

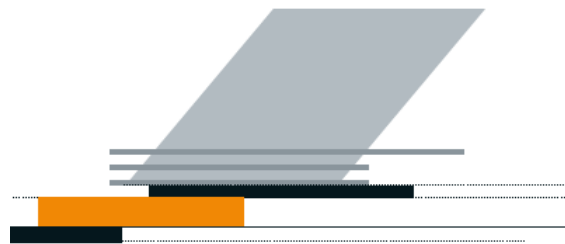
# SUSTAINABILITY AT PORSCHE HOLDING

The biggest challenge facing society, but also companies, is the climate crisis. The Volkswagen Group – and thus also Porsche Holding Salzburg – is committed to the goals of the Paris Climate Agreement and the EU's Green Deal.

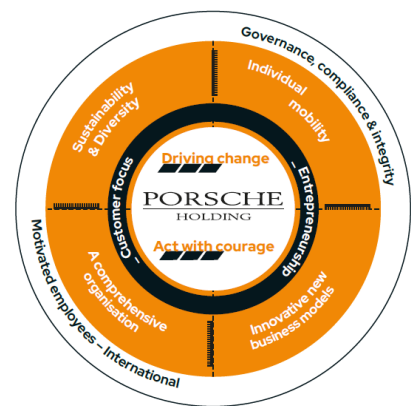
"Sustainability is a global responsibility that every company must take seriously," says Managing Director Johann Lechner in a nutshell. As an integral part of the corporate principles, the sustainability strategy is anchored in the Porsche Holding strategy "evolve 2030". In doing so, Porsche Holding aligns its business model with clear goals:

1. We want to create lasting value, offer good working conditions, treat the environment and our resources with care and at the same time operate highly profitably.
2. We place responsible and climate-conscious action at the center of our daily work - in all business areas and the entire supply chain.
3. We want to make CO2-neutral mobility possible for everyone in the medium and long term. For our customers, for our employees, for our planet.

The sustainability strategy is based on the ESG framework and focuses on **seven focus areas**, which were identified and further developed in the course of a materiality analysis. Five fields focus on climate **protection**, in which the greatest leverage effect has been identified. One focus area focuses on "workforce transformation" and another focus area combines topics on **corporate management**.



## STRATEGIC FIELDS AND COMPETENCES



corporate strategy "evolve 2030"

## Consistently on the path together

Responsible and sustainable business practices require the commitment of all employees at all locations. This is promoted through transparent information, awareness-raising activities and a clear commitment by the management. In each Porsche Holding country, there are also sustainability coordinators and focus field managers who take into account the special conditions at the locations and drive change.

## PROGRESS STARTS HERE



CURRENT STATUS OF SUSTAINABILITY  
AT PORSCHE HOLDING SALZBURG

PORSCHE HOLDING SALZBURG

## VISION

WE ARE SHAPING MOBILITY  
FOR A BETTER FUTURE.

527

RETAIL LOCATIONS  
WORLDWIDE

7

FOCUS FIELDS

35,755

EMPLOYEES

## BUSINESS DIVISIONS:

— wholesale, — retail, — financial services, — IT systems

## LET'S WIN THE RACE

That is our mission. How do we drive our mission forward? By joining forces – with people, ideas and possibilities.

We are constantly looking at our mission with fresh eyes. For the Sustainability Report 2023, we are focussing on the people who work for Porsche Holding Salzburg.

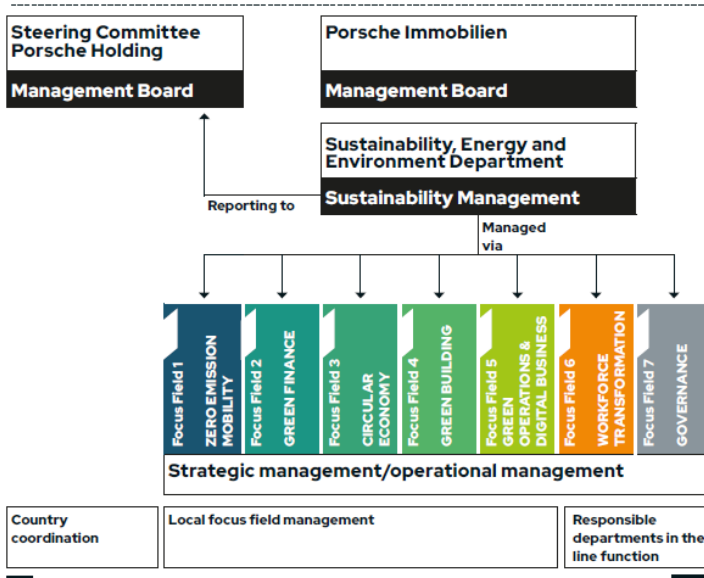
LET'S WIN THE RACE – POWERED BY PEOPLE.

