

Jacobo Issa appointed new Vice President of Human Resources and Organization at Audi México

- **Jacobo Issa will be the new Vice President of Human Resources and Organization, the first Mexican to hold a position on the Executive Board of Audi México.**
- **Niels Bosse will leave Audi México to take up his new position as Senior Vice President Volkswagen Group Charging GmbH as of March.**
- **Tarek Mashhour, Executive President of Audi México: “I thank Niels Bosse for his excellent performance in and commitment to Human Resources and Organization during these recent challenging years. We are also delighted that Jacobo Issa is joining us as the new Vice President Human Resources and Organization at Audi México, an extremely important position within the strategy of AUDI AG.”**
- **Sabine Maassen, Member of the Board for Human Resources and Organization at AUDI AG: “Thank you to Niels Bosse, who has shown great commitment to and passion for Audi México. With Jacobo Issa, we are gaining an accomplished human resources expert, who knows national labor relations and will continue to work for employer attractiveness and quality employability.”**

San José Chiapa, Puebla, March 01, 2022 – Audi México will make changes to its top management from March 2022. For the first time, a Mexican will hold a position on the plant’s Executive Board, with Jacobo Issa taking over as Vice President Human Resources and Organization, while Niels Bosse, who has held this position successfully since June 2019, will return to Wolfsburg to serve as the Senior Vice President Volkswagen Group Charging GmbH.

Tarek Mashhour, Executive President of Audi México states: “I thank Niels Bosse for his excellent performance in and commitment to the field of Human Resources and Organization during these years full of challenges and achievements. With his leadership, passion, and perfection, he managed to implement and reinforce positive strategies, making the company one of the most attractive employers in the country. We wish him every success in this new professional phase. We are also delighted that Jacobo Issa is joining us as the new Vice President Human Resources and Organization at Audi México, an extremely important position within the strategy of AUDI AG.”

Jacobo Issa has a degree in organizational communication from the Universidad de las Américas de Puebla, followed by a master’s degree in quality management from the Universidad Iberoamericana Puebla, and completed a program on negotiating labor agreements at the prestigious Harvard University.

His professional career began in 1993, when he joined Volkswagen de México. As Manager of Labor Relations there, he developed medium- and long-term strategies for the labor relations of unionized workers at the Volkswagen factory in Puebla, such as the development of flexibility tools, workers' participation, and negotiation with the union, among other specific actions in the area. Since 2017, he has headed the Labor Relations area at Audi México. His work experience demonstrates his extensive experience within the Volkswagen Group, as well as a great commitment and dedication to human relations and organizational communication.

Jacobo Issa, Director of Labor Relations at Audi México states: "I am extremely grateful for the trust that AUDI AG has placed in me to carry out this important position within the Audi Group. I know very well the power of human relations and I am sure that we will continue to grow and strengthen as the great family that we are in Audi México."

Niels Bosse has been with the Volkswagen Group for around 20 years and has dedicated his career to human resources. During this time, he succeeded, among other things, in significantly developing the Volkswagen Group's Human Resources in China, first at VW Financial Services China and then at VW Group China. Subsequently, he was Head of Personnel Production 2 and Pressshop at the Volkswagen plant in Wolfsburg.

In Mexico, he was able to implement human resources strategies to ensure the well-being of all employees, such as the Mobile Working program implemented in 2019 and reinforced during the COVID-19 pandemic, thus guaranteeing the health and safety of all. His commitment to quality education was also evident in the graduation of several generations of apprentices. He led structural changes in the factory to ensure a lean, efficient, and results-driven organization like Audi México is today. Furthermore, Bosse successfully led the new HR strategy at the plant, which focuses on providing more personalized service to all employees through efficient processes. In addition, he enabled the plant to obtain the Top Employer Certification three times in a row from 2020.

Niels Bosse, Vice President Human Resources and Organization states: "For me, it was an honor to belong to the Executive Board of Audi México and to be able to contribute, firsthand, to actions that sought the employment and economic stability of all employees who enable the proper functioning of our plant in San José Chiapa. I now wish Jacobo Issa all the success in his new role within the company."

Sabine Maassen, Member of the Board for Human Resources and Organization at AUDI AG states: "Thanks to Niels Bosse, who has shown great commitment and passion for Audi México during his tenure. With Jacobo Issa, Audi México is gaining an accomplished human resources expert who will continue to work for the well-being of not only all employees, but also of all people living in the regions where our plants are located. This is our common understanding of Audi as a good neighbor around the world."

Under Jacobo Issa's leadership, the Audi Group's San José Chiapa plant will continue to work to remain an attractive employer, as well as to inspire and empower its employees through multiple projects and actions that make up Audi México's Human Resources and Organization strategy, which is committed to quality employability.

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The Audi Group is one of the most successful manufacturers of automobiles and motorcycles 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 present in more than 100 markets worldwide. Audi and its partners produce automobiles 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. More than 85,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.
