint project between Porsche and “holoride” is to give passengers the opportunity of immersing themselves in virtual entertainment worlds. For this, a VR headset with sensors is paired to the vehicle so that its content can be adapted to the car's driving movements in real time. For instance, if the car is being driven around the curve, the space shuttle that the passenger is virtually travelling in will also change direction. This results in a highly immersive experience, which significantly reduces the symptoms of motion sickness. In future, the system will also, for example, be able to evaluate navigation data in order to adapt the length of a VR game to the calculated duration of the journey. Furthermore, the technology can be used to integrate other entertainment services such as films or virtual conferences for productivity in the passenger seat. “We are grateful to Startup Autobahn for the many opportunities and contacts it has made possible for us. This has given our projects a major boost in recent weeks, enabling us to realise a prototype in just 100 days,” explains Nils Wollny, CEO of “holoride”. He founded the entertainment tech startup at the end of 2018 in Munich, together with Marcus Kühne and Daniel Profendiner. Using the Startup Autobahn platform, the up- and-coming company has now shown that their “holoride” software works seamlessly with manufacturers' vehicle data for motion-synchronised, real-time generation of virtual reality (VR) and cross-reality (XR) content.

The “holoride” software makes it possible to offer elastic content: a new form of media especially designed for use in vehicles, in which the content adapts to driving time, motion and context. The startup's business model uses an open platform approach, allowing other car manufacturers and content producers to benefit from this technology.

Experience “holoride” in a Porsche at the “IAA Next Visions” Day in Frankfurt

“A new dimension for in-car entertainment is opened up by “holoride”. The manufacturer-independent approach convinced us from the start and, over the past few weeks, the team has proven what this technology can do. We look forward to taking the next steps together,” says Anja Mertens, Project Manager for Smart Mobility at Porsche AG.

“holoride” aims to bring this new form of entertainment using commercially available VR headsets in the rear seats of the car to market in the next three years. With further development of Car-to-X infrastructure,

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traffic events can also become part of the experience in the long term. Traffic light stops could then be unexpected obstacles in the plot or interrupt a learning programme with a short quiz.

Under the motto “Next Visions. Change the Game – Create tomorrow”, Porsche is inviting innovators and partners to the International Motor Show (IAA) in Frankfurt on September 20 to discuss the future of mobility. It will be possible to experience the results of the joint vision of Porsche and “holoride” there.

About Startup Autobahn

Porsche has been a partner of Europe’s biggest innovation platform, Startup Autobahn, since the beginning of 2017. It provides an interface between industry-leading companies and technology startups in Stuttgart. In six-month programmes, corporate partners and startups jointly develop prototypes to evaluate possible further collaboration between both parties, test the technology and pilot successful, production-ready implementation. A number of companies have joined together in addition to Porsche. These include Daimler, the University of Stuttgart, Arena 2036, Hewlett Packard Enterprise, DXC Technology, ZF Friedrichshafen and BASF. In the last two and a half years, Porsche has undertaken more than 60 projects with Startup Autobahn. Around a third of the results are included in series development.

Further information, film and photo material is available from the Porsche Newsroom: newsroom.porsche.com