DR. ING. H.C. F. PORSCHE AG

ANALYST AND INVESTOR CONFERENCE 2023

Stuttgart, March 13



DISCLAIMER

This presentation contains forward-looking statements and information that reflect Dr. Ing. h.c. F. Porsche AG's current views about future events. These statements are subject to many risks, uncertainties, and assumptions. They are based on assumptions relating to the development of the economic, political, and legal environment in individual countries, economic regions, and markets, and in particular for the automotive industry, which we have made on the basis of the information available to us and which we consider to be realistic at the time of publication. If any of these risks and uncertainties materializes or if the assumptions underlying any of the forward-looking statements prove to be incorrect, the actual results may be materially different from those Porsche AG expresses or implies by such statements. Forward-looking statements in this presentation are based solely on the circumstances at the date of publication.

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PORSCHE – A UNIQUE STORY



ICONIC BRAND RESILIENT PERFORMANCE

SUSTAINABLE LUXURY

PERFORMANCE CULTURE

PORSCHE
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01 PORSCHE 2022

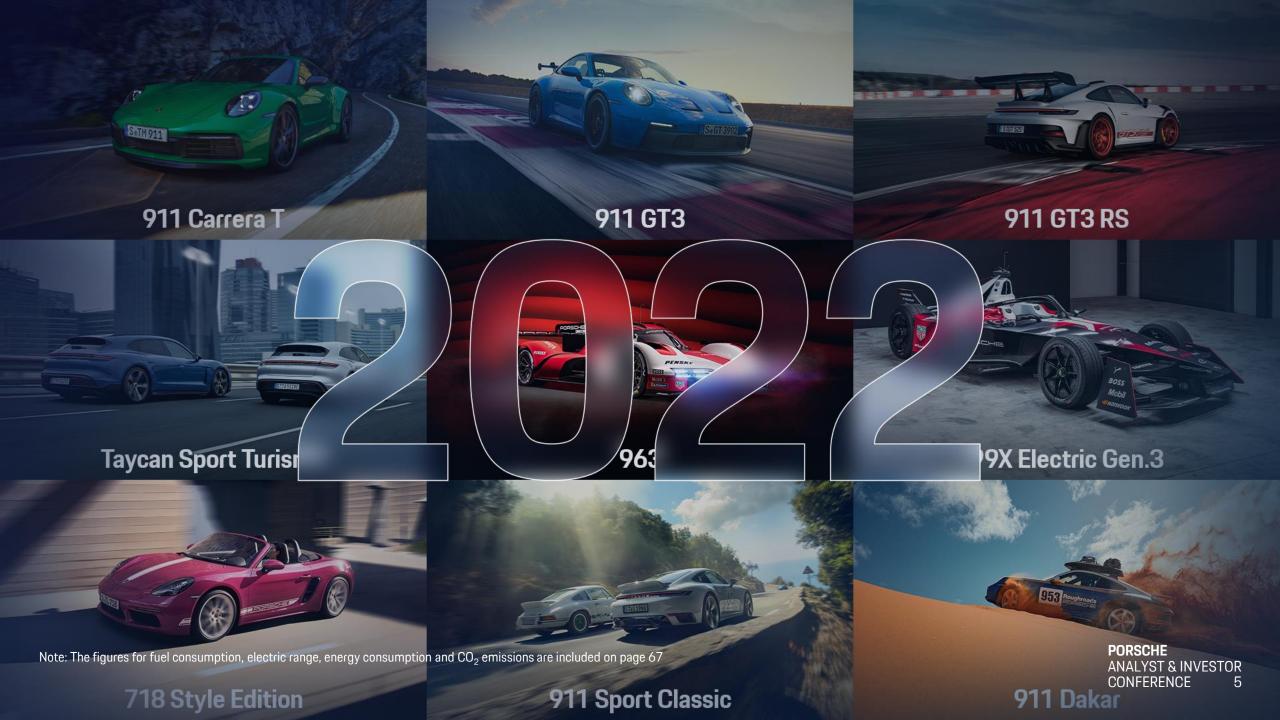
02 PORSCHE BRAND

03 FINANCIALS

04 PRODUCT & INNOVATION

05 SUSTAINABILITY

06 PERFORMANCE CULTURE











PORSCHE 2022

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PORSCHE DEFINITION OF MODERN LUXURY

FREEDOM OF SELF-EXPRESSION

ICONIC, MOST PERSONAL PRODUCT IT'S NOT WHAT YOU BUY, IT'S WHAT YOU BUY INTO. PORSCHE FAMILY AS COMMUNITY

EXCITING EXPERIENCES

RESPONSIBLE CORPORATE CITIZEN

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THE MOST PERSONAL CAR

Exclusive Manufaktur



PASSION

PERSONALITY

EXCLUSIVITY

PASSIONATE COMMUNITY AND EMOTIONAL EXPERIENCES



COMMUNITY FEELING

1st Porsche Club founded 70 years ago

DRIVING EMOTIONS AND TRAVEL JOY

Porsche travel experiences

PURE MOTORSPORT PASSION

Porsche track and racing experiences incl. customer motorsport

RESPONSIBLE CORPORATE CITIZEN



Total of € 22.1 mn donations raised for educational, social, cultural, sport and environmental projects

