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Milestone for growth in the USA

MHP opens second location in Atlanta

- MHP has been represented in the USA since 2011 under the leadership of Tobias Hoffmeister
- On April 23, 2025, a new office was opened in Midtown Atlanta to add to the existing location in the Porsche Experience Center
- The new office serves as a central hub for business development and customer service and is part of the long-term MHP Strategy 2030

Ludwigsburg – MHP is continuing to expand its presence in the USA, opening a second office in Atlanta, Georgia, on April 23, 2025. The new location in Midtown Atlanta represents an addition to the existing office at One Porsche Drive and underlines the company's growth strategy in North America. Since the founding of the US subsidiary MHP Americas Inc. in 2011, the management and IT consultancy has consistently established itself as a digital transformation partner – with a particular focus on customers in the automotive industry and related sectors. Now employing over 100 people in Atlanta alone, who are supported by more than 50 external consultants, MHP is currently managing over 50 projects in the USA – many of them in the Atlanta area.

The new office in Midtown Atlanta is geared toward further growth. With modern workspaces, meeting rooms, and spectacular views of the city from the 15th floor, the location provides ideal conditions for consulting teams and internal functions as well as recruiting and customer activities. It has space for up to 50 employees and will serve as a central hub for business development and customer service in the region in the future.

"With the new office, we are sending a clear signal indicating our strategic development in the American market," said partner Henning Schulze, Head of International & Global Sourcing. "The closeness to our customers, the strong economic dynamism in Georgia, and the link to our established location in the Porsche Experience Center create ideal conditions for building on our role as a leading consulting partner."



A PORSCHE COMPANY

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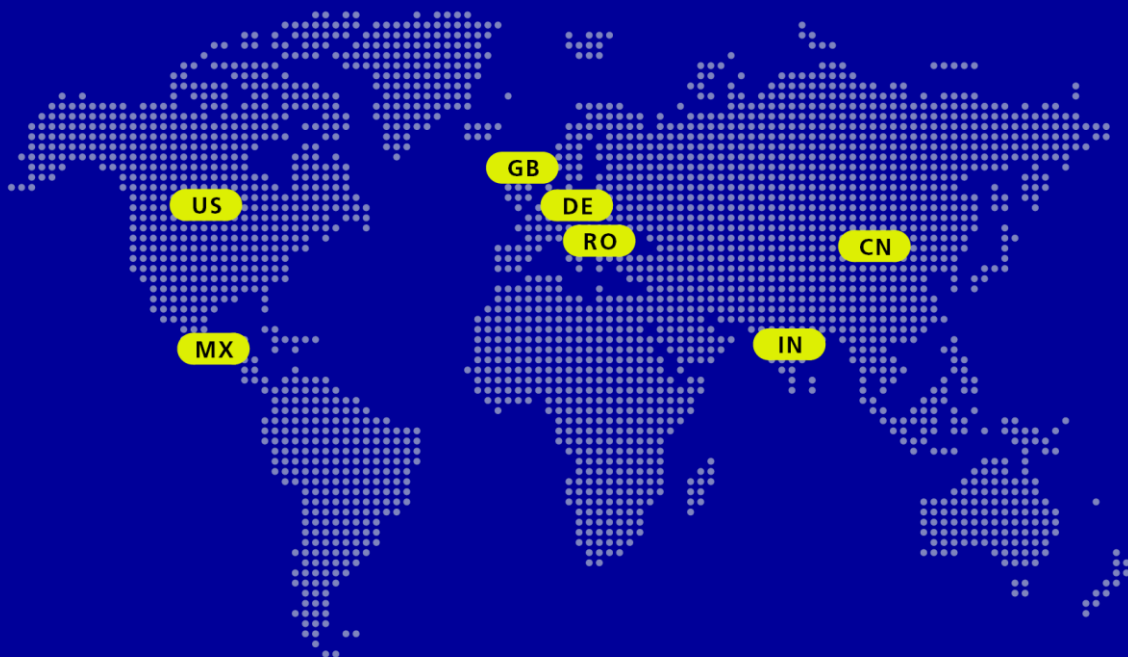
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Two locations, one aim: closeness to the customer and excellence

While the original office at One Porsche Drive will continue to be used as a platform for customer workshops, events, and digital showcases, the new premises will focus on day-to-day operations. Separating the two locations enables MHP to take a more efficient and targeted approach to both individual customer support and internal processes. The expansion is part of the long-term MHP Strategy 2030, a key aim of which is consistent internationalization and consolidation of the company's global presence.

"The new office is more than just an additional space – it is a strategic decision that will help us move forward. It is a clear sign of our long-term involvement in the US market and our commitment to Georgia and our customers across America. We are growing and growing, attaching ever greater importance to the task of helping our customers shape a 'better tomorrow.' And we are doing so by successfully using technology and offering first-class consulting services. Atlanta is our home, and these new premises will give our teams and our customers the opportunity to achieve success together," said Tobias Hoffmeister, President and CEO of MHP Americas.

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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 MHP, a Porsche AG company, 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, Mexico, the UK, Romania, India 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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