



PORSCHE

Pre-Close Call
Q4 2025

STUTTGART, JANUARY 20

Disclaimer

Following our Q4 sales release on January 16th 2026, the Q4 Pre-Close call aims to provide all analysts and investors with the contents of that sales release, the most recent management statements at roadshows, conferences, and events. We also refer to the relevant messages from the Q3 2025 earnings call and relevant public statements that we have made in the interim period.

The remarks, comments and explanations in this Pre-Close call contain forward-looking statements on the business development of Porsche AG. These statements 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 going to press. The estimates given entail a degree of risk, and actual developments may differ from those forecasts. All figures are rounded, so minor discrepancies may arise from addition of these amounts.

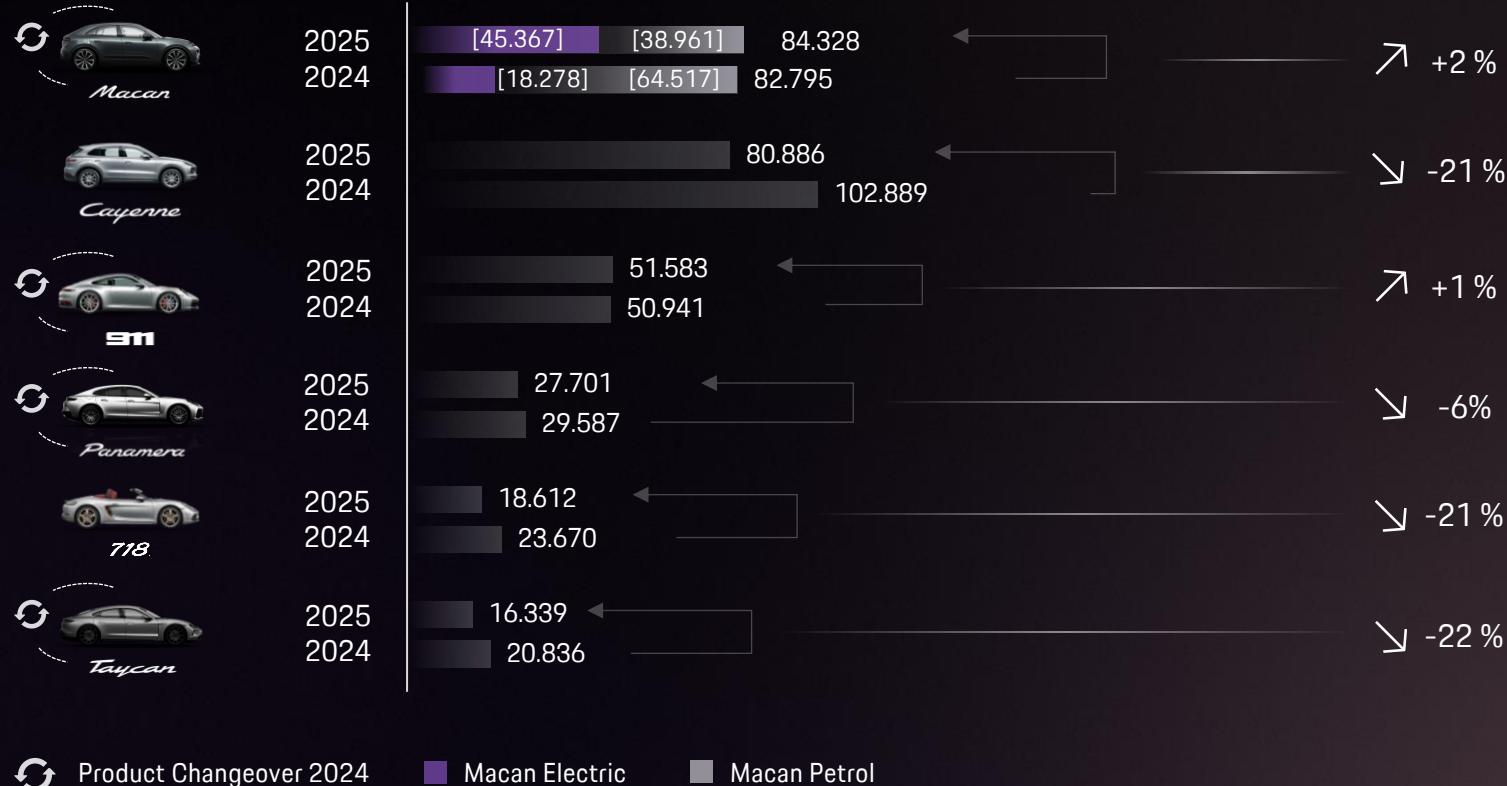
Please note there will be no individual Pre-Close calls since we enter our quiet period right after this call.