€ 2.0 mn for Ukraine emergency relief Focus on emergency relief, language development courses and psychological care for victims



PORSCHE 2022

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PORSCHE AG ACHIEVES RECORD RESULTS IN 2022

Despite Difficult Economic And Geopolitical Conditions

TOPIC	MESSAGE		
Financial position, net assets and results of operations	Porsche AG group performs financially robust in a difficult environment and continues to expand its position as a luxury manufacturer		
Brand	Porsche remains the most valuable luxury brand according to Brand Finance ¹		
ESG	Porsche assessed among "in best class" in sustainability ratings		
Outlook	In a challenging environment, Porsche AG group aims to achieve another strong result and Net Cash Flow in 2023:		
	 Group Sales Revenue in a range of around € 40 bn to € 42 bn Group Operating Return on Sales in a range of 17 % to 19 % Automotive Net Cash Flow margin between 10 % and 12 % 		

GROUP AND AUTOMOTIVE

Financial Performance Overview

€ 37.6 bn

18.0%

€ 6.8 bn

GROUP SALES REVENUE

(+13.6 % compared to previous year)

GROUP RETURN ON SALES

(+200 bps compared to previous year)

GROUP OPERATING PROFIT¹

(+27.4 % compared to previous year)

25.2 %

11.2 %

11.3%

AUTOMOTIVE EBITDA MARGIN

(€ 8.7 bn Automotive EBITDA)

AUTOMOTIVE NET CASH FLOW MARGIN

(€ 3.9 bn Automotive Net Cash Flow) BEV SHARE

(~310 k Deliveries)

GROUP AND AUTOMOTIVE

Financial Performance Overview

€ 6.4 bn

€ 8.3 bn

AUTOMOTIVE OPERATING PROFIT

(Automotive RoS 18.6 %)

AUTOMOTIVE NET LIQUIDITY

(thereof cash injection € 2.8 bn by VW)

€ 2.7 bn

€ 1.6 bn

24.9 %

AUTOMOTIVE RESEARCH AND DEVELOPMENT COSTS

(7.7 % of Automotive Sales Revenue)

AUTOMOTIVE CAPITAL EXPENDITURE

(4.7 % of Automotive Sales Revenue)

RETURN ON INVESTMENT

(+ 360 bps compared to previous year)

GROUP – SALES REVENUE AND OPERATING PROFIT

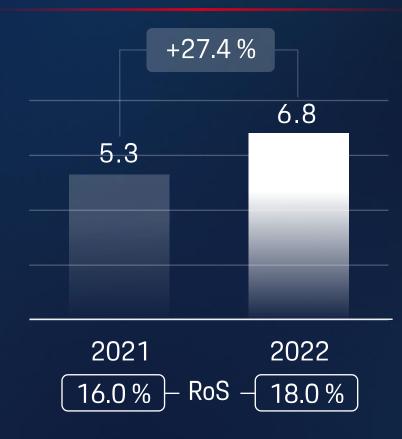
2021 vs. 2022

Group Sales Revenue, in € bn





Group Operating Profit, in € bn



- Improved pricing
- Better product mix
- Advantageous currency effects
- Price increases and inflation
- One-time effects due to IPO

AUTOMOTIVE – SALES REVENUE AND DELIVERIES

2021 vs. 2022

Automotive Sales Revenue, in € bn

Deliveries, in k Units



Automotive Sales Revenue per Vehicle, in € k



BEV Share, in %

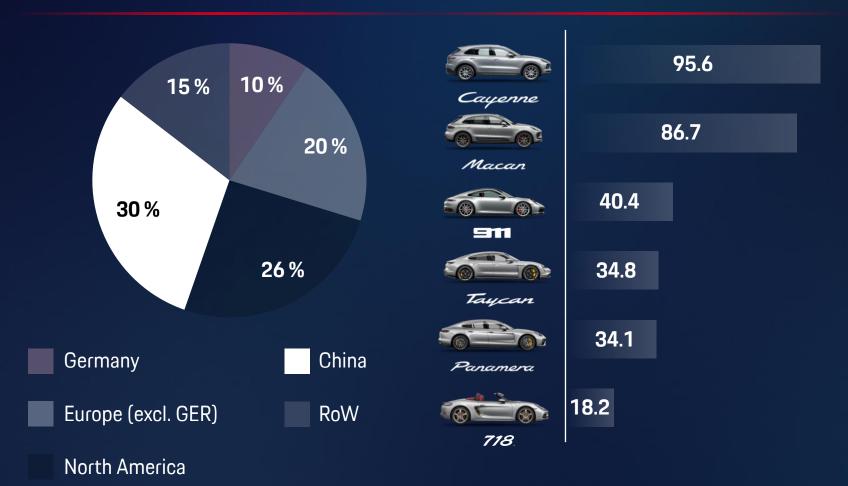
- Improved pricing
- Better product mix
- Increased personalization
- Advantageous currency effects
- Strongest growth in Overseas and Emerging Markets region
- Disproportionately high bottlenecks in supply chain for Taycan

