



MHP's team sponsoring combines togetherness with the love and fascination for sport in "Excellent Team Player" strategy.

PRESS RELEASE

30. Juni 2023

MHP's team sport family victorious as "Excellent Team Players"

Sports sponsorship success stories continue

- Highly successful season for MHP's sponsorship partners
- Five titles, two promotions, one second place, two semi-finalists and a promotion near miss
- "Excellent Team Player" strategy combining togetherness and further development is a resounding success

Ludwigsburg – MHP has been an active sponsor for many years, especially in the sports sector and specifically for team games. This season has been particularly successful for the teams the company sponsors in a wide range of sports: "In total, our teams can celebrate five titles, two promotions, one second place, two semi-finalists and a team that only narrowly missed promotion," says Ingo Guttenson, Director Head of Brand Strategy, Sponsoring and CSR at MHP.

A special success story is the first-time promotion of 1. FC Heidenheim 1846 e. V. to the German Bundesliga. In a very exciting Bundesliga 2 finale, Heidenheim scored the decisive winning goal in injury time to become champions and secure the first Bundesliga promotion spot. MHP has been both the main and shirt sponsor of 1. FC Heidenheim since July 2021.

"Congratulations and thanks to our teams for a terrific season! The collaboration, the great performances and top successes make MHP and me very proud and we are all looking forward to continuing our successful partnerships," said Dr. Ralf Hofmann, co-founder, shareholder and CEO of MHP.

Stuttgarter Kickers also have reason to celebrate: The club with a long tradition won the title in the Oberliga Baden Württemberg and was promoted to the Regionalliga South West. The team also made it to the wfv cup final, but narrowly missed out on the double in a penalty shootout. Since the 2015/16 season, MHP has also supported Stuttgarter Kickers, as both the main and shirt sponsor.

Presse-Kontakt

MHP Management-
und IT-Beratung GmbH

Benjamin Brodbeck
Senior PR Specialist
+49 (0) 152 33 14 58 09
Benjamin.Brodbeck@mhp.com



Ann Holz
Senior PR Specialist
+49 (0) 152 22 60 56 61
Ann.Holz@mhp.com



MHP Media / Newsroom
www.mhp.com/newsroom

There were great results in basketball, too: The MHP RIESEN Ludwigsburg, the first team to call the MHPArena Ludwigsburg its home, were in the BBL play-off semi-finals for the fifth time in a row and also made the final four in the BBL Cup. MHP has been involved with the MHP RIESEN Ludwigsburg since the 2012/13 season and has been their main and name sponsor since the 2013/14 season.

Ingo Guttenson: "Together we have already achieved a great deal with 1. FC Heidenheim, Stuttgarter Kickers and MHP RIESEN Ludwigsburg and we're determined to continue our success story."

In addition to football and basketball, MHP also sponsors handball. MHP has been the exclusive or premium partner of the men's and women's handball teams from Bietigheim since 2014. The SG BBM women's team is currently Germany's best club team. After a sensational four titles in 2022, the second home team at the MHPArena was able to take a total of three titles in the current season, winning the HBF German Championship, the Cup and also the Supercup. In addition, the SG BBM men's team only narrowly missed out on promotion to the strongest handball league in the world by finishing fourth in the HBL 2nd Handball Bundesliga.

In some cases, up to several hundred MHP employees watched a large number of the team sports games live, especially in the MHPArena Ludwigsburg. And together with their partners, MHP was able to further develop various social and community projects, as well as implementing others.

Summing up, Ingo Guttenson says: "We are very proud of the MHP team sports family and our joint strategy for success as "Excellent Team Players", because just as in consulting, the basis for success in team sports is perfect team work".

For more information on MHP sports sponsorship visit: <https://www.mhp.com/de/ueber-mhp/unternehmen/sponsoring>

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The trees are vibrant green, and the road is dark grey with white lane markings. A few small cars are visible on the road, emphasizing its scale. The overall scene is peaceful and natural.

ENABLING YOU TO SHAPE A BETTER TOMORROW.

About MHP

As a technology and business partner, MHP digitizes its customers' processes and products and supports them in their IT transformations along the entire value chain. As a digitization pioneer in the mobility and manufacturing sectors, MHP transfers its expertise to a wide range of industries and is a premium partner for thought leaders on their way to a better tomorrow. MHP serves over 300 customers worldwide. Among them are leading corporations, innovative medium-sized companies and disruptive start-ups. MHP provides both operational and strategic consulting and delivers proven IT and technology expertise as well as specific industry know-how. The consultancy operates internationally, with headquarters in Germany and subsidiaries in the USA, the UK, Romania and China. For over 27 years, MHP has been shaping the future together with its clients. More than 4,000 MHP employees are united by the demand for excellence and sustainable success. This aspiration continues to drive MHP - today and in the future.

www.mhp.com