



Just in time for matchday one of the Bundesliga season, the logo of the management and IT consultancy stands tall on the MHP Arena.

PRESS RELEASE

18 August 2023

New lettering just in time for the first VfB Stuttgart home match

MHP Arena Stuttgart ready for its first Bundesliga season

- All VfB Stuttgart Bundesliga home games will now take place in the newly branded MHP Arena Stuttgart
- The proud home of VfB Stuttgart, it is the sixth-largest soccer stadium in Germany and an impressive venue for major events and concerts.
- The management and IT consultancy became the namesake of the MHP Arena Stuttgart on July 1, 2023, in addition to the existing MHP Arena Ludwigsburg.
- The venue boasts a 90-year history rich in tradition and a seating capacity of over 60,000. It forms the heart of Stuttgart's Neckar Park.

Ludwigsburg/Stuttgart – The MHP Arena Stuttgart, centerpiece of the Neckar Park, is sandwiched between the Carl Benz Arena event location, the Porsche Arena, the Hanns-Martin-Schleyer-Halle, and the Mercedes-Benz Museum. The stadium is now fully branded, just in time for the 2023/24 Bundesliga season. The new logo was officially unveiled on August 16, 2023. The stunning new lettering over the stadium's main entrance as well over the back of the arena with a weight of over two tons per logo installation is 4.68 meters tall and 35.44 meters wide.

Co-Founder, Shareholder, and Chairman of the Board of Management Dr. Ralf Hofmann shares the following: "This stadium in Stuttgart serves as an icon well beyond the region. I am both proud and humbled that the former Mercedes-Benz Arena, which carries great traditional significance, now bears our name. Our logo over the roof of the stadium goes to show that we as a leading medium-sized company are now also regarded as having a high-profile presence – and this reputation agrees with us. Furthermore, it is my conviction that you should give something back to the region when your company achieves such success."

Collaboration between MHP, Porsche AG, and VfB Stuttgart

From the region, for the region – this was the guiding principle under which Porsche AG, VfB

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Stuttgart, and management and IT consultancy MHP initiated a long-standing partnership. On June 27, 2023, the parties signed a position paper to make their collaboration in the sponsorship sector official. MHP, a Porsche AG subsidiary, has another aspiration in addition to naming rights for the arena: they would like to be VfB Stuttgart's team partner and fair play partner in areas such as CSR, women's soccer, academia, track and field, and esports.



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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 27 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 4,500 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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