



HELLA strengthens software competencies by founding new Global Software House

- **Automotive supplier employs around 2,000 software experts worldwide**
- **The new organisational unit will align software activities across the company and develop digital business models**

Lippstadt/Berlin, 9 September 2020. The international automotive supplier HELLA is further expanding its global software competencies with a new Global Software House. The Global Software House is managed by the Berlin subsidiary and software specialist HELLA Aglaia. It shall take global responsibility for coordinating software activities across the company and develop new, digitalised business models. HELLA currently employs around 2,000 software experts worldwide, particularly in the field of embedded software, for example in functional development for radar sensors, battery and steering electronics and lighting control.

"The future of the automobile is largely decided by software developers. By 2030, the market for software and electronics in vehicles will almost double," says HELLA CEO Dr. Rolf Breidenbach. "This does not even take into account the diverse, far-reaching applications of digitalisation and software in production and administration. This presents HELLA with great opportunities, but also new challenges."

By founding the Global Software House, the automotive supplier's initial aim is to reduce the emerging complexities surrounding software development. The new organisational unit will align the development activities across the company in software and define uniform, cross-divisional process standards and methods. The associated support functions, such as purchasing, quality and legal, are also united in the Global Software House. To begin with, employees of the Global Software House and the regional Software House satellites, for example at the company headquarters in Lippstadt and in Romania and India, will be primarily recruited from parts of the existing HELLA reporting staff.

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Among other aims, the Global Software House's second step is to accelerate the development of new software-based business models by offering software as a stand-alone product, for example on a pay-per-use basis. This could be applied in lighting control, software solutions for automated driving and cloud services.

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HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with over 125 locations in some 35 countries. With sales of € 5.8 billion in the fiscal year 2019/2020 and 36,000 employees, HELLA is one of the leading automotive suppliers. HELLA specialises in innovative lighting systems and vehicle electronics and has been an important partner to the automotive industry and aftermarket for more than a century. Furthermore, in its Special Applications segment, HELLA develops, manufactures and sells lighting and electronic products for specialist vehicles.

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