## Organizational anchoring

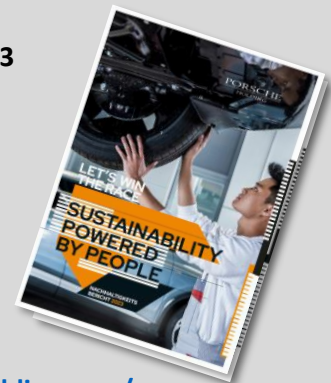
Sustainability is lived every day throughout Porsche Holding. Porsche Holding's sustainability organisation is therefore divided into several structures and teams. In this way, the company ensures the integration of sustainability into all business areas and processes. In 2022, Porsche Holding established a cross-functional organisational structure across divisions and countries. All focus areas have central strategic and operational focus field managers as well as contact persons in the countries. In addition, a sustainability coordinator in each country takes care of sustainability issues across business divisions.

Sustainability Management is part of Porsche Immobilien GmbH in the form of the "Sustainability, Energy and Environment" department and is responsible for the coordination of sustainability throughout Porsche Holding. The department shall report at least quarterly to the steering committee. This consists of the Executive Board of Porsche Holding and the Head of the Strategy Department. The management in turn reports to the supervisory board. In order to increase transparency and optimize management, the company has included a central reporting system for all international locations in its standard reporting system for the reporting of non-financial information.

### SUSTAINABILITY IN THE ORGANISATIONAL STRUCTURE



Find detailed information  
in our  
Sustainability Report 2023



<https://www.porsche-holding.com/>

## Key figures

Porsche Holding is pursuing three overarching strategic goals for the period up to 2030. The activities of the focus areas pay directly into this. Strategic key figures for management have also been defined for each focus area. A set of measures supports the achievement of goals.

### THE THREE OVERARCHING GOALS OF THE SUSTAINABILITY STRATEGY

**TARGETS BY**  
-----> **2030**

CO<sub>2</sub> reduction\*

**-42%**

\* Target increased to -42% CO<sub>2</sub> in spring 2024

BEV share  
for new  
cars sold

**50%**

Women  
in management

**20%**



## The seven focus areas of Porsche Holding's sustainability strategy

In order to achieve the overarching goals of the sustainability strategy, Porsche Holding has established five focus areas for climate and environmental protection and developed two new focus areas in the area of social affairs and governance in 2023. Each focus area stands for a vision from which goals, activities and measures are derived.

