



Capital Markets Day 2019: HELLA presents strategic orientation toward electromobility

- **As a provider of powerful key components and subsystems, HELLA supports the path to clean mobility**
- **Company considers itself well positioned to continue profitable growth path in the long term**

Lippstadt/Hamm, February 19, 2019. The global automotive supplier HELLA considers itself well positioned to continue its profitable growth path in the long term. The foundation for this is the consistent positioning of the company along the central automotive market trends of autonomous driving, efficiency and electrification, connectivity and digitalization as well as individualization. At this year's Capital Markets Day, HELLA gave investors and analysts a more detailed overview of its strategic orientation in the field of electromobility.

"The electrification of vehicles continues to gain momentum," said Dr. Rolf Breidenbach, President and CEO of HELLA. "For HELLA, this means a variety of opportunities. The unit energy management is already one of our fastest growing business fields. Within the next five years we want to triple our sales. To this end, we will make targeted investments in further product solutions for the various stages of electrification, thus making a significant contribution toward clean mobility."

Product solutions for all stages of electrification

Thus, HELLA accompanies customers comprehensively on their way to electromobility. For this purpose, the company offers a comprehensive product range from battery sensors for micro hybrids (start/stop automatic), power electronics for mild hybrid vehicles based on 48V technology to battery electronics for high-voltage applications in full hybrids and all-electric vehicles. HELLA's strategy is to further expand its position as a supplier of high-performance key components such as DC/DC converter and intelligent battery sensors. Based on its pronounced component competence, HELLA



also intends to position itself more and more as a supplier of subsystems in the field of electromobility.

Core products in this context are innovative system solutions for mild hybrids such as the PowerPack 48 Volt and the Dual Voltage Battery Management System. The PowerPack 48 Volt is specially designed for vehicles of higher performance classes. It combines a 48-volt lithium-ion battery block including battery management and DC/DC converter in one product. The Dual Voltage Battery Management System is designed for compact and mid-range applications. It combines the conventional separate products of 48-volt mild hybridization within a single product using the space of a conventional lead-acid battery. This means the system can easily be integrated into the existing vehicle architecture. The intelligent circuit of the cells enables the capacity of the Li-ion batteries to be used in the 12V vehicle electrical system or 48V vehicle electrical system, depending on the application.

Strategic focus of the company is coherent

At the Capital Markets Day, HELLA also emphasized that despite the current market challenges, the strategic cornerstones of the company remain intact and offer great potential for further profitable growth. "The HELLA strategy is intact," said HELLA CFO Bernard Schäferbarthold. "Even though as a leading supplier of automotive lighting technology and electronics we cannot completely escape the current market development, our strategic orientation provides us with a good basis to counterbalance the current challenges and continue our profitable growth path in the long term."

Note: You can download the presentation material for Capital Markets Day 2019 in our [Investor Relations Portal](#). This press release and corresponding photo material can also be found in our press database at: www.hella.com/press

PRESS RELEASE



HELLA GmbH & Co. KGaA, Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with more than 40,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With more than 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of € 7.1 billion in the fiscal year of 2017/2018, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

For additional information, refer to:

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