AUTOMOTIVE - DEEP DIVE ON DELIVERIES

Results 2022

Regional Distribution, % of Deliveries

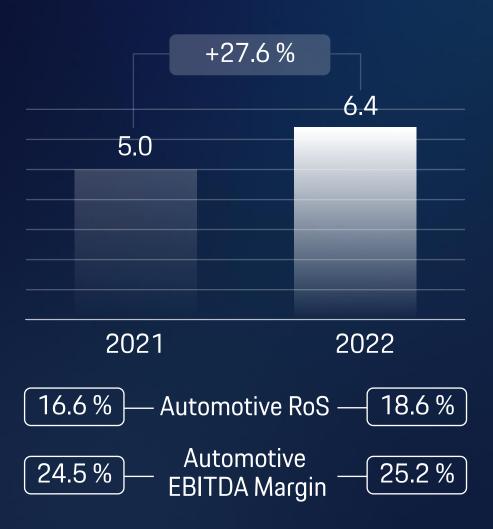
Model Distribution, in k Units



- Globally diversified sales mix
- Strongest growth in Overseas and Emerging Markets (+13 %)
- 911 deliveries +5 %; Panamera +13 % compared to previous year
- Order bank remains at very high level

AUTOMOTIVE – OPERATING PROFIT

2021 vs. 2022, in € bn



- Improved price penetration
- Better product mix
- Higher vehicle sales
- Advantageous currency effects
- Price increases in material costs, raw materials, energy and logistics
- One-time effects due to IPO
- Benefits from platform efficiency due to continued high demand for the current product portfolio

FINANCIAL SERVICES – OPERATING PROFIT

2021 vs. 2022, in € bn

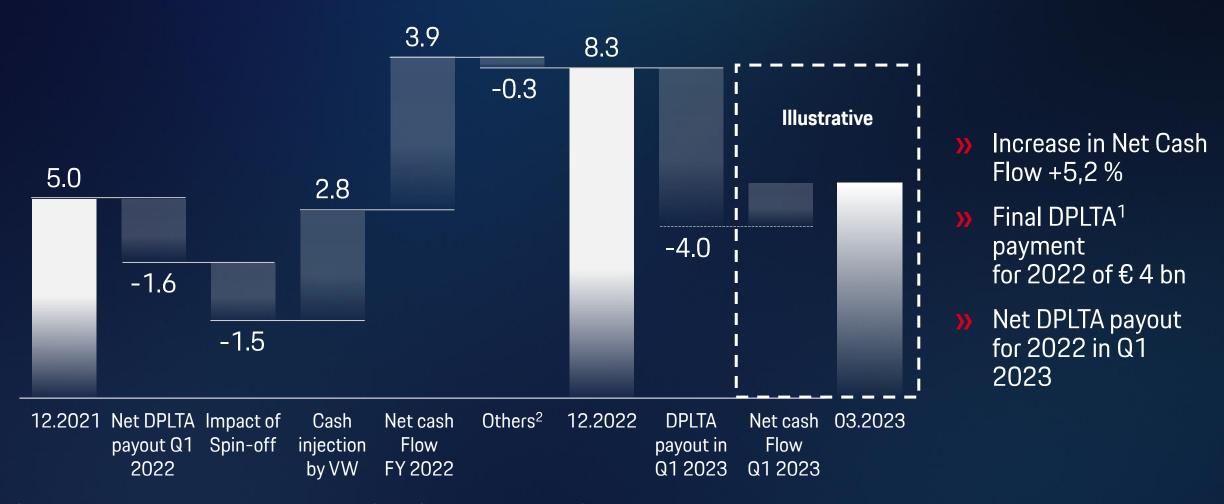


Penetration rate, in %

- Portfolio growth
- Stable risk environment with continued positive development of used car prices
- Advantageous currency effects
- Successive pricing of increased refinancing costs

AUTOMOTIVE - NET LIQUIDITY AFTER IPO

Development Automotive Net Liquidity, in € bn



¹⁾ Termination of domination and profit and loss transfer agreement ("DPLTA") at financial year-end 2022; 2) Other changes in Automotive Net Liquidity includes changes in lease liabilities in accordance with IFRS 16, changes in the composition of the Group, and foreign exchange differences on the translation of foreign operations and lease liabilities as well as other net liquidity impacts with non-cash flow movements

