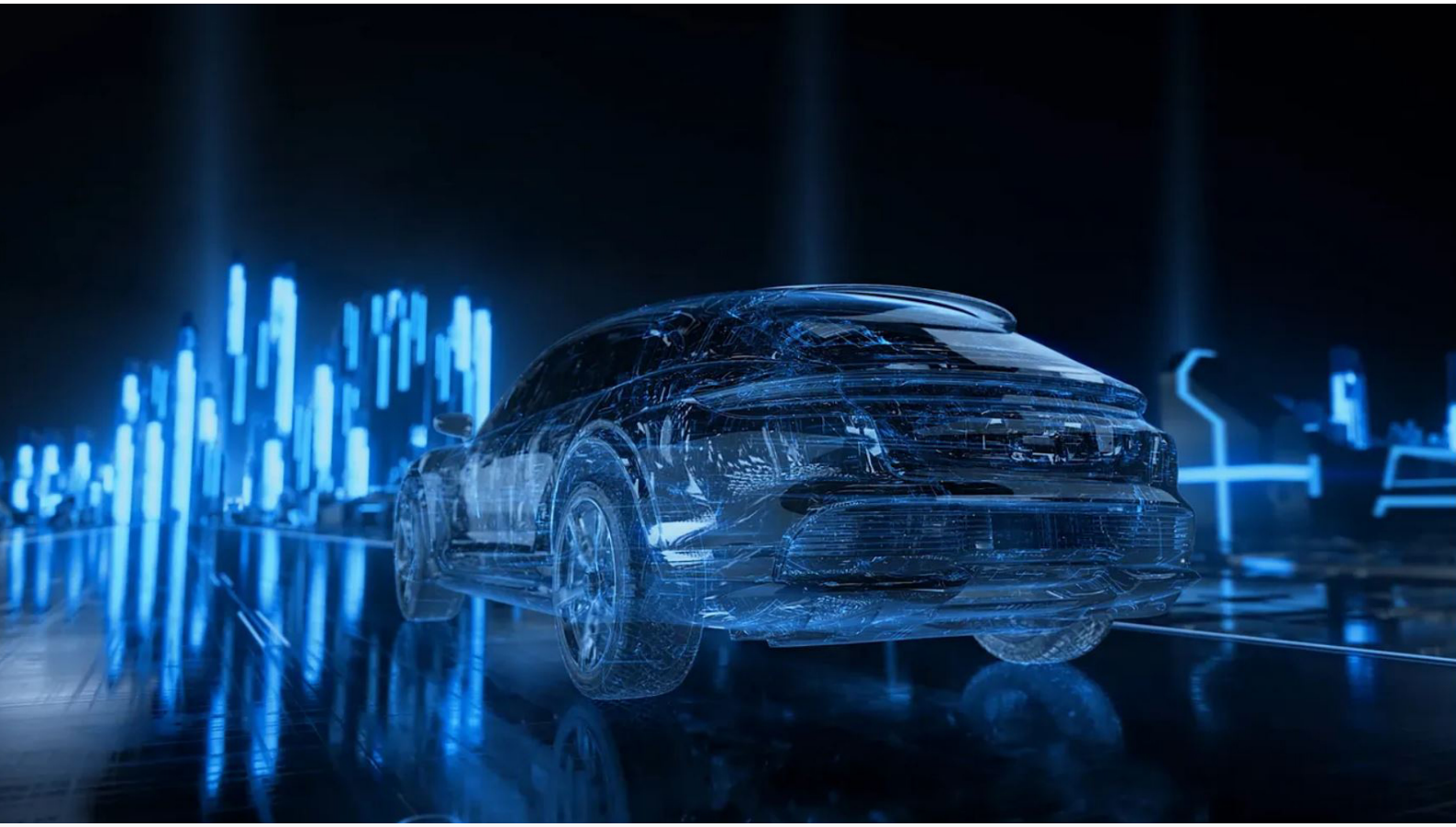


Digitalization, data protection and corporate digital responsibility

25/07/2026 The digital transformation is enshrined in the Porsche Strategy 2030 as a cross-cutting strategy. Corporate Digital Responsibility will therefore be expanded further.

The digital transformation is enshrined in the Porsche Strategy 2030 as a cross-cutting strategy. The foundations for successful digitalization are also defined here: futureproof IT architecture as well as cloud and platform solutions, IT security, artificial intelligence and data strategies as well as new, agile procedures and organization forms.

Corporate Digital Responsibility (CDR) is one of the goals in the strategy of Porsche and will therefore be expanded further. CDR at Porsche equals corporate responsibility in the digital transformation era. Corporate responsibility is a major component for making digitalization as aligned to the common good as possible. Based on ethical data concepts, CDR brings the digital transformation into service for employees, customers and society.

Porsche takes its responsibility towards customers and society extremely seriously. The topics of data

protection and CDR are therefore closely interconnected with the strategy and core processes of the company. The aim is that all products are developed with data protection in mind and designed from the outset in a way that ensures customers can be sure that their data is safe.

By adopting its data protection strategy, Porsche set itself ambitious targets for privacy. Privacy—particularly the right to digital self-determination—is a core component of the customer's driver experience. Protection of personal data is therefore an utmost priority at Porsche.

Porsche has established fixed routines and structures to constantly measure the progress and target achievement of digitalization. The Executive Board Digitalization Committee adopts and manages the digital strategy with fields of action such as products and services, customer relationships, corporate processes, new business fields and data protection or security. This committee is reported to quarterly.

Porsche records its strategic projects in a central strategic database. This does not only serve to define targets, organize projects and keep up to date on progress: Status reports can also be created via the database, which are also part of the regular reports to the Executive Board. The numerous agile teams also regularly report to their line managers. Regular appointments and prioritization tools such as Kanban and Weighted Shortest Job First (WSJF) manage priorities in day-to-day working life.

An internal control system ensures adherence with recognized national and international data protection standards in internal processes. It aims to ensure that this approach is continuously enhanced by performing a regular review of the data protection management system. This is intended to enable the quick integration of new data protection requirements into processes and adherence to regulatory data protection requirements.

The data protection strategy combines data-driven innovations, ethical handling of data and compliance with statutory requirements. Following a market survey in 2021, Porsche positioned the topic of data protection globally and continually enhanced it in 2022.

Porsche is driving digitalization forward in all areas of the company—be it in its vehicles and related services, for charging electric models or communicating with the vehicle via the Porsche app or the numerous digital interactions with customers. A large number of activities and projects in internal company processes are also expediting the digital transformation.

Due to the rising number of digitalization projects, the decision was made in 2019 to make cooperation between the areas of the company more agile and scaled. In order to give the agile work methods in all the digital product teams an overarching framework, the Scaled Agile Framework (SAFe) was introduced.

Furthermore, Porsche set up a team to cover data and artificial intelligence in 2022. The Agile Release Train (ART) for vehicle data analytics is an agile, cross-department collaboration model that provides a central delivery organization for all volumes of the vehicle data analysis. The ART offers solutions for all stakeholders along the entire product life cycle: The model provides the backbone technology required

for product quality, product monitoring, customer support and product development.

A project on Corporate Digital Responsibility was initiated across all specialist departments in 2022. The duration of the project as well as the findings derived from it go beyond 2022. Personal data is safeguarded on the basis of a data protection management system which is organized globally and managed centrally within Porsche.

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