

PRESS RELEASE



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Industry 4.0 solutions

MHP forms partnership with software manufacturer Cybus

- The Management and IT consultancy MHP announces a new partnership with software manufacturer Cybus from Hamburg
- Cybus GmbH is a renowned specialist in Industry 4.0 solutions
- As part of the partnership, MHP and Cybus are helping companies to set up and operate smart factories

Ludwigsburg – German industry is facing considerable challenges: High costs, increasing competition, and the risk of new trade barriers are defining market conditions. Weak economic data and strong price sensitivity among consumers are other factors. Certain industries are particularly affected by this – such as the country's automotive industry and its suppliers.

In this kind of environment, industrial companies can only survive and enhance their competitive edge by establishing efficient and flexible manufacturing processes. This is made possible primarily by embracing digitalization strategies and data-based production processes as well as by turning factories into smart factories.

In order to be able to better support companies in this regard, the management and IT consultancy MHP and the software manufacturer and Industry 4.0 specialist Cybus have agreed to form a long-term partnership.

Markus Wambach, Group COO at MHP, explained: "The collaboration with Cybus represents an important step toward being able to offer our customers innovative and future-proof solutions for their production processes. By combining our process and system integration expertise with Cybus' cutting-edge Industry 4.0 solutions, we can create real value for companies looking to drive their digital transformation. We look forward to a successful partnership."

Technology and consulting from a single source

Hamburg-based Cybus GmbH is an internationally renowned provider of data integration and DataOps solutions. Industrial companies can use these solutions to collect and process comprehensive plant data and use it for targeted process optimization. Cybus' on-premises



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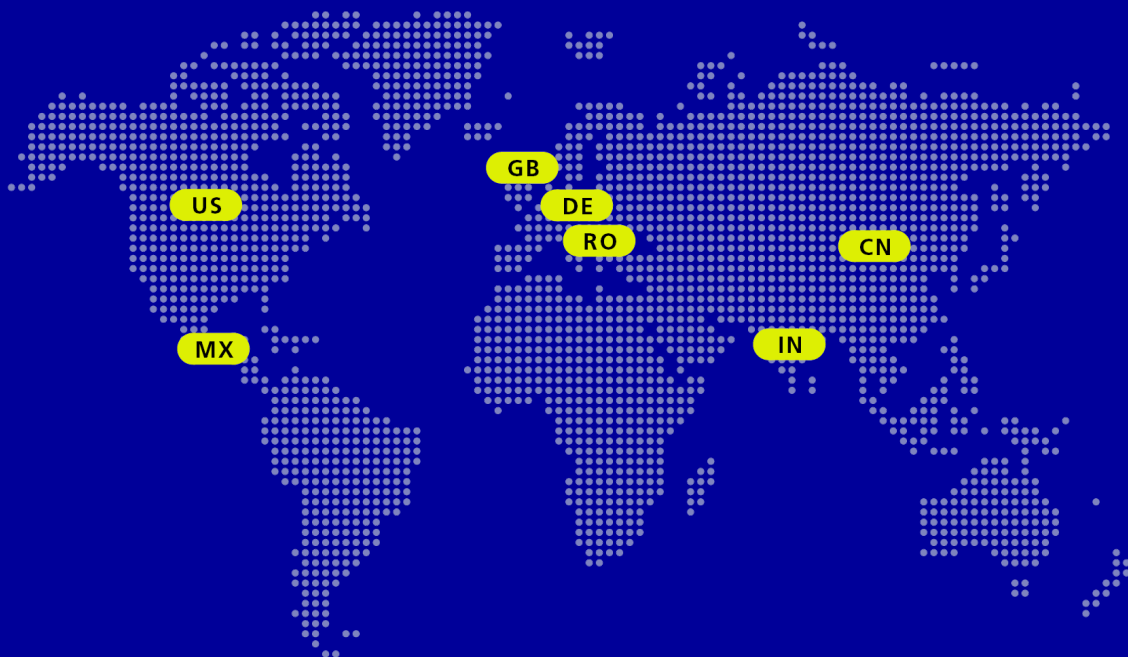
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solutions also provide the foundations for any cloud-based manufacturing operation by bringing together a company's IT, cloud, and shop floor systems and supporting further automation in the IIoT environment, allowing producers to embrace not only pure cloud approaches, but also hybrid models – a combination of cloud and edge strategies, for example.

Paul Brunsch, Manager of Industry Solutions at MHP, added: "MHP and Cybus have been working together successfully for many years and have been able to complete more than three major projects on a global level. These projects have taken our customers' production processes to the next level, helping them to significantly increase their efficiency and competitiveness. The combination of extensive management and IT consulting expertise and Cybus' innovative industrial connectivity solutions has proven to be unbeatable. Together we are setting standards for the digitalization and networking of production plants and creating the basis for the factory of the future."

"Any successful transformation needs not only the right technology, but also strategic skill and a deep understanding of the industry," added Peter Sorowka, CEO of Cybus. "Herein lies the strength of our partnership with MHP. Together we can offer manufacturing companies an integral solution – from providing the data infrastructure to putting the operation into practice. MHP's years of experience in the digitalization of industrial processes is a key success factor for many customers. We look forward to extending the collaboration and working together to support customers with their data-driven manufacturing systems."

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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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