AUTOMOTIVE - NET CASH FLOW AND NET LIQUIDITY

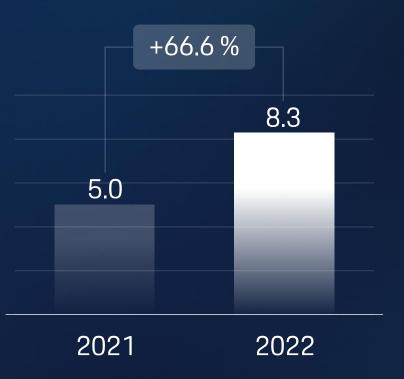
2021 vs. 2022





12.1 % 11.2 %

Net Liquidity, in € bn



- Cash flow from operating activities increased despite temporarily higher vehicle inventories
- Continued high investment in electrification and digitalization
- Expansion of the investment portfolio
- Net liquidity temporarily affected by structural measures prior to IPO

CHALLENGES EXPECTED TO REMAIN THE NEW NORMAL



PORSCHE FINANCIAL OUTLOOK

Most Important Performance Indicators

		2022	OUTLOOK 2023
GROUP	Sales Revenue	€ 37.6 bn	€ 40 - 42 bn
	Return on Sales (RoS)	18.0 %	17 - 19 %
AUTOMOTIVE	EBITDA Margin	25.2 %	25 - 27 %
	Net Cash Flow Margin	11.2 %	10 - 12 %
	BEV Share	11.3 %	12 - 14 %

Our long-term ambition

20+ % Group Return on Sales

Underlying conditions: The Porsche AG Group's planning for 2023 assumes that average global economic output will continue to grow at a slightly lower level than in the reporting year. This applies to assuming that the Covid 19 pandemic not worsening again and assuming that the Russia-Ukraine conflict not worsening further or other geopolitical conflict hotspots with global effects. Risks can also be identified in protectionist tendencies, turbulence on the financial markets, structural deficits in individual countries, and the real economic impact of high inflation rates and rising interest rates worldwide, as well as shortages of intermediate products and raw materials including energy. In 2023, the passenger car markets in the various regions of the world are expected to develop differently, while at the same time showing a noticeable overall increase and becoming more competitive. Automotive-related financial services are also expected to play a major role in global automotive sales in 2023.

CAPITAL EFFICIENCY AT INFLECTION POINT

Illustrative Capital Efficiency Framework



- Future margin upside potential
- Well-invested asset base
- Focused investment strategy
- Broadly stable D&A ratio mid-term target
- Upside in capital efficiency

1) Average Group RoS for Porsche 2019-2021: 15.4 % (2019), 14.6 % (2020), 16.0 % (2021). 2019 Group operating profit excl. € 535 mn penalty notice issued by the public prosecutor's office in Stuttgart related to the diesel issue; 2) Subject to FX fluctuations, amongst other assumptions; 3) Average Automotive additions to intangible assets (excluding capitalized development costs), and property, plant and equipment as % of Automotive Revenue 2019-2021: Automotive capital expenditure as % of Automotive Revenue = 7.6 % (2019), 5.7 % (2020), 4.5 % (2021). Automotive additions to capitalized development costs as % of Automotive Revenue = 3.6 % (2019), 4.7 % (2020), 5.3 % (2021); 4) Average Automotive D&A and impairment losses / reversals of impairment losses on property, plant and equipment, capitalized development costs and other intangible assets of the Automotive segment 2019-2021 (8.1 % (2019), 9.1 % (2020), 7.9 % (2021)) as % of Automotive Revenue

Group RoS Automotive D&A as % of Automotive Sales Revenue Automotive capex and capitalized R&D Costs as % of Automotive Sales Revenue

