

Press Release

Wieland Ventures joins the innovation platform STARTUP AUTOBAHN to empower the success of technology startups

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Ulm/Stuttgart, February 27, 2018 – Wieland Ventures is a new partner of the innovation platform STARTUP AUTOBAHN in Stuttgart. The company belongs to the Wieland Group, the world's leading supplier of semifinished products made of copper and copper alloys. This partnership is an important step towards further expansion of the Wieland Group's innovation strength and global technology portfolio.

Wieland Ventures focuses on strategic partnerships with investments into startups that have a connection to the Group's core or adjacent businesses and strategic markets, globally. A major strategic priority for Wieland is the continued growth of high-end (e-)mobility solutions, an area where the Wieland Group is a well reputed development partner and strategic supplier to many industry players globally.

The STARTUP AUTOBAHN delivers on its promise to connect startups with its corporate partners to drive growth and focus on solutions that can be applied in industrial environments and scaled up accordingly. Technology startups from around the world develop solutions for the mobility of the future with the support of Startup Autobahn and the platform's corporate partners such as Daimler, Porsche, ZF Friedrichshafen, BASF

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and other reputable companies. In addition, the platform is part of the global Plug and Play innovation network.

The Wieland Group offers solutions to increase performance of the power train and the efficiency of power and electricity transmission by means of special copper and copper alloy solutions as well as material compounds. “The development speed of e-mobility and mobility technologies has been increasing for a while already – we see a lot of opportunities for non-ferrous metal solutions. The Wieland Group offers support to technology startups with technology development, lab testing, manufacturing as well as funding. By providing broad support and market access, we can help develop ideas into marketable solutions and thus shape the future together. Such collaborations offer great opportunities for both partners,” says Michael Demmer, Managing Director of Wieland Ventures.

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Factsheet

Wieland Ventures was founded in October 2017 as part of the global Wieland Group to collaborate with and invest into startups and young technology companies. The goal is for the startups to get access to Wieland's competencies and infrastructure to implement their projects and for Wieland to get access to innovative business ideas in key strategic areas.

With sales of approx. 500 thousand tons, the Wieland Group is the world's leading supplier of semi-finished products made of copper and copper alloys. For the production of strip, sheets, bars, rods, wire, tubes and sections, mainly recycling materials supplemented by new metals are used in the company-owned foundries.

This results in semi-finished products of highest quality for a wide variety of customer applications, e. g. in the automotive, electronics and refrigeration/air-conditioning sectors, as well as for mechanical engineering. The highly diversified customer portfolio is backed by a global service and sales network with an extensive portfolio of value-added services. 15 production sites spread over three continents ensure a high level of reliable and on-time deliveries with maximum flexibility and short supply chains.

The Wieland Group was founded 1820 in Ulm, Germany. The superior level of technical expertise in copper and copper alloys as well as the strong customer orientation enabled Wieland to evolve into a global group of companies in the last 200 years. The expansion of the core business of semi-finished products is continuously extended with new business segments. Customer centricity, entrepreneurship of all of our 7,000 employees around the world as well as strong social and environmental awareness secure the Wieland Group's long-term future.

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The Wieland Group is family-owned, with short decision-making processes and a focus on long-term sustainability. The strategic orientation of Wieland supports the international growth of its customers and thus meets the promise "Empowering Success. Globally."

About Plug and Play Tech Center:

Headquartered in Silicon Valley in the US, Plug and Play is the leading global innovation platform. The aim of their network is to connect established industrial companies, investors and mentors with agile startups, specifically in the technology space. The ecosystem thrives on the power of people networking, connecting, and collaborating. Plug and Play runs over 20 stage-agnostic accelerator programs a year, invests in over 100 companies per year, and matches over 200 multinational corporate partners to world-class startups disrupting and incrementally improving their industry.

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