

PRESS RELEASE**Porsche Design and HONOR Announce the Launch of the
PORSCHE DESIGN HONOR Magic6 RSR**

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New Luxury Smartphone Impresses With Unique Automotive-inspired Design and Outstanding User Experience

Beijing/Stuttgart. Global tech brand HONOR and luxury lifestyle brand Porsche Design announced the launch of their second jointly developed smartphone, the PORSCHE DESIGN HONOR Magic6 RSR. Born out of a joint pursuit of innovation, this cross-industry collaboration brings together the exceptional performance of the HONOR Magic6 Pro with the timeless luxury design experience of Porsche Design, offering a special-edition smartphone that meets the needs of the modern user who values superior performance, dynamic photography and functional cutting-edge design.

“HONOR is proud to unveil the PORSCHE DESIGN HONOR Magic6 RSR, a technological icon fueled by the essence of Porsche DNA and created with the drive to go beyond the status quo,” said George Zhao, CEO of HONOR Device Co., Ltd. “Our newest smart device comes from our shared pursuit of excellence with Porsche Design, a partnership built on the promise to deliver advanced human-centric technology with timeless aesthetics.”

“With the launch of the second jointly developed smartphone, we are opening the next chapter in our partnership with innovation leader HONOR. Following the success of our first device, a foldable smartphone, we are optimistic that discerning customers around the world will be thrilled by the PORSCHE DESIGN HONOR Magic6 RSR for which we see huge potential, especially in European markets,” said Stefan Buescher, Chairman of the Board of Porsche

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Lifestyle Group, the company behind the brand Porsche Design and a 100 percent subsidiary of the sports car manufacturer Porsche.

Incorporating Iconic Porsche Hues and Hexagonal Structural Design

Paying homage to the decades-long significance of Porsche cars, the PORSCHE DESIGN HONOR Magic6 RSR incorporates structural elements reminiscent of Porsche's design excellence. With the camera module smart and neatly embraced by Porsche's iconic hexagonal structure, the smartphone captures the essence of precision and high-performance characteristics of sports cars. The instantly recognizable hexagonal design element makes the device stand out from the masses. It is made from titanium, a material championed not only in motorsports where it is used for particularly stressed parts that still must be lightweight. The PORSCHE DESIGN HONOR Magic6 RSR also features a clean, symmetrical peakline which adds to the dynamic appearance of the device and improves the grip of the user, while underlining the functional design approach typical for Porsche Design.

Immersing users in the intricacies of Porsche heritage, the PORSCHE DESIGN HONOR Magic6 RSR is available in Agate Grey, a hue worn by revered Porsche models such as the iconic 911 sports car. The PORSCHE DESIGN HONOR Magic6 RSR is also available in Frozen Berry, a reflective, bold shade of pink originally designed for Porsche models like the Taycan, the first all-electric Porsche sports car, adding an element of exclusivity to the new device.

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Leveraging Cross-industry Innovation for Advanced HDR Photography

In pursuit of human-centric technological advancement, the PORSCHE DESIGN HONOR Magic6 RSR takes cues from the automotive industry, providing users with highly advanced HDR sensors that can focus and detect fast-moving objects at range with more accuracy. Taking inspiration from the HDR technology behind the success of Advanced Driver Assistance Systems (ADAS), the PORSCHE DESIGN HONOR Magic6 RSR introduces a customized Super Dynamic HONOR Falcon Camera H9800 sensor, which is specifically designed to overcome the challenge of taking images with high-contrast scenarios. With its remarkable HDR sensing capability, the H9800 sensor achieves a dynamic range of up to 15EV, which is six times as much as the previous generation. This allows users to capture high-precision, ultra-sharp videos, photos, and previews even in challenging lighting conditions with significant contrast.

In addition, the PORSCHE DESIGN HONOR Magic6 RSR also incorporates a cutting-edge LiDAR Matrix Autofocus System to revolutionize the speed of smartphone photography. This system boasts the industry's first imaging sensor with 1200 Points LiDAR Matrix, and 60FPS AF Tracking calculations, greatly enhancing focusing accuracy and speed, allowing users to capture stunning action shots that showcase suspended motion effects.

Anti-scratch Display Durability and Visibility

Furthering the use of cross-industry innovation to enhance user experience, the PORSCHE DESIGN HONOR Magic6 RSR accelerates ahead with the industry-leading HONOR Anti-scratch NanoCrystal Shield on the front, providing unparalleled durability. Designed with silicon nitride, a commonly used material found in aerospace, military, and automotive

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industries for engines, bearings, and turbine blades, the HONOR Anti-scratch NanoCrystal Shield provides exceptional hardness and unrivaled scratch resistance, ensuring superior device protection over a long-term use period. Moreover, the PORSCHE DESIGN HONOR Magic6 RSR features the HONOR Nanocrystal Shield at the back, which enhances shock absorption capabilities by up to ten times to withstand accidental drops and ensure utmost durability.

Addressing visibility needs in various lighting and environmental conditions, the PORSCHE DESIGN HONOR Magic6 RSR introduces the industry's first Dual-layer OLED Tandem Display. In comparison to a regular OLED panel, it delivers an extended screen lifespan of up to 600 percent and minimizes the display brightness degradation to less than 1 percent ¹ after three years of use. Additionally, it provides brighter visuals and improved power efficiency. The PORSCHE DESIGN HONOR Magic6 RSR also boasts an industry-leading peak HDR brightness of 5000 nits, guaranteeing superb visibility and vibrancy even on bright, sunny days.

Unleashing Unparalleled Performance and Revolutionary Battery Innovations

The PORSCHE DESIGN HONOR Magic6 RSR is equipped with the cutting-edge Snapdragon 8 Gen 3 Mobile Platform, delivering an exceptional level of performance and platform-level AI capabilities with remarkable fluidity and stability. Recognizing the increasing significance of battery life for users who spend extended periods engaged with their devices, HONOR takes the lead by introducing emerging battery innovations from the electric vehicle industry to smartphones. Featuring the robust HONOR Second-generation Silicon-carbon Battery and the

¹ Data from HONOR labs.

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Power Enhanced Chip HONOR E1, the 5600 mAh² battery showcases unparalleled durability and reliable performance even in low-temperature conditions. Running the latest HONOR MagicOS 8.0, the PORSCHE DESIGN HONOR Magic6 RSR brings upgrades on various features such as Magic Portal that gives users revolutionary interaction with convenience, and MagicRing, providing seamless cross-device connectivity. Not only does the PORSCHE DESIGN HONOR Magic6 RSR establish itself as a trailblazing device in the industry, but also serves as a catalyst for groundbreaking cross-industry collaborations and limitless possibilities.

The PORSCHE DESIGN HONOR Magic6 RSR showcases a unique user interface infused with elements inspired by sports cars. Enhancing the user experience further, the smartphone also includes a special premium phone case that provides enhanced durability. The package also comes with two HONOR 100W Wired SuperCharge chargers, which enables fast and efficient charging for uninterrupted usage in different scenarios. This comprehensive offering ensures that users can enjoy a complete and premium smartphone experience complemented by exceptional performance.

Pricing and Availability³

The PORSCHE DESIGN HONOR Magic6 RSR is now available for purchase in China at a RRP of 9,999 Renminbi Yuan (1,279 Euros) and will be successively available in markets outside China

² Data from HONOR labs.

³ Color Availability by Region.

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in the second quarter. For more information, please visit the HONOR online store at www.hihonor.com or the Porsche Design online store at porsche-design.com.

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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 (porsche-design.com).

For regular updates on Porsche Lifestyle, please follow:

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YouTube: [youtube.com/@porschedesign](https://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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