AUDI INVESTOR & ANALYST DINNER MEETING
TOMORROW...
DIGITAL ECOSYSTEM

NILS WOLLNY
HEAD OF DIGITAL BUSINESS AT AUDI AG
NEW ERA OF DIGITALIZATION
MAKING PREMIUM MOBILITY EFFORTLESS
E-CAR LEASING

Is it worth it to lease an electric car?
Relevant content

Translation:

ELECTRIC CAR

These are the advantages, these are the disadvantages!
Translation:
ENVIRONMENTAL BONUS FOR ELECTRIC CARS
How can I get the grant?
PECUNIARY ADVANTAGE

In 2019 electric company cars will be more attractive!
ADVERTORIALS

1. Make reservations for your e-tron!

www.aiomag.de
ADVERTORIALS

2. How far can I go with e-Mobility?

**Anzeige**

**DER NEUE AUDI E-TRON**

Wie weit komme ich unterwegs mit Elektromobilität?

Alle öffentlichen Ladestationen

Die Serie stammt aus einem neuen Werbespot für den Audi e-tron, das erste rein elektrische Modell von Audi. Der Film steht unter dem Motto "Neues problemlos“ und zeigt Bühls, wie er mit seinen Gewohnheiten lebt. Erst beim Essen, dann bei...
3. What do I need to charge my e-tron at home?
Tool 1: Mobility Check

Audi Mobility Check

Filled up every day? Home charging is the key to a premium charging experience! Audi assumes that 80% of all charging processes of an e-tron vehicle take place at home - so your individual home installation is our priority. Check here to see which steps are necessary to provide a charging situation optimized for your desired mode.

Start now

Load previous results

You have already carried out the Audi Mobility Check! Then enter your session ID here to see the results.

My session ID

Retrieve result

GO LIVE IN
CW 47/2018
Tool 2: Range Calculator

GO LIVE IN
CW 47/2018
Tool 3: Charging Time Calculator

GO LIVE IN
CW 47/2018
RESERVE YOUR E-TRON

Pre order available from 17th of September!
The myAudi APP offers full overview and control of your e-tron functionalities!
THE HEART OF OUR DIGITAL ECOSYSTEM

myAudi
ENSURE LONG-DISTANCE CAPABILITY

Reduces range anxiety through an efficient navigation including necessary charging stations.
THE FIRST DIGITAL DEVICE

With Functions on Demand we create a fully digital experience.
How to charge your e-tron?

e-tron service plug-in

Learn in three easy steps how to charge your e-tron.

Quite simple to

HOW TO TUTORIALS

We help the customers to experience their car!
Systematic growth path

**GROWTH POTENTIAL**

- **ESTABLISHED BUSINESS**
  - EMERGING BUSINESS
  - EXPLORATIVE BUSINESS

**DISTANCE TO CORE BUSINESS**

**DIGITAL MARKETING**
- Webportals
- CRM
- eCommerce
- ...

**SUPPLIER & PARTNERSHIP**
The Forrester Automotive Wave
European Websites

<table>
<thead>
<tr>
<th></th>
<th>Audi</th>
<th>Brand 1</th>
<th>Brand 2</th>
<th>Brand 3</th>
<th>Brand 4</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUNCTIONALITY</td>
<td>57</td>
<td>46</td>
<td>44</td>
<td>37</td>
<td>39</td>
<td>42</td>
</tr>
<tr>
<td>DISCOVERING AND BROWSING</td>
<td>28</td>
<td>13</td>
<td>35</td>
<td>13</td>
<td>15</td>
<td>23</td>
</tr>
<tr>
<td>EDUCATION AND CONFIGURATION</td>
<td>80</td>
<td>50</td>
<td>48</td>
<td>45</td>
<td>38</td>
<td>44</td>
</tr>
<tr>
<td>ACTIVATION AND DEALERHANDOFF</td>
<td>39</td>
<td>61</td>
<td>45</td>
<td>39</td>
<td>56</td>
<td>51</td>
</tr>
<tr>
<td>USER EXPERIENCE</td>
<td>60</td>
<td>62</td>
<td>64</td>
<td>68</td>
<td>60</td>
<td>56</td>
</tr>
<tr>
<td>SEARCH AND NAVIGATION</td>
<td>48</td>
<td>38</td>
<td>59</td>
<td>48</td>
<td>36</td>
<td>43</td>
</tr>
<tr>
<td>CONTENT</td>
<td>73</td>
<td>64</td>
<td>73</td>
<td>74</td>
<td>91</td>
<td>60</td>
</tr>
<tr>
<td>PROGRESS AND WORKFLOWS</td>
<td>64</td>
<td>60</td>
<td>89</td>
<td>68</td>
<td>74</td>
<td>66</td>
</tr>
<tr>
<td>ERROR AVOIDANCE AND RECOVERY</td>
<td>53</td>
<td>83</td>
<td>38</td>
<td>78</td>
<td>50</td>
<td>56</td>
</tr>
<tr>
<td>PRIVACY AND TRUST</td>
<td>75</td>
<td>75</td>
<td>85</td>
<td>100</td>
<td>15</td>
<td>70</td>
</tr>
<tr>
<td>OVERALL</td>
<td>58</td>
<td>54</td>
<td>54</td>
<td>53</td>
<td>49</td>
<td>49</td>
</tr>
</tbody>
</table>