OUR SUCCESS FACTORS

KEEP ADD



+ SPEED



Mobil II

LA MICHELIN

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RD

ROAD TO 20 FOR STELLAR FINANCIAL PERFORMANCE



CONTRIBUTION MARGIN

MARKETS & SUBSIDIARIES

COST EFFICIENCY

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UNIQUE DESIGN LANGUAGE



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PORSCHE DIFFERENTIATION











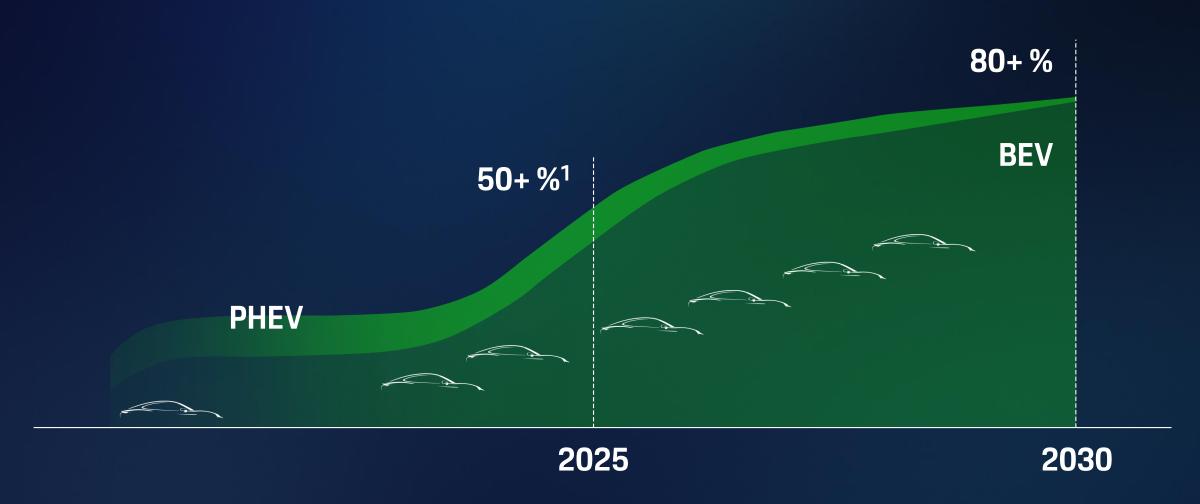
SUSTAINABILITY



S.TA 5130E

80+ % BEV SHARE AMBITION IN 2030

Share Of Deliveries P.A., in %



ALL-ELECTRIC MACAN PLANNED TO BE WITH CUSTOMERS IN 2024



CLEAR PRODUCT POSITIONING

SPORTS CARS¹ ICON







FAST TRAVELLING BASED ON COMPETENCE FOR BATTERY AND CHARGING



Implementation of battery portfolio SSP61 also with CFG¹ cell



Extension of HPC² infrastructure with partnerships accompanied by Porsche HPC Europe "Go Live"

FLEXIBLE SOFTWARE STRATEGY

To Be Combined With Strong Partners

E³ 1.2

E³ 1.2 EVOLUTION











SYNERGETIC BASE

OS from CARIAD¹ and leveraging partners

ADAS

Inclusion of state of the art functionalities

INFOTAINMENT

Integration of local ecosystems

Note: Illustrative; 1) A Volkswagen Group company

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INCREASED FLEXIBILITY PLUS SYNERGIES AND ECONOMIES OF SCALE

DIFFERENTIATING PORSCHE

int development 2 use of platforms (DDF 2 CCD)

Luxury & performance experience

Unique & differentiating value proposition

Porsche specific technologies

Porsche specific partnerships

Joint development & use of platforms (PPE & SSP)

Benefitting from purchasing power

LEVERAGING VOLKSWAGEN¹

GROUP ECOSYSTEM & SCALE

Standardized technologies

Large scale effects

1) Cooperation with Volkswagen Group organized In Industrial Cooperation Agreement and Relationship Agreement allowing for flexibility

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CHINA - MAJOR PILLARS OF FUTURE DEVELOPMENT



POTENTIAL POST-COVID RESTART PROFITABILITY
BEFORE
VOLUME

BRAND AND COMMUNITY FOCUS

LOCAL SOFTWARE PARTNERSHIPS

STRENGTHEN RELATIONSHIPS ALONG SUPPLY CHAIN

PORSCHE SAFEGUARDS ACCESS TO FUTURE TECHNOLOGIES

Investments In Cellforce Group And Group 14



CELLFORCE



INVESTMENTS IN EFUELS

Project Developer HIF Global

INVESTMENT IN HIF GLOBAL



Investment ~ USD 75 mn



Other investors









PILOT PLANT AS FOUNDATION TO SCALE





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02 PORSCHE BRAND

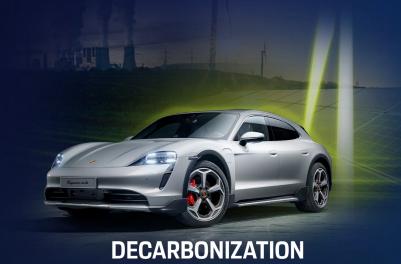
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SUSTAINABILITY - STRATEGIC PILLARS





