



Mercedes-Benz

Press Information

March 16, 2023

Florent Canepa becomes new Director of Communications and Marketing Creation

Stuttgart. Florent Canepa will take over as Director of Communications and Marketing Creation at Mercedes-Benz AG effective April 1, 2023. Canepa joins from the French luxury design house Hermès where he was Director of Communications Projects. He previously held various positions in global companies such as Swiss skincare brand La Prairie, the American-French beauty company Coty, the French cosmetics leader L'Oréal and the wine and spirits house Pernod Ricard. He spent several years in both Communications and Marketing roles and is an expert at balancing both disciplines.

In his future area of responsibility, Canepa will play a key role in shaping the image and appearance of Mercedes-Benz Cars worldwide. French-born Canepa will be responsible for the strategic planning, conception and implementation of the brand image as well as photo and moving image assets along the customer journey for clients, journalists, investors and employees. He will also further develop and implement physical and digital event formats for diverse target groups. The goal of all measures, events and assets is to continuously increase the desirability of the brand, further develop the brand's luxury positioning and communicate brand and product messages. Canepa will report directly to Bettina Fetzter, Vice President Communications & Marketing.

Florent Canepa succeeds Natanael Sijanta, who heads the global communications and marketing agency team X under the umbrella of the Omnicom Group since September 1, 2022. Team X is where the brand with the star has been bundling its global media, brand, and performance marketing activities across all phases of the customer journey since January 2022.

Contacts:

Christin Müller, Tel.: +49 (0) 176 30 943 837, christin.c.mueller@mercedes-benz.com

Khanh-Binh Le, Tel.: +49 (0) 160 86 200 71, khanh-binh.le@mercedes-benz.com

Forward-looking statements:

This document contains forward-looking statements that reflect our current views about future events. The words "anticipate," "assume," "believe," "estimate," "expect," "intend," "may," "can," "could," "plan," "project," "should" and similar expressions are used to identify forward-looking statements. These statements are subject to many risks and uncertainties, including an adverse development of global economic conditions, in particular a decline of demand in our most important markets; a deterioration of our refinancing possibilities on the credit and financial markets; events of force majeure including natural disasters, pandemics, acts of terrorism, political unrest, armed conflicts, industrial accidents and their effects on our sales, purchasing, production or financial services activities; changes in currency exchange rates, customs and foreign trade provisions; a shift in consumer preferences towards smaller, lower-margin vehicles; a possible lack of acceptance of our products or services which limits our ability to achieve prices and adequately utilize our production capacities; price increases for fuel, raw materials or energy; disruption of production due to shortages of materials or energy, labour strikes or supplier insolvencies; a decline in resale prices of used vehicles; the effective implementation of cost-reduction and efficiency-optimization measures; the business outlook for companies in which we hold a significant equity interest; the successful implementation of strategic cooperations and joint ventures; changes in laws, regulations and government policies, particularly those relating to vehicle emissions, fuel economy and safety; the

Mercedes-Benz Group AG | 70546 Stuttgart | Phone +49 71117-0 | Fax +49 71117-222 44 | dialog@mercedes-benz.com | group.mercedes-benz.com

Mercedes-Benz Group AG, Stuttgart, Germany | Domicile and Court of Registry: Stuttgart, Commercial Register No.: 19360

Chairman of the Supervisory Board: Bernd Pischetsrieder

Board of Management: Ola Källenius, Chairman; Jörg Burzer, Renata Juno Brüngger, Sabine Kohleisen, Markus Schäfer, Britta Seeger, Hubertus Troska, Harald Wilhelm

resolution of pending governmental investigations or of investigations requested by governments and the outcome of pending or threatened future legal proceedings; and other risks and uncertainties, some of which are described under the heading "Risk and Opportunity Report" in this Annual Report. If any of these risks and uncertainties materializes or if the assumptions underlying any of our forward-looking statements prove to be incorrect, the actual results may be materially different from those we express or imply by such statements. We do not intend or assume any obligation to update these forward-looking statements since they are based solely on the circumstances at the date of publication.

Mercedes-Benz Group at a glance

Mercedes-Benz Group AG is one of the world's most successful automotive companies. With Mercedes-Benz AG, the Group is one of the leading global suppliers of high-end passenger cars and premium vans. Mercedes-Benz Mobility AG offers financing, leasing, car subscription and car rental, fleet management, digital services for charging and payment, insurance brokerage, as well as innovative mobility services. The company founders, Gottlieb Daimler and Carl Benz, made history by inventing the automobile in 1886. As a pioneer of automotive engineering, Mercedes-Benz sees shaping the future of mobility in a safe and sustainable way as both a motivation and obligation. The company's focus therefore remains on innovative and green technologies as well as on safe and superior vehicles that both captivate and inspire. Mercedes-Benz continues to invest systematically in the development of efficient powertrains and sets the course for an all-electric future: The brand with the three-pointed star pursues the goal to go all-electric by 2030, where market conditions allow. Shifting from electric-first to electric-only, the world's pre-eminent car company is accelerating toward a fully electric and software-driven future. The company's efforts are also focused on the intelligent connectivity of its vehicles, autonomous driving and new mobility concepts as Mercedes-Benz regards it as its aspiration and obligation to live up to its responsibility to society and the environment. Mercedes-Benz sells its vehicles and services in nearly every country of the world and has production facilities in Europe, North and Latin America, Asia and Africa. In addition to Mercedes-Benz, the world's most valuable luxury automotive brand (source: Interbrand study, 03 Nov. 2022), Mercedes-AMG, Mercedes-Maybach, Mercedes-EQ and Mercedes me as well as the brands of Mercedes-Benz Mobility: Mercedes-Benz Bank, Mercedes-Benz Financial Services and Athlon. The company is listed on the Frankfurt and Stuttgart stock exchanges (ticker symbol MBG). In 2022, the Group had a workforce of around 170,000 and sold around 2.5 million vehicles. Group revenues amounted to €150.0 billion and Group EBIT to €20.5 billion.