

amplimind: Audi and Lufthansa Industry Solutions launch joint venture

- **Build and bundle expertise in software development, cloud platforms, and IT security for enterprise IT**
- **Young company with flexible working model, innovative culture, and network organization**
- **Long-term cooperation with Lufthansa Industry Solutions as part of Audi's NEXT:IT strategy**

Ingolstadt/Norderstedt, September 13, 2022 – Lufthansa Industry Solutions, an IT service provider and subsidiary of the Lufthansa Group, and Audi have announced the launch of their joint venture under the name “amplimind.” The company was founded in July after the official permits were granted. amplimind will commence operations end of 2022 and is intended to accelerate the digital transformation of both AUDI AG and the mobility industry.

The software development specialists at amplimind concentrate on agile individual development, integrating and operating strategic applications, and consulting services in the fields of IT security and cloud platform development. Specialists look forward to a “remote-first” hybrid working model in the young company. The offices at the headquarter in Munich Airport and Norderstedt serve as project areas for collaborative work, exchange, and creativity. At amplimind, the teams are self-organized and network-based, the working models are flexible, and the methods are agile. The company is geared towards innovative and sustainable technologies and methods, such as green IT and green coding.

Nils Buring and Bettina Bernhardt will take on management responsibilities at amplimind. As Vice President Industry & Automotive at Lufthansa Industry Solutions, Nils Buring has extensive experience developing agile software and managing IT projects based on success criteria. As the former CEO of a digital subsidiary of Audi, Bettina Bernhardt has many years of experience in the areas of agile structures and culture, new work, and developing structures in which people can unleash their potential for digital business.

Developing company-relevant applications

With amplimind, Audi will systematically advance its IT strategy NEXT:IT. The new joint venture is intended to enhance the company's core performance in the area of software development. “Over the next few years, software development expertise will become significantly more strategically relevant for digitizing efficient business processes,” says Frank Loydl, Chief Information Officer (CIO) of AUDI AG. As part of its sourcing strategy, Audi primarily wants to develop relevant IT applications and top digital projects in enterprise IT itself in the future. “We want to build up and secure the necessary expertise together with a strong partner over the long term,” says Loydl. The new joint venture also expands the portfolio of A4nXT GmbH, which

was founded in 2020 and is a holding company of AUDI AG. In particular, it holds shares in young, innovative companies and strategic joint ventures. amplimind complements the services of the XL2 joint venture, which focuses on consulting and technology services for all aspects of SAP.

Strategic partnerships for the digital transformation of the automotive industry

Lufthansa Industry Solutions has many years of experience with strategic cooperation and partnerships with companies from various industries as well as software and cloud providers. This Lufthansa subsidiary has been building up its automotive industry IT expertise for over 25 years. The company supports the industry with professional expertise – for example in the areas of agile software development, artificial intelligence, and program and project management.

“amplimind makes AUDI and Lufthansa Industry Solutions even more sustainable. In addition, we are driving the digitalization of the entire industry forward,” says Jörn Messner, Managing Director of Lufthansa Industry Solutions. “We are pooling our expertise and forming a team with a start-up spirit to achieve quite a lot. What both companies have in common is fast innovations of the highest quality. It’s all about customized, individual developments – especially in the cloud sector – that meet the automotive industry’s demanding safety requirements.”

Further information about amplimind can be found here:
www.amplimind.io (in German)

About Lufthansa Industry Solutions:

As a service provider for IT consulting and system integration, Lufthansa Industry Solutions plays a key role in shaping the digital transformation. With its combined technical expertise and industry know-how, this Lufthansa subsidiary supports its customers as they introduce new digital technologies. Its customer base includes companies both within and outside the Lufthansa Group as well as more than 300 companies across different industries. The company is based in Norderstedt and employs more than 2,100 staff members at several branch offices in Germany, Albania, Switzerland, and the US.

About Audi:

The Audi Group is one of the most successful manufactures of automobile and motorcycle in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini, and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are in more than 100 markets around the world. Audi and its partners produce cars and motorcycles at 21 locations in 13 countries.

In 2021, the Audi Group delivered around 1,681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand, and 59,447 motorcycles from the Ducati brand to customers.

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The Audi Group is one of the most successful automobile and motorcycle manufacturers in the premium and luxury segments. The Audi, Ducati, Lamborghini and Bentley brands operate manufacturing facilities at 21 locations in 13 countries. Audi and its partners maintain a presence in more than 100 markets worldwide.

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