



HELLA Further Expands Software Location in Berlin

- **Subsidiary company HELLA Aglaia moves into new Tempelhof headquarters**
- **Number of employees anticipated to reach up to 500 over time**
- **Trend to autonomous driving spurs further development**

Lippstadt/Berlin, 20 September, 2017. The HELLA KGaA Hueck & Co., one of the global leaders for lighting and electronics, is further developing its subsidiary company HELLA Aglaia in Berlin, specialized in image processing and software solutions. Against this backdrop, the company has moved into its new headquarters in the Berlin Tempelhof district. Employee numbers are projected to reach up to 500 over time.

"HELLA is benefiting from automotive trends, such as autonomous driving and digitalization. For successfully serving these trends, software expertise is increasingly becoming a key competence for us", says Dr. Rolf Breidenbach, HELLA CEO. "We are therefore further developing our software development resources. Our Berlin subsidiary company HELLA Aglaia is of great importance here as competence center for intelligent visual sensor systems and artificial intelligence."

"We're currently hiring up to seven new colleagues every month", adds Kay Talmi, Managing Director of HELLA Aglaia. "Our new location inside the renowned Ullsteinhaus in Berlin Tempelhof will surely further spurn our development. After all, we're now situated in one of Berlin's digital hubs, surrounded by startups and excellent universities."

With some 300 employees, HELLA Aglaia is among the world's leading providers of intelligent visual sensor systems today. Aglaia was founded in Berlin in 1998 and became a full HELLA subsidiary in the year 2006. Over many years, the company has acquired unique expertise in the area of camera-based assistance systems -- with a clear focus on software. The most recent milestone: an open software system for front cameras. HELLA Aglaia has thus succeeded in introducing a new business model on the market, allowing customers flexibly combining various hardware components and

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software functions, such as lighting control, lane/traffic sign/pedestrian and object recognition, according to individual needs. This enables HELLA to effectively contribute to the transition from assisted to autonomous driving.

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 38,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures lighting and electronic products for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, the HELLA Group is one of the top 40 automotive suppliers in the world and one of the 100 largest German industrial companies. It achieved sales of approx. € 6.6 billion in the fiscal year 2016/2017.

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