



Rethinking People Flow

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Xovis and HELLA's People Sensing business to join forces

- Switzerland-based Xovis' acquisition of HELLA Aglaia's People Sensing business creates additional market opportunities
- HELLA Aglaia's People Sensing business to be managed as a complementary third pillar within Xovis portfolio

The Swiss company Xovis will join forces with the People Sensing business of HELLA, an international automotive supplier operating under the umbrella brand FORVIA, according to the terms of a recently signed agreement ("signing"). The acquisition of the People Sensing business by Xovis and the assumption of complementary business areas opens up additional growth opportunities in international core markets.

HELLA's People Sensing business is active in high-precision people counting sensors, particularly in the public transportation industry. HELLA currently employs 65 people in this area. The business activities are located at HELLA Aglaia Mobile Vision GmbH, a wholly owned subsidiary of HELLA based in Berlin. The transaction is expected to be finalized ("closing") within the next three to six months. The parties have agreed not to disclose the purchase price.

"Thanks to high-performance products and software, we already have a strong position with our People Sensing business. In addition, the expected strengthening of local public transport in society also offers promising growth prospects in the business area going forward," says Kay Talmi, Managing Director of HELLA Aglaia. "Realizing these opportunities is a clear target. We are therefore very happy that we have found a strong partner in Xovis, who can strategically develop the business further and give the people-sensing business even better opportunities for the future."

"This strategic move underlines Xovis' and People Sensing's commitment to diversification and expansion across multiple industries," says Xovis CEO Rupert Paris.

"It is a logical step to join forces and seamlessly integrate existing portfolios and enhance overall capabilities in the common core technology and businesses. The synergies between the two complementary business areas promise a future of shared success and customers will benefit from this expanded range of service and expertise. These are a key driver for sustained success and emphasizing our commitment to innovation."

Both Xovis and HELLA Aglaia are active with technologies and software for people counting. While Aglaia's People Sensing business is primarily active in the public transport sector, Xovis focuses on highly frequented areas such as airports, retail and stadiums. Its solution is supported by hardware and software designed for precise control of people flows. It is therefore planned to manage HELLA Aglaia's People Sensing business as a complementary third pillar in the Xovis portfolio.

Not affected by the sale are the Global Software House, which is anchored at HELLA Aglaia, and all other business activities such as the areas of energy management and lighting control.

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About Xovis:

Xovis is a market-leading technology company that develops, produces, and distributes 3D sensors and related software solutions for precise counting and analysis of people flow worldwide. Airport terminals, retailers, smart buildings, and public transport operators rely on the company's tailored solutions to optimize resource allocation and expand data capture sources. Simple integration, data protection compliance, high precision, and AI-based features characterize the technology of Xovis. Founded in 2008 and has offices in Boston (USA), Bern (Switzerland), and in future in Berlin (Germany).

About HELLA:

HELLA is a listed, international automotive supplier operating under the FORVIA umbrella brand. Within this de facto group, HELLA stands for high-performance lighting technology and vehicle electronics. At the same time, the company's Lifecycle Solutions business group covers a broad service and product portfolio for the spare parts and workshop business as well as for manufacturers of special vehicles. HELLA has around 36,000 employees at over 125 locations worldwide and generated sales of € 4.4 billion in the seven-month short fiscal year 2022.