
OH B DIGITAL – A NEW ERA TAKES SHAPE

OH B DIGITAL

GAUSEPOHL, 18 JANUARY 2022

WHY WE TARGET THE DOWNSTREAM SEGMENT

THE GLOBAL CHALLENGES AND MEGA TRENDS OF TODAY'S TIME OPEN AN EXPONENTIALLY GROWING COMMERCIAL MARKET FOR SPACE-BASED DATA

€300 bn

downstream revenues ¹⁾

~€6 bn

addressable market for EO data services ²⁾

>1,700

satellites to be launched per year generate innovative new data ³⁾

\$53 tln

of global investments in ESG assets in 2025 create huge data demand ⁴⁾

Climate Change



Globalization



Mobility



Urbanization



Security



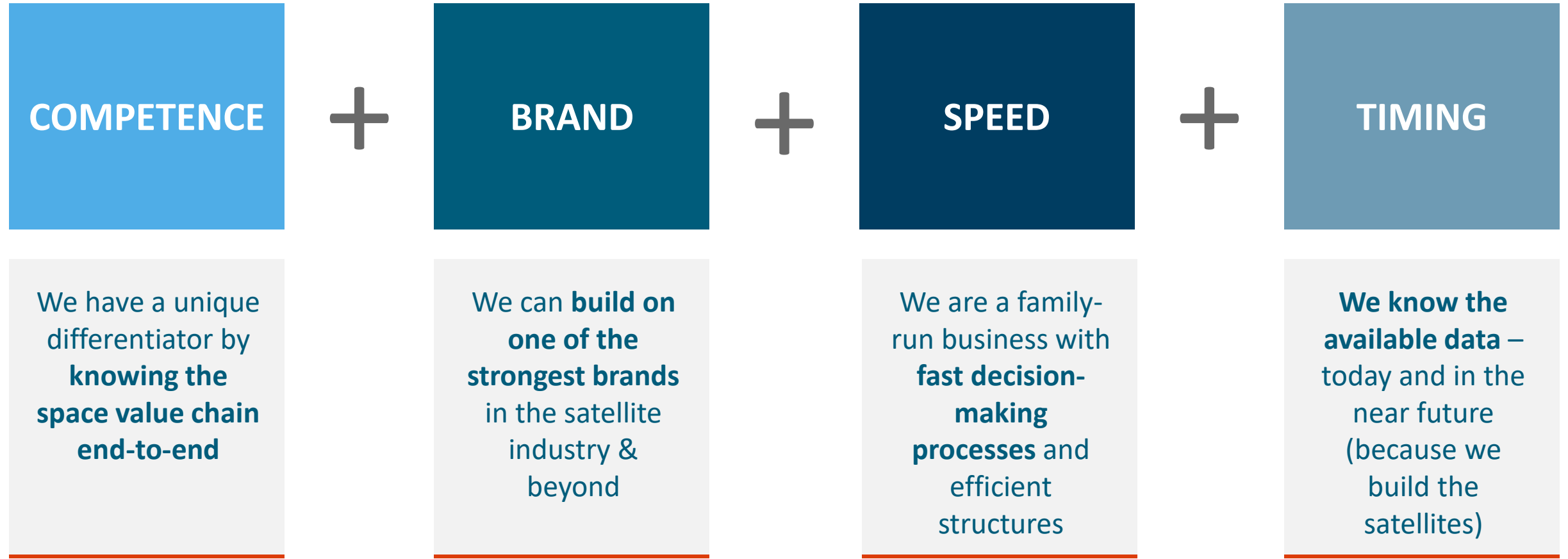
Connectivity



1) Euroconsult (2021); 2) Euroconsult "Earth Observation: Data & Services Market" (2021); 3) Euroconsult "Satellites to be Built & Launched" (2021); 4) Bloomberg Intelligence (2021)

WHAT IS OUR RIGHT TO PLAY IN THE DOWNSTREAM SEGMENT

WE HAVE A UNIQUE SET OF COMPETENCIES AT OHB TO TACKLE THE CHALLENGES OF TODAY'S TIME TOGETHER WITH CORPORATES & INSTITUTIONS



WHERE WE SEE THE POTENTIAL

OHB DIGITAL HAS A CLEAR FOCUS IN ITS PRODUCT DEVELOPMENT: CLIMATE, SUPPLY CHAIN MANAGEMENT AND SECURITY



CLIMATE Digital Twins

based on satellite data and AI to evaluate the impact of urban planning

INDUSTRIAL Digital Twins

for efficient organizational processes and resilient supply chains

SECURITY

the baseline requirement for the digitalization of corporate & institutional decision-making

Focus of our future developments –
New products for new markets

Leverage Portfolio –
Enter new markets with existing products

DEVELOPMENT FOCUS – CLIMATE DIGITAL TWINS

REVOLUTIONIZE URBAN LIVING WITH CLIMATE-SMART SOLUTIONS FOR MORE RESILIENT AND SUSTAINABLE CITIES

MARKET PROBLEM

- Challenge of redesigning cities to enhance resilience against climate-induced impacts
- Demand for ESG compliant activities increases
- Lack of pollution monitoring

OHB DIGITAL SOLUTION

- Building a **data service** and a **microclimate simulations tool** to predict e.g. heat islands, air flows, pollution, energy generation etc.

