

PRESS RELEASE**Porsche Design and HONOR Unveil
PORSCHE DESIGN HONOR Magic V2 RSR**

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The First Jointly Developed Smartphone is the Thinnest Inward Foldable Smartphone on the Market

Shanghai/Stuttgart. Porsche Design and global technology brand HONOR unveiled the PORSCHE DESIGN HONOR Magic V2 RSR in Shanghai, China. The launch of the first jointly developed device marks a significant milestone for both brands as it marks the start of a long-term global partnership between the luxury lifestyle brand and the aspiring global tech company. Being the thinnest inward foldable phone on the market reflecting the expertise of the respective partner, the PORSCHE DESIGN HONOR Magic V2 RSR sets the stage for a future of innovation and design.

This momentous partnership between HONOR and Porsche Design is another best practice for HONOR, as a global and premium brand, to bring collective innovations to consumers around the world. As George Zhao, CEO of HONOR Device Co., Ltd., stated, "United by a shared pursuit of excellence, HONOR and Porsche Design will co-design the next generation of smart devices, combining human-centric technology and functional design to create exciting products for global consumers."

"From day one of this extraordinary partnership, we have been eagerly awaiting the reveal of our first jointly developed smartphone. At Porsche Design, we want to bring the unique Porsche spirit and values to life through our products. Anyone who buys a Porsche Design item becomes part of the global Porsche family. Our goal is to transport this emotion as well as the progressive

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functionality, cutting-edge technology, and the unique design language to customers around the globe," says Stefan Buescher, Chairman of the Executive Board of Porsche Lifestyle Group.

Design from the Racetrack to Your Palm

Debuting as the first innovation where HONOR's human-centric approach meets the purist, functional aesthetics of Porsche Design, the PORSCHE DESIGN HONOR Magic V2 RSR features a bold design inspired by motorsports. The flyline of the backside of the industry-leading foldable smartphone is intricately reminiscent of the hood of a Porsche 911. The improved grip provides a sportscar experience in the user's palm. The PORSCHE DESIGN HONOR Magic V2 RSR comes in the Porsche car color Agate Grey.

Ultra-thin foldable device with Anti-scratch NanoCrystal Shield

In pursuit of convenient portability, HONOR and Porsche Design have jointly refined the choice of materials in the PORSCHE DESIGN HONOR Magic V2 RSR to create a pioneering device that weighs only 234g¹ and is just 9.9mm² thick. Incorporating the industry's first Anti-scratch NanoCrystal Shield, the PORSCHE DESIGN HONOR Magic V2 RSR races ahead of the pack with improvements in display durability, providing enhanced protection to the device. The tenfold

¹ Data from HONOR labs.

² Data from HONOR labs. The thickness of the whole device is measured at the thinnest point and does not include the thickness of the camera bump. Product size may vary with its configuration, manufacturing process and measurement methods. Specification details are for reference only.

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improved scratch resistance³ and the hardness rating of over seven on the Mohs scale⁴ - a scale which indicates the degree of strength of a material - ensures superior resistance to damages.

Exceptional Display for Human-centric Visual Experience

The PORSCHE DESIGN HONOR Magic V2 RSR has a stunning foldable OLED LTPO display that offers an unprecedented visual experience. With support for 1.07 billion colors, the screen delivers vivid, accurate visuals that captivate and immerse users. As a testament to HONOR's commitment to human-centric technology, the device incorporates eye protection features such as 3840Hz PWM Dimming⁵, Dynamic Dimming and Circadian Night Display, which reduce fatigue of the eyes, thus, catering to the needs of heavy users.

Triple Rear Camera System for Unrivaled Photography

PORSCHE DESIGN HONOR Magic V2 RSR features an impressive triple rear camera system powered by the HONOR Image Engine. This camera system comprises a 50MP Main Camera (f/1.9) with Optimized Image Stability (OIS), a 20MP Telephoto Lens Camera (f/2.4) with OIS, and a 50MP Ultra-wide Camera (f/2.0), delivering unrivaled image quality. The smartphone

³ Data from HONOR labs.

⁴ The Mohs scale (from 1 to 10) is a qualitative ordinal scale to characterize the scratch resistance of minerals through the ability of harder material to scratch softer material.

⁵ The 3840Hz ultra-high frequency PWM dimming technology of Porsche Design HONOR Magic V2 RSR is TÜV Rheinland Flicker-free certified and achieves the risk-free dimming level, which only takes effect when the refresh rate is 120Hz. The phone is not medical equipment and is not available for treatment.

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provides support for a wide range of capture modes, including Night, Zoom, and Time-lapse photography. Additionally, rear and front cameras support 4K resolution, enabling users to create cinematic videos with exceptional clarity and meticulous detail. Adding to its impressive capabilities, the device is equipped with the outstanding HONOR AI Motion Sensing Capture, an intelligent algorithm that automatically detects and captures the most precious moments.

Exceptional Battery Performance for Uninterrupted Connectivity

The Silicon-carbon Battery technology of the PORSCHE DESIGN HONOR Magic V2 RSR features two ultra-thin battery cells combined to provide a total of 5000mAh⁶. The smartphone also supports 66W HONOR Wired SuperCharge, ensuring that users always stay online without needing constant recharging – all while maintaining a sleek, lightweight design.

Price and Market Availability

PORSCHE DESIGN HONOR Magic V2 RSR will firstly be available in China from 12th January 2024. Stay tuned for details of the availability in more markets.

For more information, please visit the HONOR online store at www.hihonor.com.

⁶ Typical capacity. The rated capacity is 4900mAh.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

For regular updates on Porsche Lifestyle, please follow:

Instagram: www.instagram.com/porschedesign

Facebook: www.facebook.com/porschedesign

LinkedIn: www.linkedin.com/company/porschelifestylegroup

YouTube: www.youtube.com/@porschedesign

About HONOR:

Honor is a leading global provider of smart devices. It is dedicated to becoming a global iconic technology brand and creating a new intelligent world for everyone through its powerful products and services. With an unwavering focus on R&D, it is committed to developing technology that empowers people around the globe to go beyond, giving them the freedom to achieve and do more. Offering a range of high-quality smartphones, tablets, laptops and wearables to suit every budget, Honor's portfolio of innovative, premium and reliable products enable people to become a better version of themselves.

For more information, please visit Honor online at www.hihonor.com or email newsroom@hihonor.com

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CONSUMPTION AND EMISSIONS*

911 Carrera 4S

Fuel consumption combined in l/100 km: 11,1 – 10,2 (WLTP); CO2 emissions combined in g/km: 253 – 231g (WLTP); Status: 01/2024

911 Carrera 4

Fuel consumption combined in l/100 km: 10,9 – 10,3 (WLTP); CO2 emissions combined in g/km: 247 – 234 g (WLTP); Status: 01/2024

The stated consumption and emission values were determined in accordance with the legally prescribed measuring procedures. All new vehicles offered by Porsche are type approved according to WLTP, which is why the NEDC values stated were derived from the WLTP values.

*Further information on the official fuel/electricity consumption and the official specific CO₂ emissions of new passenger cars can be found in the "Guide to Fuel Consumption, CO₂ Emissions, and Electricity Consumption of New Passenger Cars," which is available free of charge at all sales outlets and from DAT.