

Porsche AG joins VfB Stuttgart as an investor

26/01/2024 Porsche AG is joining football Bundesliga team VfB Stuttgart as an investor. Additionally, in the coming years the company is making a comprehensive commitment to VfB Stuttgart as a sponsor, supporting the youth development centre among other things.

The Stuttgart sports car manufacturer has now signed the corresponding final documents. All the necessary documents and agreements were previously checked and found to be in order by the responsible authorities and institutions, including the Deutsche Fussball Liga (DFL) and the Federal Cartel Office.

As announced in June 2023, in the first step Porsche AG is acquiring 5.49 per cent of the shares of VfB Stuttgart 1893 AG. A second tranche can be acquired in June 2024.

This would give Porsche 10.41 percent of the shares. As part of its commitment, Porsche is also taking two seats on the Supervisory Board of VfB Stuttgart 1893 AG. These positions are to be occupied by Lutz Meschke, Deputy Chairman and Executive Board Member for Finance and IT, and Executive Board

Member for Production Albrecht Reimold. “We are delighted that the Deutsche Fussball Liga has recognised our investment to be independent. This gives us the opportunity to increase our stake to more than 10 per cent. We want to contribute our know-how actively in order to keep developing the team successfully together with all our partners,” says Lutz Meschke. “We share a great tradition with VfB Stuttgart. Porsche is hereby strengthening its long-term commitment to the Stuttgart region, in which both of us have deep roots.”

Porsche promotes young footballing talent

Under the motto ‘Turbo für Talente’, Porsche is dedicated to supporting young talent at VfB Stuttgart on and off the pitch. This season, Porsche became the team’s official youth academy partner and the main partner of the ‘Jungen Wilden’ and the VfB Football School. This partnership includes Porsche appearing on the sleeve of the team jersey and on the training outfits of the VfB junior teams from U11 to U21. Porsche CFO Lutz Meschke: “Our ‘Turbo für Talente’ youth promotion programme is mainly about social issues. We want to foster both the sporting and personal development of the young players and instil them with values such as team spirit, fairness, respect and passion.”

MHP is title sponsor of the Arena

The Management and IT Consultancy MHP, a subsidiary of Porsche AG, has owned the name rights for the MHP Arena Stuttgart since the start of this season. MHP is already title sponsor of the MHP Arena in Ludwigsburg, home of basketball Bundesliga team MHP Riesen. “The Stuttgart stadium is a symbol far beyond the region. The renaming of the former Gottlieb-Daimler Stadium to the MHP Arena Stuttgart emotionalises our brand and supports our growth course,” says Ralf Hofmann, Co-Founder and Chairman of the Management Board of MHP. The company, whose headquarters are in Ludwigsburg, has taken on social responsibilities in its home region and is also committed to topics such as e-sports, women’s and girls’ football, athletics and youth development at VfB Stuttgart.

Exclusive Porsche Tunnel Club offers a unique experience

Starting from the second half of this season, Porsche will have prominent representation in the MHP Arena. The new, exclusive lounge in the main stand, the first of its kind in Europe, will be known as the Porsche Tunnel Club. Its 215 guests will be able to enjoy a clear view into the players’ tunnel.

Claus Vogt, President and Chairman of the Supervisory Board of VfB Stuttgart: “We want to warmly welcome Porsche into our VfB family, and we very much look forward to working together. With Porsche, Mercedes-Benz and Jako we have strong partners by our side who have roots in the region and at VfB, and from whose experience and expertise we benefit. I wish to offer my heartfelt thanks for the goal-oriented discussions I have had with all the participants. Great compliments are due in particular to our Chairman of the Executive Board Alexander Wehrle and Executive Board Member for Marketing

Rouven Kasper for orchestrating this unique collaboration together with Lutz Meschke."

Alexander Wehrle, Chairman of the Executive Board of VfB Stuttgart: "Porsche coming on board is a historic step that will ensure long-term stability and room to manoeuvre for us. We will use this to consolidate the future of VfB and continue to develop. We are very grateful to Porsche and to our existing partners Mercedes and Jako for their trust and for the exciting prospect of working together with them. I am also firmly convinced that other strong companies from our region will want to be a part of this alliance and play a role in making history with us at VfB Stuttgart."

MEDIA ENQUIRIES



Stefan Mayr-Uhlmann

Spokesperson Finance and IT
+49 (0) 1523 / 911 7804
stefan.mayr-uhlmann@porsche.de

Video

Link Collection

Link to this article
https://newsroom.porsche.com/en_AE/2024/company/porsche-investor-vfb-stuttgart-35099.html

Media Package
https://pmdb.porsche.de/newsroomzips/9cd69ebb-c488-498b-912a-cc66a6b8662c.zip