CUSTOMER POTENTIAL

- Authorities (urban planning)
- Insurances (risk assessment)
- Infrastructure operators (predictive maintenance)
- Large corporates & real estate (ESG compliance)
- Energy (consumption mgmt)

DEVELOPMENT FOCUS – INDUSTRIAL DIGITAL TWINS

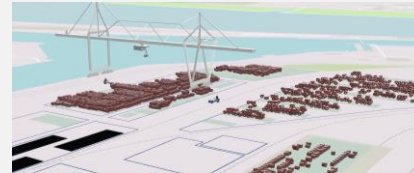
HELPING COMPANIES TO INCREASE PROCESS TRANSPARENCY AND RESILIENCE TO GLOBAL SUPPLY CHAIN RISKS

MARKET PROBLEM

- Inefficient resource allocation due to lack of transparency in the supply chain
- Lack of available data to track the flow of goods, materials and vehicles
- Illegal activities (e.g. fishing, pollution, sanctions)

OHB DIGITAL SOLUTION

- By combining **AI, smart sensors and satellite data** we create digital twins of company processes and supply chains.

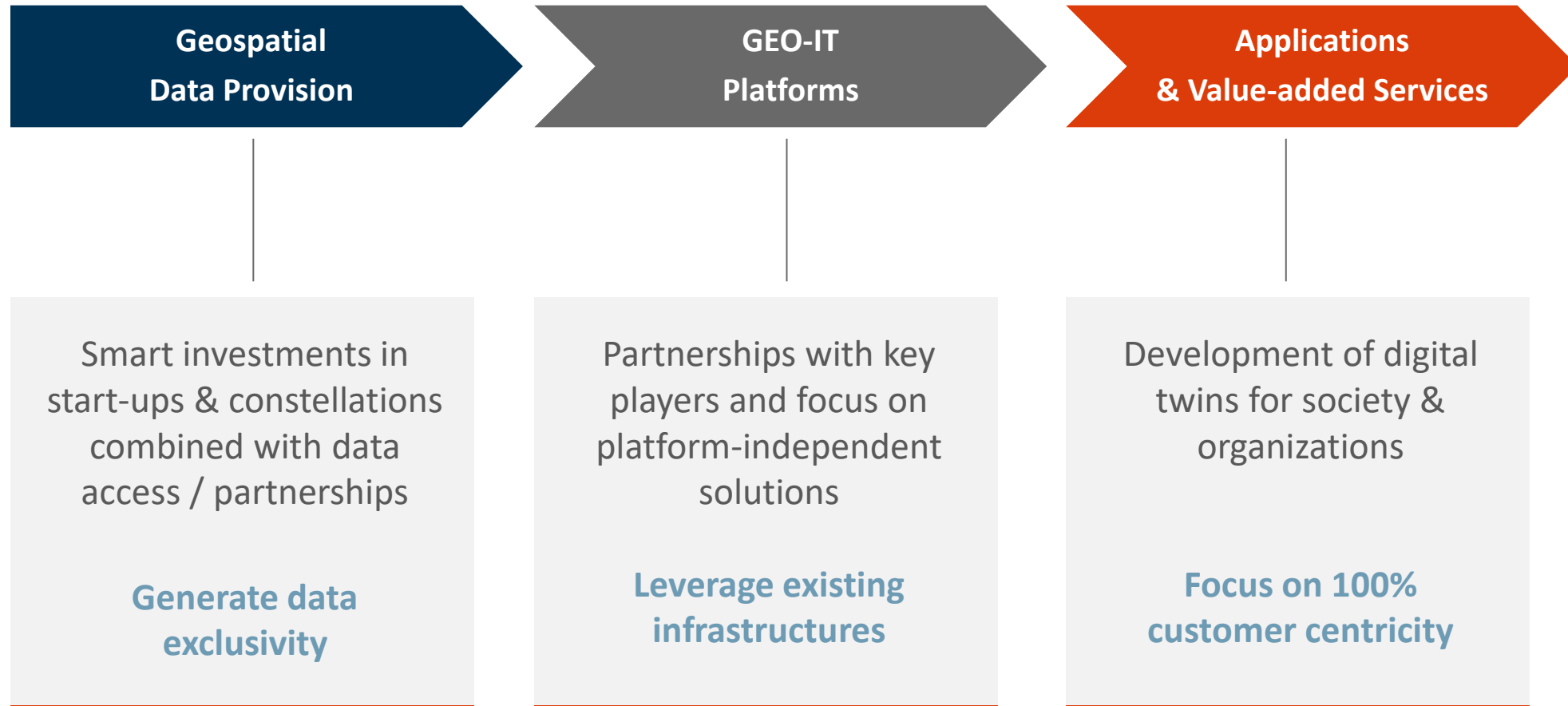


CUSTOMER POTENTIAL

- Logistics service providers (capacity mgmt, ship tracking)
- Infrastructure operators (predictive maintenance & monitoring)
- Governments (maritime security)
- Insurances & banks

