



PRESS RELEASE

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Solution Partner Designation

MHP strengthens Microsoft expertise in cloud and AI technologies

- MHP receives Solution Partner Designation for "Data & AI," "Digital & App Innovation," "Infrastructure," and "Security"
- The management and IT consultancy now has official status in all Solution Partner designations available in Microsoft Azure
- In addition, MHP underlines its expertise in key innovation areas within data & AI by achieving the Microsoft Azure specializations "Analytics on Microsoft Azure" and "AI and Machine Learning on Microsoft Azure"

Ludwigsburg – Within the Microsoft Cloud & AI Partner Program, Microsoft partners can demonstrate their expertise as solution providers by meeting comprehensive criteria. Achieving specializations is particularly noteworthy, as external auditors conduct a thorough assessment of partner competencies.

The management and IT consultancy MHP has now successfully received the Solution Partner designations "Data & AI," "Digital & App Innovation," "Infrastructure," and "Security." MHP thus holds all available solution partner designations for Microsoft Azure. Furthermore, with its relevant expertise in data & AI, MHP has achieved the two specializations "Analytics on Microsoft Azure" and "AI and Machine Learning on Microsoft Azure," as well as "Fabric Featured Partner" status. The latter distinction is awarded to selected partner companies that demonstrate exceptional expertise and a proven track record in implementing Microsoft Fabric solutions.

Thilo Greshake, Head of Partner Management at MHP: "These recognitions underscore MHP's commitment to excellence and innovation in consulting. Furthermore, achieving the solution partner designations and specializations is a testament to the outstanding expertise and dedication of our colleagues. This recognition enables us to offer our clients even more targeted, effective, and customized solutions."



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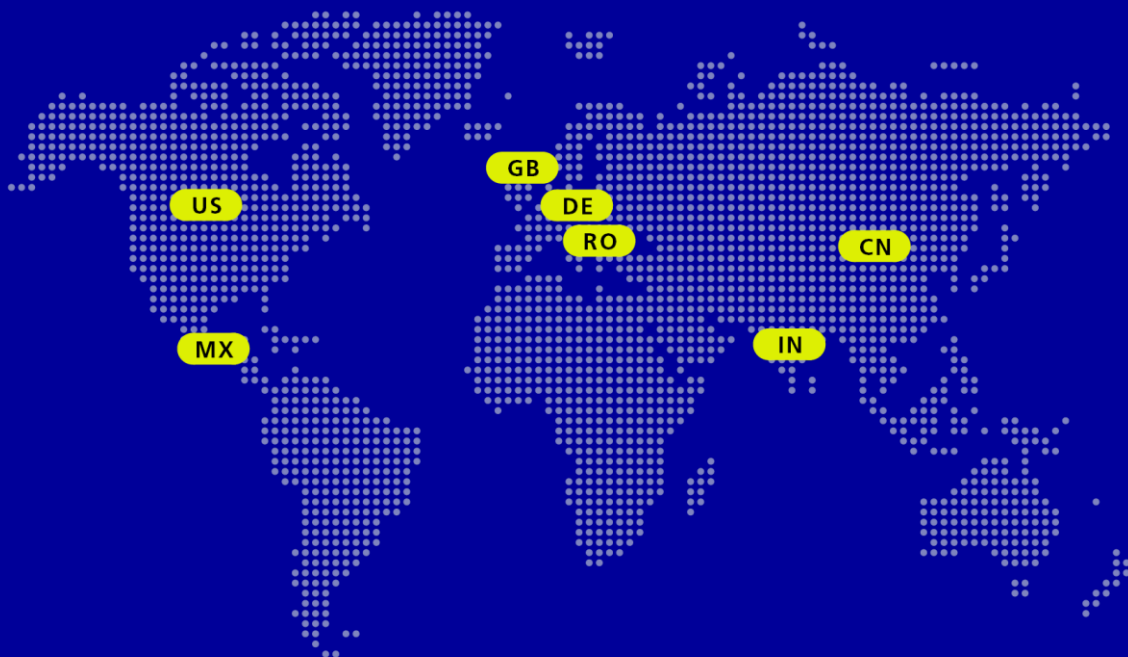
Specializations consolidate position as a leading partner in cloud and AI technologies

By completing the "Analytics on Microsoft Azure" and "AI and Machine Learning on Microsoft Azure" specializations, as well as earning the Fabric Featured Partner label, MHP not only receives recognition for its past achievements – it also demonstrates that it can rely on the expertise and quality of its management and IT consulting services for complex data and AI projects within the Microsoft ecosystem. The new specializations further strengthen the partnership with Microsoft and enable even closer collaboration. Going forward, MHP will support the proven Microsoft "In a Day" (XIAD) format in the European market.

Thomas Frahler, Senior Director of Markets Strategy & Services at MHP, adds: "As a result, we can now develop even better services and solutions for our customers and thus improve their competitive ability, intelligently combining our extensive industry knowledge with Microsoft's technical capabilities in the process."

The partnership with Microsoft expands MHP's product portfolio but does not alter the principle of its technology-agnostic consulting approach. Thilo Greshake explains: "It's important to us that we offer our customers a broad portfolio of products and services from which they can freely choose. We will continue to focus on our customers' specific use cases when developing data and AI strategies – and recommend the best solution for each case."

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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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