### SEVEN FOCUS FIELDS FOR THE SUSTAINABILITY STRATEGY

	SHORT DESCRIPTION	VISION	GOALS	EXAMPLE MEASURES
<b>ZERO EMISSION MOBILITY</b>	SIGNIFICANT REDUCTION in CO <sub>2</sub> emissions in our core business of mobility and a substantial increase in the share of e-mobility in all markets.	WE MAKE low-emission mobility accessible for all: for our customers, our employees, our planet.	INCREASE the share of BEVs sold to at least 50% by 2030 INCREASE the BEV share of company cars to 80% by 2030 SELL AND INSTALL PV systems to customers with a total annual capacity across all markets of 100 MWp by 2030 Reduce CO <sub>2</sub> emissions from mobility from -30% to -42% by 2030 (2021 baseline)	Active promotion of BEVs, e.g. through the establishment of MOON CITIES or different event formats Training of MOON Commanders Regular use of BEVs as company cars and development of own charging infrastructure at the locations Implementation of the 'Level of Competence' for expansion of PV systems, charging infrastructure and energy storage
<b>GREEN FINANCE</b>	INVESTMENT in sustainable projects plus development of sustainable and innovative financing products.	WE PROVIDE our customers with access to "boundless mobility at the cutting edge" through sustainable investments as well as sustainable, customer-centric, innovative financing products.	INCREASE the proportion of green assets in the financial portfolio to 30% by 2030 AT LEAST 50% of newly financed vehicles to be BEVs by 2030 REDUCTION in average CO <sub>2</sub> emissions: from new financial contracts by 50% by 2030 (corresponds to a reduction to 72.8 g CO <sub>2</sub> /km measured against the base year 2019)	sharetooc AutoAboos and sharetooc Carsharing services Smart Driver Plus service Training programmes on sustainable products Offer attractive financing packages for sustainable products to customers and own employees Financing of MOON products
<b>CIRCULAR ECONOMY</b>	REDUCTION of environmental and social impact throughout the entire supply chain as well as systematic reduction and recycling of materials.	WE WORK transparently with suppliers that uphold our supply chain standards. We ensure the use of recyclable products and packaging as well as sustainable services.	INCREASE the share of suppliers with CSR rating Increase the number of Purchasing employees who receive training in sustainability criteria to 100% by 2030	Implementation of Green Procurement, Green Logistics and Green Battery handling, e.g. by Processing of the CSR rating process, Providing tools such as guidelines for specialised departments and training Incorporating sustainability as a fully-fledged decision-making criterion in procurement
<b>GREEN BUILDING</b>	REDUCTION in energy and resource consumption as well as the environmental impacts on new and existing buildings.	WE CONSTRUCT and operate sustainable, resource-efficient buildings that are as free from harmful emissions as they can be.	REDUCE CO <sub>2</sub> emissions: buildings by 42% by 2030 (2021 baseline) CERTIFICATION for all new buildings to the German Sustainable Building Council (DGNB) Gold Standard or similar standards INCREASE buildings' efficiency ratings REDUCTION in CO <sub>2</sub> emissions from leaked refrigerants by 42% by 2030 (base year: 2021)	Green Dealer renovations Expansion of PV systems Implementation and further development of the environmental and compliance management system Sustainable building certifications
<b>GREEN OPERATIONS &amp; DIGITAL BUSINESS</b>	REDUCTION in the ecological footprint in retail by lowering consumption of resources. Expansion of the integrally sustainable approach in the processes and in the products sold, supported by digital solutions.	WE SELL products and services that generate the lowest possible rates of emissions. We also design all processes relating to dealership sales so as to minimise emissions.	REDUCE Energy consumption by 30% by 2030 REDUCE water consumption by 20% by 2030 INCREASE the percentage of recycled water used in car wash stations to 90% by 2030 IMPROVE the existing disposal and scrapping concepts	Implement measures to reduce energy consumption, e.g. development of targets for countries and locations to reduce energy consumption by 2030 creation of energy teams at locations; monthly reporting on energy-related data; Implementation of measures to reduce water consumption such as water treatment in the car washes Development of existing disposal and scrapping concepts
<b>WORKFORCE TRANSFORMATION</b>	PEOPLE AT THE CORE with a focus on employee development, health and safety in the workplace, and diversity.	A POWERFUL PLACE TO CREATE THE FUTURE OF MOBILITY: We are positioning ourselves in tomorrow's job market with a modern corporate culture in a safe working environment that focuses on diversity, team spirit, appreciation and developing our talents.	REDUCE the Lost Time Injury Rate to ≤ 10 by 2030 REDUCE the severity rate to ≤ 90 by 2030 INCREASE the proportion of women to 27.5% by 2030 INCREASE the proportion of women in management positions to 20% by 2030 INCREASE the rate of internationalization in upper management to 25% by 2030 INCREASE the implementation rate for annual employee appraisal interviews to 90% by 2030 REDUCE the Fluctuation Rate to ≤ 10% by 2030	Training and site inspections for risk analysis for health and occupational safety Collection of key figures on accident statistics Offers of specialised and personal training and further education Targeted training programmes for the areas of sales, finance and IT Targeted increase in the proportion of women in management positions, e.g. through targets in appraisal interviews, monthly tracking of ratios and successor planning Holding "Diversity & Inclusion" workshops Local measures such as expansion of the company kindergarten Implementation of works council committees Employer branding aimed at target groups
<b>GOVERNANCE</b>	INTEGRATE GOVERNANCE, COMPLIANCE & INTEGRITY into all four strategic principles of the evolve 2030 Group strategy. Keeping to a clear set of values, we act dependably and in compliance with the regulations in all focus fields across all countries.	Our vision is to have STRONG AND CLEAR GOVERNANCE STRUCTURES. This ensures that we can seize opportunities to make environmental and social improvements and manage the impact on the company, the environment and society accordingly.	INCREASE training on the Code of Conduct, anti-corruption and data protection to over 90% of employees by 2030 RAISE awareness of integrity and risk management to over 80% by 2030 PREVENT data breaches	Ensure compliance and integrity in the organisation through clear responsibilities and framework conditions (e.g. Code of Conduct) Track and implement employee training on the Code of Conduct, anti-corruption, data protection and data security Implement anti-corruption audits Ensure early identification of risks through risk management Operate a whistleblower system Social commitment, e.g. through donations