

MERCEDES-BENZ

Pioneering the Cars of Tomorrow

Singapore has been home to Mercedes-Benz for over 30 years, serving as a regional hub for Mercedes-Benz Group AG. The company is a leading producer of luxury cars and vans worldwide. Mercedes-Benz Financial Services offers a comprehensive range of services, including financing, leasing, fleet management and insurance as well as innovative mobility services. In addition, the company is a regional office for IT, Treasury, and Legal services.

Mercedes-Benz's objective is clear: to continue to be a leading vehicle manufacturer while developing into a leading provider of mobility services. Every strategic action revolves around the customer.

SHIFT IN "LUXURY" TO DIGITAL AND SUSTAINABILITY

Digital and sustainable innovations will be the number-one unique selling proposition (USP) driving desires in the future of luxurious individual mobility. Customers are increasingly viewing luxury through the lens of values and benefits that extend beyond physical experiences. Consumers are demonstrating a desire to show responsibility with their choices.

As a leading luxury car brand, Mercedes-Benz is consistently driving the luxury experience to new levels. This includes giving "luxury" new meaning for the electric and digital age. Driven by the innovative spirit firmly anchored in its brand DNA, and by its strategic goals of "lead in electric" and

"lead in car software", Mercedes-Benz is pioneering the electric and digital transformation of the global automotive industry.

FUTURE DIGITALISATION EFFORTS

Mercedes-Benz will be exploring autonomous driving, as well as applying machine learning methods to advance combustion engine research and to develop new functions for future vehicles. The company is also enabling research into robotic process automation of the factory process, such as participating in the ARENA2036 research network. Relatedly, the Group is exploring the concept of fully-networked factories. In terms of cloud computing, they are also collaborating with Microsoft to optimise vehicle production and connect 30 passenger car plants to the cloud. Mercedes-Benz

uses emerging technologies like Blockchain, harnessing its transparency and immutable properties to promote greater sharing across industries, while ensuring data privacy and control in enterprises.

DIGITAL FOR SUSTAINABILITY

The Group is committed to employing digital tools to advance sustainability goals. In product design and manufacturing, Mercedes-Benz uses digital tools and simulations to optimise vehicle designs, reduce material waste, and enhance energy efficiency in the production process. The company also employs digital technologies to track and manage suppliers, assess the environmental impact of raw materials, and improve transparency throughout the supply chain.

Mercedes-Benz also leverages connected technologies to enable more efficient driving, monitor vehicle performance, and optimise maintenance schedules, leading to reduced fuel consumption and emissions. Lastly, the company uses big data analytics and artificial intelligence to optimise operations, predict maintenance needs, and identify opportunities for sustainability improvements.

ACENTRIK, A STRATEGIC PRODUCT BY MERCEDES-BENZ SINGAPORE

Developed by a pioneering team at Mercedes-Benz Singapore, Acentrik is a technology provider for organisations to share and exchange data with absolute data sovereignty. The vision for this product is to enable greater data sharing and unlock greater value out of enterprise data. As a horizontal technology implemented across multiple industries, Acentrik is a turn-key solution to create scalable data ecosystems for both enterprises and governments.

A main USP of Acentrik is its privacy-preserving functions - Compute-to-Data, which ensures that raw data is not being transferred and kept at the data source. Greater



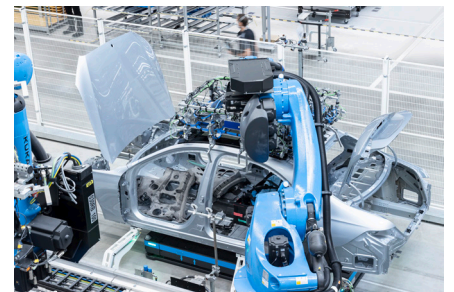


value of enterprise data can be extracted by running compute jobs on anonymised data, to get predictive analytics for industrial use-cases.

Acentrik has several use case applications. For instance, a network of healthcare clients and institutions could require a controlled data exchange platform, with the objective of enabling secure and compliant cross-border data exchanges amongst their specified participants while protecting sensitive data and adhering to legal standards. Another example is of a leading global retail company that aims to optimise its cross-border supply chain operations by leveraging on data exchanges with its external partners and internal systems. Lastly, given that gov-

ernments hold a wealth of data that can unlock tremendous value when shared and analysed, a data exchange platform could help governments establish an interoperable and connected data landscape with trusted entities.

In Singapore, Mercedes-Benz continues to support and roll-out global initiatives towards digitalisation, the environment, and other key facets of their mid-to-long term strategy in the local market. While their products are being manufactured overseas and imported into Singapore, their local teams continue to collaborate with other like-minded individuals and entities in implementing global sustainable goals across the local landscape.



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