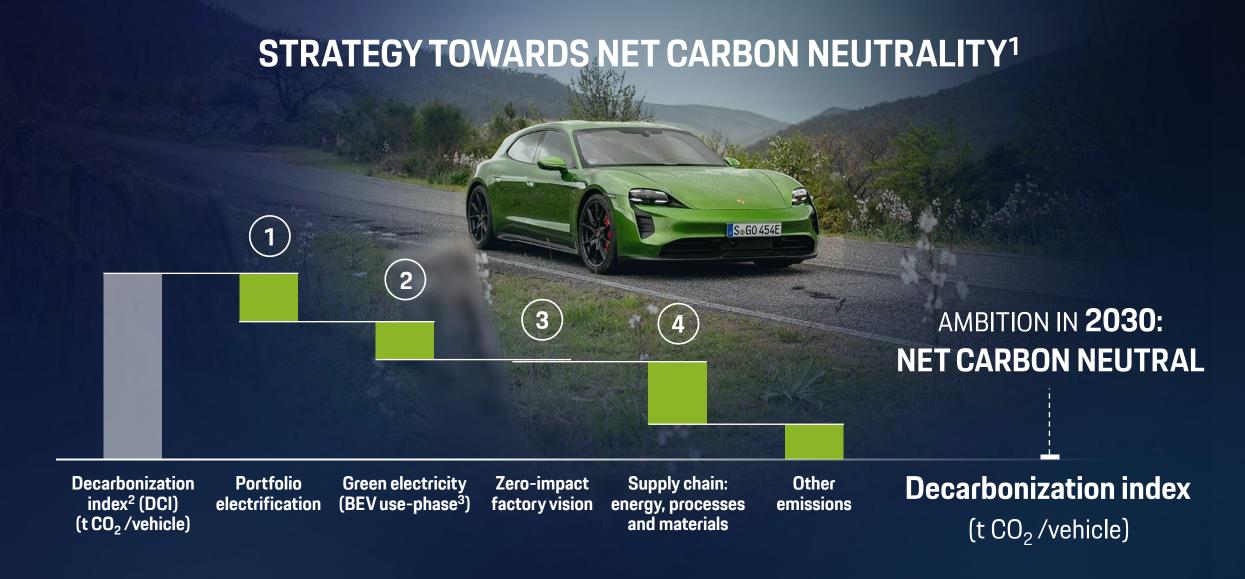








GOVERNANCE & TRANSPARENCY



Model range Taycan Cross Turismo: Electrical consumption combined (WLTP): 24.8 - 21.2 kWh/100 km; CO₂ emissions combined (WLTP): 0 g/km; Range combined (WLTP): 416 - 490 km; Range City (WLTP): 518 - 600 km Illustrative; Offsets, including carbon reduction and carbon removal, are included in decarbonization lever 2, 3 and 4 and will also be used to offset other emissions; Porsche aspires to reduce such offsets over time. Other emissions include fuel and tailpipe for remaining ICE and PHEV cars, employee travel, offices, etc

1) Strategy is subject to progress made in individual levers illustrated above, relying on assumptions and elements that cannot be influenced by Porsche and therefore might not be achievable; 2) Porsche's "DCI" aims to provide a comprehensive overview of the CO₂ equivalent emissions throughout the value chain. It is primarily based on life cycle assessments (based on assumptions) which Porsche performs on the basis of systematic methods. The "DCI" calculation methodology is continuously adapted depending on internal and external requirements, such as new test cycles for fleet emissions. Further details on the methodology of the "DCI" are provided in the Sustainability Appendix 3) Assumed use-phase is based on total mileage of 200,000 km per vehicle

SUSTAINABILITY IS CONTINOUSLY OPERATIONALIZED WITHIN PORSCHE



SUSTAINABILITY IN VEHICLES

Implementation of decarbonization and circular economy goals in vehicle projects

GOVERNANCE & SUPPLY CHAIN

Inclusion of ESG factors in compensation Extension of supply chain transparency & monitoring

EXTERNAL ASSESSMENT OF SUSTAINABILITY PERFORMANCE

Porsche Strives For Top Rankings In Industry Comparison



ISS ESG ≥ 1

(Prime)

SUSTAINALYTICS 2

13.3

MSCI (1) 3

A



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PEOPLE-CENTRIC PERFORMANCE CULTURE STRIVING FOR PERFECTION



STRONG EMPLOYER BRAND IS A KEY SUCCESS FACTOR FOR OUR FUTURE

Confirmed By Young Professionals

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01.	PORSCHE	
02.	Bosch	
03.	Siemens	
04.	BMW Group	
05.	Daimler/Mercedes-Benz	
06.	Audi	
07.	Tesla	
08.	Volkswagen	
09.	Deutsche Bahn	
10.	Airbus	

First Place – as in 2021

IT

01.	Google
02.	Microsoft
03.	Apple
04.	PORSCHE
05.	SAP
06.	Amazon
07.	Tesla
08.	Bosch
09.	BMW Group
10.	Daimler/Mercedes-Benz

Best OEM

BUSINESS

01.	PORSCHE
02.	Google
03.	BMW Group
04.	Daimler/Mercedes-Benz
05.	Apple
06.	Bosch
07.	Microsoft
08.	SAP
09.	Audi
10.	Siemens