The table compares the functionality across different brands, with Audi highlighted as a strong performer.
Systematic growth path

- ESTABLISHED BUSINESS
- EMERGING BUSINESS
- EXPLORATIVE BUSINESS

DIGITAL BUSINESS 1.0:
- Used Car
- Insurance
- Aftersales
- Mobility

JOINT VENTURE & PARTNERSHIP
Global Revenue Potential in 2025

Note: Revenue from fuel and public transport not included, figures reflect light vehicles market | Source: diverse sources
First Go lives in 2019
ANNOUNCEMENT in Q1 / 2019
myAudi
CONNECTING TO EVERYTHING THAT DRIVES YOU
WHAT IS AIR DOING?

JÜRGEN KUFNER
SENIOR INNOVATION STRATEGIST
AT AUDI AIR-OFFICE SAN FRANCISCO
Audi Innovation Research: A Global Innovation Network

AIR
San Francisco
Porsche Digital

AUDI AG AIR Global

TechHub SF@Code
Electronic Research Lab
Future Center

AIR Beijing

Denkwerk statt

TechHub
R&D Center
Future Center
To create the digital services of tomorrow AIR’s mission is to engage in innovation research and create customer centric service design.

**INNOVATION RESEARCH**

- Market-based Research
- Trend Scouting

**DIGITAL SERVICE DESIGN**

- Concept Ideation
- Rapid Prototyping
- Business Model Development
- User Testing
From Paper to Prototype: Developing Digital Services

1. What’s the Customer Value?
2. What’s the Business Model?
3. What’s the Full Potential?
How can we create new digital experiences for our customers based on car data?
Audi Innovation Funnel – our process to enrich the Audi digital ecosystem with customer centric services
My Audi knows me!

Hi Brian!

Recalculating route

Ordering mobile charging station

Access to mobility
Repair
Settings
Service

Charging
Route advice
Driving style
Life style
And more

It's all you!
Disclaimer

The following presentations contain forward-looking statements and information on the business development of the AUDI AG or Volkswagen Group respectively. These statements may be spoken or written and can be recognized by terms such as “expects”, “anticipates”, “intends”, “plans”, “believes”, “seeks”, “estimates”, “will” or words with similar meaning. These statements are based on assumptions, which we have made on the basis of the information available to us and which we consider to be realistic at the time of going to press. These assumptions relate in particular to the development of the economies of individual countries and markets, the regulatory framework and the development of the automotive industry. Therefore the estimates given involve a degree of risk, and the actual developments may differ from those forecast. The Volkswagen Group currently faces additional risks and uncertainty related to pending claims and investigations of Volkswagen Group members in a number of jurisdictions in connection with findings of irregularities relating to exhaust emissions from diesel engines in certain Volkswagen Group vehicles. The degree to which the Volkswagen Group may be negatively affected by these ongoing claims and investigations remains uncertain.

Consequently, a negative impact relating to ongoing claims or investigations, any unexpected fall in demand or economic stagnation in our key sales markets, such as in Western Europe (and especially Germany) or in the USA, Brazil or China, will have a corresponding impact on the development of our business. The same applies in the event of a significant shift in current exchange rates in particular relative to the US dollar, sterling, yen, Brazilian real, Chinese renminbi and Czech koruna.

If any of these or other risks occur, or if the assumptions underlying any of these statements prove incorrect, the actual results may significantly differ from those expressed or implied by such statements.

We do not update forward-looking statements retrospectively. Such statements are valid on the date of publication and can be superseded.