

**It is good to give – BMW Group Plant Debrecen donates 50,000 EUR to help families and children in need**

As in the previous year, the team of BMW's plant in Debrecen is participating in Debrecen Advent, voted as one of the most charming Christmas markets in Europe, and is also striving to make the holidays of families and children in need more beautiful by donating a total of EUR 50,000 to five organisations.

Debrecen Advent is already well underway, with concerts, book presentations, as well as arts and crafts activities in venues such as the Reformed Great Church, the Baroque Carousel on Dósa Nádor Square, and the Hütte on Kossuth Square. The Advent Cottage, supported by the Bavarian premium car manufacturer, has opened its doors as well, with programmes organised by DEMKI Youth Centre and the Debrecen Charity Board.

The Advent Cottage was also where the large-scale charity event organised by BMW Group Plant Debrecen was held on 12 December, during which the company offered donations totalling EUR 50,000 to five Debrecen-based organisations. The beneficiary organisations include the Debrecen Charity Board, which helps the elderly, as well as people living with disabilities and with autism, "Forrás" (Spring) Association of Mental Helpers, which supports single-parent families, the "For Children in Haláp" Public Benefit Association, which supports families living in disadvantaged situations in the rural area, and the "Family is the Basis of the Future" Public Benefit Foundation helping large families living in disadvantaged situations. The team of the Debrecen plant of BMW will also cover the cost of hot lunches for parents staying with their children in 2024 at the University of Debrecen Clinical Centre, from a donation made to the Foundation for Children with Leukemia.

"This year, the team of BMW Group Plant Debrecen has been actively involved in several programmes that are important and dear to the people of Debrecen. It was for us to join these initiatives and even more so that people welcomed our presence.



We are grateful that now, through this donation, we could give back to this community. We were able to work very effectively with the Debrecen Charity Board during last year's festive season, so it was no question for us to partner with them again to support those in need. We are confident that this year we can make the holidays and the lives of many families happier and easier," Hans-Peter Kemser, President and CEO of BMW Group Plant Debrecen, said after the donations were handed over.

The 750-square-metre ice skating rink on Kossuth Square, which also features an ice corridor, was built with the support of BMW Group Plant Debrecen and first welcomed skaters on 28 November. The rink, which remains open until 7 January, is free of charge for pre-registered groups of students between 8:00 and 14:00 during the school term.

The staff of the BMW Group Plant Debrecen will await visitors with information about the factory and a special programme at the Christmas Cottage on Kossuth Square, where they can find out about the Bavarian premium car manufacturer's new plant in Debrecen and available job opportunities. In preparation for this year's Advent, the BMW team has also set up a special "fitting room" where anyone can virtually "try on" a BMW jacket.

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The Hungarian-language press site of BMW Group is available at

<https://www.press.bmwgroup.com/hungary>.



On an area of more than 400 hectares in Debrecen, located in the north-eastern part of Hungary, the BMW Group is building a complete vehicle factory with a press shop, body shop, paint shop, assembly and battery module assembly. The company is investing more than €2 billion (HUF 820 billion) in the site, which will manufacture all-electric vehicles only, starting from 2025. The plant will produce approximately 150,000 cars per year. The model manufactured in Debrecen will form the basis of the NEUE KLASSE, a new vehicle architecture for all-electric vehicles.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 30 production and assembly facilities around the world, and the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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