First Place – as in 2021

JOINED FORCES IN THE DIGITAL FAMILY

Digitalization, Ventures And Innovation Safeguard The Future

PALO ALTO &

ORDINATION STATES

BERLIN & LUDWIGSBURG (GERMANY

BARCELONA SPAIN

ZAGREB © croatia

TEL AVIV

BEIJING &

SHANGHAI

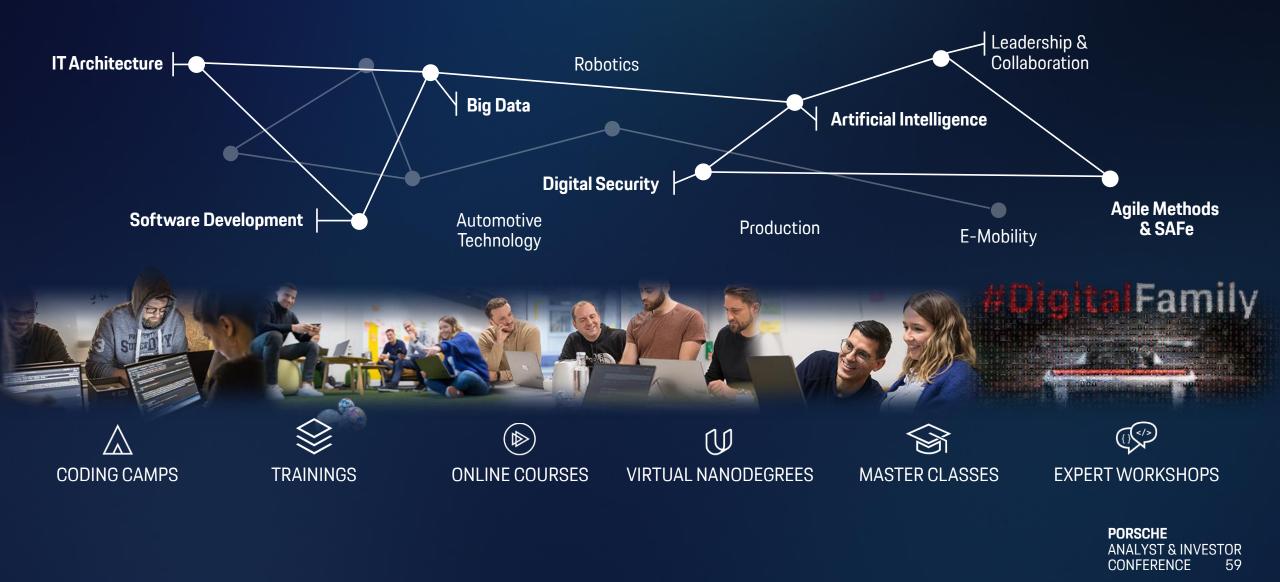
CHINA

1,000+TECH EXPERTS AT PORSCHE GROUP¹

INNOVATION HUBS²
WORLDWIDE

3,000+MHP³ EMPLOYEES
WORLDWIDE

DEVELOPMENT OF TALENTS AND INCREASE OF DIGITAL COMPETENCIES





2023: TWO ANNIVERSARIES AND A COMEBACK IN LE MANS





75 YEARS OF PORSCHE SPORTS CARS & 60 YEARS 911

COMEBACK WITH 963 AT 24 HOURS OF LE MANS



GROUP – CONDENSED CONSOLIDATED INCOME STATEMENT

In € mn	2022	%	2021	%	Delta	%
Sales Revenue	37,630	100.0	33,138	100.0	4,492	13.6
(-) Cost of sales	-27,084	-72.0	-24,281	-73.3	-2,803	11.5
(=) Gross profit	10,546	28.0	8,857	26.7	1,689	19.1
(-) Distribution expenses	-2,353	-6.3	-2,111	-6.4	-242	11.5
(-) Administrative expenses	-1,655	-4.4	-1,426	-4.3	-229	16.1
(+/-) Net other operating result	232	0.6	-6	0.0	238	<-100
(=) Operating profit	6,770	18.0	5,314	16.0	1,456	27.4
(=) Financial result	299	0.8	415	1.3	-116	-27.9
(=) Profit before tax	7,069	18.8	5,729	17.3	1,340	23.4
(-) Income tax txpense	-2,112	-5.6	-1,691	-5.1	-421	24.9
(=) Profit after tax	4,957	13.2	4,038	12.2	919	22.8
Profit transfer to Porsche Holding Stuttgart GmbH	-3,979		-1,858		-2,121	>100
Basic/diluted earnings per ordinary share in €	5.43		4.42			
Basic/diluted earnings per preferred share in €	5.44		4.43			

