

Porsche Lifestyle Group

PRESS RELEASE

Change on the Executive Board of Porsche Lifestyle GmbH & Co. KG

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July 24, 2026

Stuttgart. Dr. Jan Becker will take over as CEO and Chairman of the Management Board of Porsche Lifestyle GmbH & Co. KG effective October 1, 2026. Becker thus returns to the helm of the company, which he successfully led from 2016 to 2022. Most recently, Becker served as CEO of Porsche eBike Performance GmbH.

"With Dr. Jan Becker, Porsche Lifestyle gains an experienced leader with extensive expertise in brand development. Thanks to his many years of experience within the Porsche world, he will provide important impetus for the further development of Porsche Lifestyle," says Matthias Becker, Member of the Executive Board for Sales and Marketing at Porsche AG.

Dr. Jan Becker has worked for Porsche since 2004. After holding various positions in product and license management, as well as serving as COO of the former Porsche Lizenz- und Handelsgesellschaft, he first took on responsibility as CEO of Porsche Lifestyle in 2016. From 2022, he headed Porsche eBike Performance GmbH.

"It is something special to return to a company that I had the privilege of helping shape for many years. The Porsche Lifestyle Group has a strong identity and great potential. I look forward to building on this foundation together with the team, bringing new impetus, and actively shaping the company's next phase," says Dr. Jan Becker.

At the same time, Porsche AG would like to thank Volker Strotmeier, who most recently, in addition to his role as CFO of Porsche Lifestyle GmbH & Co. KG, also held interim responsibility as Chairman of the Management Board.

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About the Porsche Lifestyle Group

The Porsche Lifestyle GmbH & Co. KG was founded in 2003 and is a wholly owned subsidiary of Porsche AG. Dr. Ing. h.c. F. Porsche AG, Stuttgart, and Porsche Design Management GmbH, Salzburg, combined their accessory, apparel, and sporting goods sales in the design and licensing business to form the Porsche Lifestyle Group. The company's mission is to offer the Porsche lifestyle beyond the automobile to people who follow their dreams. Porsche Lifestyle conveys Porsche's fascination and mythos into various spheres. Under the Porsche umbrella, the brands Porsche Design, Porsche Lifestyle, and Studio F. A. Porsche pool their strengths in the Porsche Lifestyle Group. Although they share the same DNA and the same heritage, these three independent business units have distinct brand profiles and business models.

Porsche Design is an exclusive design brand that is driven by a passion for form and function. Founded in 1972 by Professor Ferdinand Alexander Porsche, it stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. That extends across the entire product portfolio, from exclusive watches, glasses, bags, and luggage to sportswear, electronics, real estate, and hotels.

Porsche Lifestyle is Porsche's exclusive brand of accessories. The essence of the sports car manufacturer and its motorsports heritage can be experienced in every product and make drivers and fans into part of the Porsche Lifestyle community.

Studio F. A. Porsche is the benchmark for innovative design solutions based on Professor Ferdinand Alexander Porsche's unique design philosophy. With offices in Zell am See, Ludwigsburg, Berlin, Los Angeles, and Shanghai, the design studio develops innovative designs that add value for its clients and represents a perfect symbiosis of form and function. In 2021, Studio F. A. Porsche was designated by the Red Dot Award as the "Team of the Year."

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