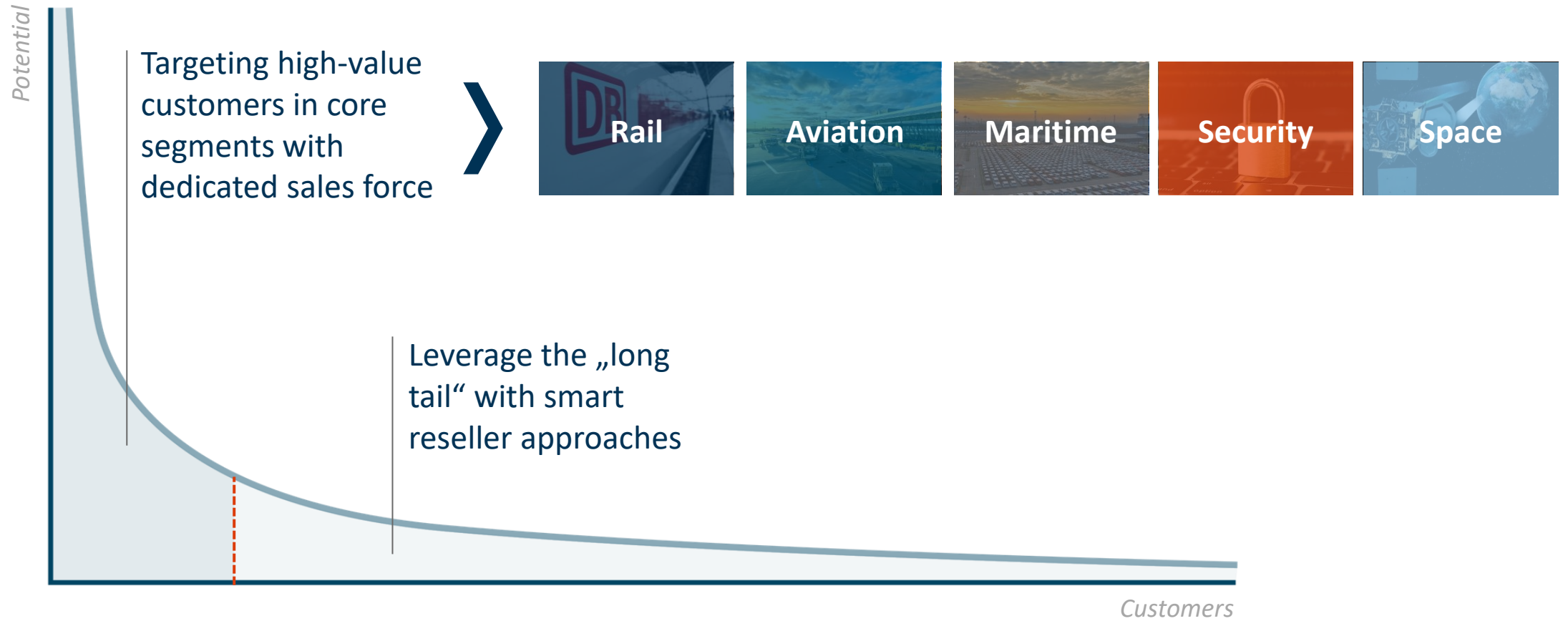
WHERE WE POSITION US IN THE VALUE CHAIN

HIGHEST COMMERCIAL POTENTIAL IN DATA PROVISION AND POWERFUL APPLICATIONS



HOW WE APPROACH THE MARKET

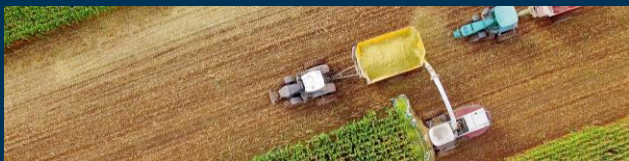
OUR COMMERCIAL SALES STRATEGY BALANCES OWN SALES ACTIVITIES AND THE EFFICIENT USE OF PARTNERS



HOW IT'S GOING

BIG STEPS FORWARD IN 2021 PROVE OUR STRATEGIC PLAN & UNDERPIN OUR GOALS UNTIL 2025

Building a new business unit with customer-oriented structures for new markets



Keep flexibility with several “speed boats” / independent entities



First partnerships developed & investments made



Start of joint sales activities to leverage customer base



Start of joint product development in high-potential markets

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Still a way to go – but: **We have a clear strategic plan and execute it**

THANK YOU

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