GROUP – CONDENSED CONSOLIDATED STATEMENT OF FIN. POSITION

In € mn	31.12.2022	31.12.2021	Delta	%
Intangible assets	7,473	6,190	1,283	20.7
Property, plant and equipment	8,924	8,763	161	1.8
Leased assets	3,854	3,954	-100	-2.5
Financial services receivables	4,382	3,461	921	26.6
Equity-accounted investments, other equity investments, other financial assets, other receivables and deferred tax assets	2,855	10,462	-7,607	-72.7
Non-current assets	27,488	32,830	-5,342	-16.3
Inventories	5,504	4,517	987	21.9
Financial services receivables	1,538	1,081	457	42.3
Other financial assets and other receivables	7,512	7,131	381	5.3
Tax receivables	87	155	-68	-43.7
Securities and time deposits	1,795	982	813	82.8
Cash and cash equivalents	3,719	4,686	-967	-20.6
Assets held for sale	31	0	31	-
Current assets	20,186	18,552	1,634	8.8
Total assets	47,673	51,382	-3,709	-7.2

GROUP – CONDENSED CONSOLIDATED STATEMENT OF FIN. POSITION

In € mn	31.12.2022	31.12.2021	Delta	%
Equity before non-controlling interests	17,019	22,927	-5,908	-25.8
Non-controlling interests	8	8	0	-0.9
Equity	17,027	22,935	-5,908	-25.8
Provisions for pensions and similar obligations	3,668	5,525	-1,857	-33.6
Financial liabilities	6,016	6,599	-583	-8.8
Other liabilities	4,349	3,244	1,105	34.1
Non-current liabilities	14,033	15,368	-1,335	-8.7
Financial liabilities	3,464	3,128	336	10.7
Trade payables	2,899	2,447	452	18.5
Other liabilities	10,238	7,505	2,733	36.4
Liabilities associated with assets held for sale	12	0	12	>100
Current liabilities	16,613	13,079	3,534	27.0
Total equity and liabilities	47,673	51,382	-3,709	-7.2

FINANCIAL CALENDAR 2023

May 03, 2023

June 28, 2023

July 26, 2023

October 25, 2023

Quarterly Report January - March 2023

Annual General Meeting 2023¹

Half-Yearly Financial Report 2023

Quarterly Report January - September 2023

¹⁾ The Annual General Meeting 2023 of Porsche AG is currently still in the planning stage. The format and venue of the Annual General Meeting 2023 will be announced ahead of the event on the Investor Relations website of Porsche AG

CONSUMPTION DATA

Model	Consumption combined (WLTP, Fuel consumption in I/100 km, Electricity consumption in kWh/100 km)*	CO₂ emissions combined (WLTP)*	Range (WLTP, in km)*
911 Carrera GTS	Consumption combined (WLTP): 11.4 - 10.4 I/100 km	258 - 236 g/km	
911 GT3 RS	Consumption combined (WLTP): 13.4 I/100 km	305 g/km	
911 Targa 4 GTS	Consumption combined (WLTP): 11.3 - 10.8 I/100 km	257 - 245 g/km	
911 Turbo	Consumption combined (WLTP): 12.3 - 12.0 I/100 km	279 - 271 g/km	
Cayenne Turbo GT	Consumption combined (WLTP): 14.1 I/100 km	319 g/km	
Taycan	Electrical consumption combined (WLTP): 23.9 - 19.6 kWh/100 km	0 g/km	Range combined (WLTP): 371 - 505 km Range City (WLTP): 440 - 568 km
Taycan 4S	Electrical consumption combined (WLTP): 24.1 - 19.8 kWh/100 km	0 g/km	Range combined (WLTP): 370 - 512 km Range City (WLTP): 454 - 611 km
Taycan GTS	Electrical consumption combined (WLTP): 23.3 - 20.3 kWh/100 km	O g/km	Range combined (WLTP): 439 - 504 km Range City (WLTP): 539 - 624 km
Taycan Sport Limousine Models	Electrical consumption combined (WLTP): 24.1 - 19.6 kWh/100 km	O g/km	Range combined (WLTP): 370 - 512 km Range City (WLTP): 440 - 630 km
Taycan Turbo S	Electrical consumption combined (WLTP): 23.4 - 21.9 kWh/100 km	0 g/km	Range combined (WLTP): 440 - 468 km Range City (WLTP): 524 - 573 km
Taycan Turbo S Cross Turismo	Electrical consumption combined (WLTP): 24.0 - 22.4 kWh/100 km	0 g/km	Range combined (WLTP): 428 - 459 km Range City (WLTP): 519 - 564 km

^{*}All new vehicles offered by Porsche are type-approved according to WLTP. Official NEDC values derived from WLTP values are no longer available for new vehicles as of 1 January 2023 and can therefore not be provided.

Where values are indicated as ranges, they do not refer to a single, specific vehicle and are not part of the offered product range. They are only for the purposes of comparison between different vehicle types. Additional equipment and accessories (add-on parts, tyre formats etc.) can change relevant vehicle parameters such as weight, rolling resistance and aerodynamics. These factors, in addition to weather, traffic conditions and driving behaviour, can influence the fuel/electricity consumption, CO₂ emissions, range and performance values of a vehicle.

More information about the differences between WLTP and NEDC is available at www.porsche.com/wltp.