



MHP and 1. FC Heidenheim 1846 e. V. continue their successful partnership. (Photo: 1. FC Heidenheim 1846)

PRESS RELEASE

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Renewal of sponsorship deal with 1. FC Heidenheim 1846

Successfully realized partnership between MHP and FCH continues

- MHP announces extension of sponsorship deal with 1. FC Heidenheim 1846 e. V. for a further three years
- Continuation of the successful, trusting partnership as "excellent team players"

Ludwigsburg – The management and IT consultancy MHP and 1. FC Heidenheim 1846 are continuing their successful partnership. With the renewal of the sponsorship deal, the two parties are underscoring their commitment to the sport of soccer and to their collaboration in connection with various social and community initiatives.

Dr. Ralf Hofmann, co-founder and CEO of MHP, explains: "In soccer, there are sponsors and there are partners. 1. FC Heidenheim 1846 is a very good fit for us as a partner. We too consider lived values and attributes such as continuity, reliability, success, continuous growth, respectability, and teamwork fundamental in a partnership. I am delighted that we shall continue our joint journey with the renewal of our deal with FCH."

MHP has already acted as the main and shirt sponsor of 1. FC Heidenheim 1846 since July 2021. A special highlight of the partnership has been FCH's promotion to the top tier of the Bundesliga and participation in the current Bundesliga season. Under the partnership, MHP is raising brand awareness by having its logo featuring not only on the shirts of the men's professional team, but also on those of the women's and girls' teams, all youth teams, as well as e-soccer players.

"Very fair, focused on goals and values, passionate, and successful: With characteristics such as these, 1. FC Heidenheim complements our MHP team sport family perfectly. Together, we have already achieved a great deal. And as a proud partner, we are very much looking

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forward to the continuation of our successfully realized partnership as 'excellent team players' for at least a further three years," comments Ingo Guttenson, Director Head of Sponsoring & CSR at MHP.



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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. Around 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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