

PORSCHE DESIGN

PRESS RELEASE

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

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October 2022

CFO Iryna Kauk Is Leaving Porsche Lifestyle GmbH & Co. KG

Stuttgart, Germany. Iryna Kauk, currently Chief Financial Officer at Porsche Lifestyle GmbH & Co. KG (PLX), is leaving the company in order to pursue a new challenge within the Porsche Group. As of February 1, 2023, she will be taking over as the CEO of the Porsche Central and Eastern Europe regional office of Porsche AG.

"We thank Iryna Kauk for her outstanding work," remarks Stefan Buescher, CEO of Porsche Lifestyle GmbH & Co. KG. "The past two-and-a-half years have been shaped by major challenges such as the coronavirus pandemic and the current energy and economic crisis. Iryna Kauk has played a vital role in ensuring that the Porsche Lifestyle Group remains in a strong economic position despite the tough business environment. We wish her good luck and every success in her new role within Porsche AG."

Iryna Kauk has held the position of Chief Financial Officer at Porsche Lifestyle GmbH & Co. KG, a wholly owned subsidiary of Porsche AG, since 2020. Between 2017 and 2019, she was Finance Director at Porsche Russia and the Porsche Center Moscow. She previously worked as a financial adviser in the field of investment funds, real estate, fixed assets, and securities. PLX will announce her successor in due course.

"We are delighted that we have been able to recruit Iryna Kauk, a colleague with international experience, to manage our regional office in Prague," says Detlev von Platen, Member of the

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Executive Board for Sales and Marketing at Porsche AG. "In the course of her professional career, she has already gained relevant insights into the retail world of our Eastern European markets. Together with her considerable financial expertise, Ms. Kauk will further develop Porsche in the markets of Central and Eastern Europe in a targeted manner."

Porsche Central and Eastern Europe s.r.o. (PCEE), based in Prague, is a regional office as well as a wholly owned subsidiary of Dr. Ing. h.c. F. Porsche AG. Founded in 2008, PCEE today unites 25 markets under one roof – from Croatia to Israel and Turkey.

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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).

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Press contact:

Porsche Lifestyle Group

Angelique Kreichgauer

Head of Public Relation

Call: +49 152 3 911 6242

Email: angelique.kreichgauer@porsche-design.de