The Pre-Close call does not contain information on the financial results for FY 2025. All documents including the FY 2025 Financial Report will be disclosed on our Investor Relations website on the day of the earnings release, March 11th 2026.

Automotive – Deliveries

2024 VS. 2025

MODEL DISTRIBUTION, IN K UNITS



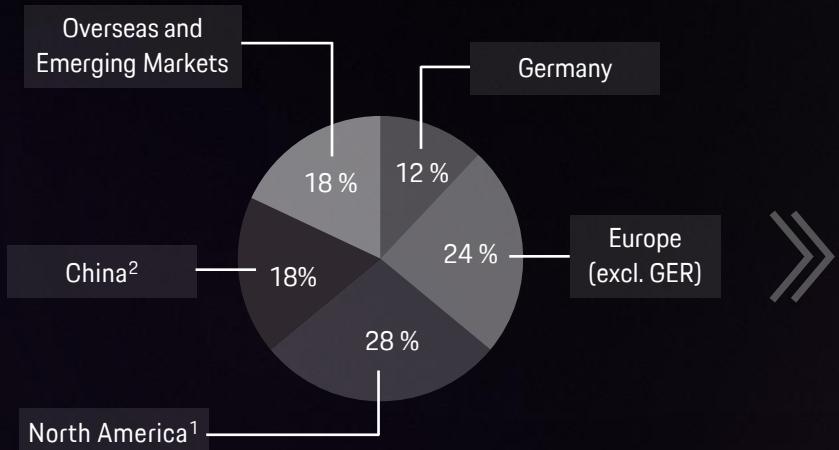
- » Around 34% of all Porsche cars delivered worldwide were electrified, with around 22% being fully electric
- » Despite a challenging environment, Porsche's top priority remains a value-oriented derivative mix
- » Macan sales grew by 2% in 2025 and was the bestselling model line despite availability gaps
- » Decrease in Cayenne deliveries was partly due to catch-up effects from prior-year period
- » The iconic 911 sales grew by 1%, setting a new delivery record
- » 718 sales decrease mainly due to limited model availability caused by EU cybersecurity regulations

Automotive – Deliveries

2024 VS. 2025

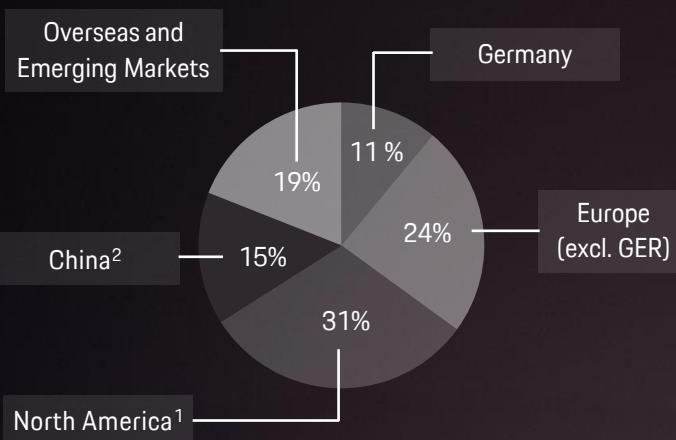
REGIONAL DISTRIBUTION

2024



310.718 DELIVERIES

2025



279.449 DELIVERIES

- » Sales structure across the global regions remains well-balanced
- » North America remained the largest sales region with 86.229 deliveries, despite the tariff environment
- » The Overseas and Emerging Markets also largely maintained its previous-year levels
- » Continued challenging market conditions, especially in the luxury segment in China. Porsche continues to focus on value-oriented sales
- » Decline in Europe and Germany partly due to supply gaps for the 718 and the Macan ICE, resulting from EU cybersecurity regulations

¹ Excl. Mexico | ² incl. Hong Kong

Porsche AG – Performance

KEY DEVELOPMENTS IN Q4 2025

Pushing ahead with extensive strategic rescaling and recalibration measures:

Porsche took comprehensive decisions in the realignment of its product strategy and recalibration measures to secure long-term success. Recent product decisions reflect changing customer needs and a slower adaption of electric mobility, enhancing flexibility for the years ahead.

Extraordinary expenses:

Porsche expects approximately €3.1 billion in extraordinary expenses in connection with the strategic realignment for fiscal year 2025. These include targeted adjustments in product strategy, battery initiatives, and organizational transformation. By the end of the third quarter Porsche had booked around €2.7bn of this burdens.

Product Highlights:

Strong demand for the new 911 Turbo S, coupled with highly positive feedback from both media and customers, underscores the enduring appeal of our flagship model. Cayenne BEV launch also well received with quite positive commercial feedback.

Individualisation:

Customer demand for individualisation remains strong, supported by strong interest in the Sonderwunsch programme and Porsche Exclusive Manufaktur, where capacity expansion is underway to meet growing demand.

