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## Software Supremacy: Roland Berger and Creative Dock Lead Pioneering Discussion at WEF AM 2024

Munich/Davos, January 2024: At the World Economic Forum's Annual Meeting 2024, 80 Top-Tier C-suite executives from Europe and MENA delved into the topic 'Software Supremacy: From Hardware to Software and Beyond.' The event was hosted by Roland Berger, one of the world's leading strategy consultancies, and Creative Dock, known as Europe and MENA's largest independent corporate venture builder.

The focus of the evening was the critical transition from a traditional hardware- to a software-centric world, revolutionizing industries worldwide. The keynote, given by Renata Jungo Brüngger, Member of the Board of Management of Mercedes-Benz Group AG, Integrity, Governance & Sustainability, was followed by a panel with her, Thomas Saueressig, Executive Board Member of SAP SE, SAP Product Engineering and Prof. Dr. Tobias Gutmann, Assistant Professor of Product Innovation at EBS Business School, moderated by Manuel Hörl, Head of International Ventures and Advisor to Executive Chairman, Creative Dock.

Jungo Brüngger said in her keynote speech: "The power of governance in transforming industries – especially in times of a shifting focus from hardware to software – should be leveraged. We at Mercedes-Benz are using governance as an enabler for trust. This is reflected in a group-wide coordination function for Sustainability & Governance." She further touched on sustainability being an integral part of the industries' transition. At the automotive company, sustainability is integrated in compliance and risk management, strategic decision-making, and product development processes.

The panelists discussed how AI and emerging technologies can be leveraged and how this can help businesses to align with global sustainability trends. A common understanding was reached, that AI will inevitably impact the vast majority of business operations in the future and that first movers integrating this advanced technologies now will leap ahead of their competition.

Marcus Berret, Global Managing Director at Roland Berger, says: “Software and especially Artificial Intelligence hold an evolutionary power that can elevate whole operating models. Companies and institutions that embrace this emerging technology can not only increase their efficiency but fast-track innovation and foster collaboration. Of course ethical guardrails and policy frameworks for AI will be paramount, for this technology to be implemented in the best possible way, as it will impact not only our economic, but also our daily lives. We believe it will have a positive impact on both, economy and society alike. With combining data, technology excellence and deep industry expertise, we guide our clients in implementing the right AI solutions tailored to their individual needs.”

Martin Pejsa, Founder and Executive Chairman of Creative Dock, says: "The Davos forum highlighted the transformative power of AI in the business landscape. It's clear that integrating AI into company strategy and daily operations is no longer optional, but a necessity for companies to stay competitive and innovative. This transformation goes beyond mere technology adoption; it requires a shift in mindset and culture within organizations. At Creative Dock, we've embraced this change, using AI to enhance operational efficiency and empower our employees. Our focus on comprehensive strategy development and practical proofs-of-concept provides a roadmap for companies seeking to harness the full potential of AI, preparing them for the future of AI development."

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#### About Roland Berger

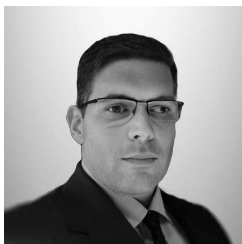
Roland Berger is the only management consultancy of European heritage with a strong international footprint. As an independent firm, solely owned by our Partners, we operate 51 offices in all major markets. Our 3000 employees offer a unique combination of an analytical approach and an empathic attitude. Driven by our values of entrepreneurship, excellence and empathy, we at Roland Berger are convinced that the world needs a new sustainable paradigm that takes the entire value cycle into account. Working in cross-competence teams across all relevant industries and business functions, we

provide the best expertise to meet the profound challenges of today and tomorrow.

### About Creative Dock

In 12 years, the Creative Dock has grown from a disruptive startup into the largest independent corporate venture builder in Europe and the MENA region. The Creative Dock is the leader of a growing young category called Corporate Venture Building, helping large companies find and bring in new revenue by creating new services and products. CDG designs, builds, and scales new products and services on this basis. The Creative Dock operates primarily in Europe and the Middle East. Over the last decade, CD has built more than 120 ventures in Europe, the Middle East, Asia, and North Africa across different industries, including fintech, insurtech, e-commerce, retail, logistics, construction, manufacturing, etc. The Creative Dock currently employs more than 600 people. CD aims to build ventures and products with their clients that will be used by 1 billion people worldwide within the next five years. CD has key offices in Berlin, Zurich, Prague, and Riyadh. Current clients include prominent companies such as Adidas, Ahold, Avast, Bekaert, Holcim, Mondelēz, Veolia, and more.

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