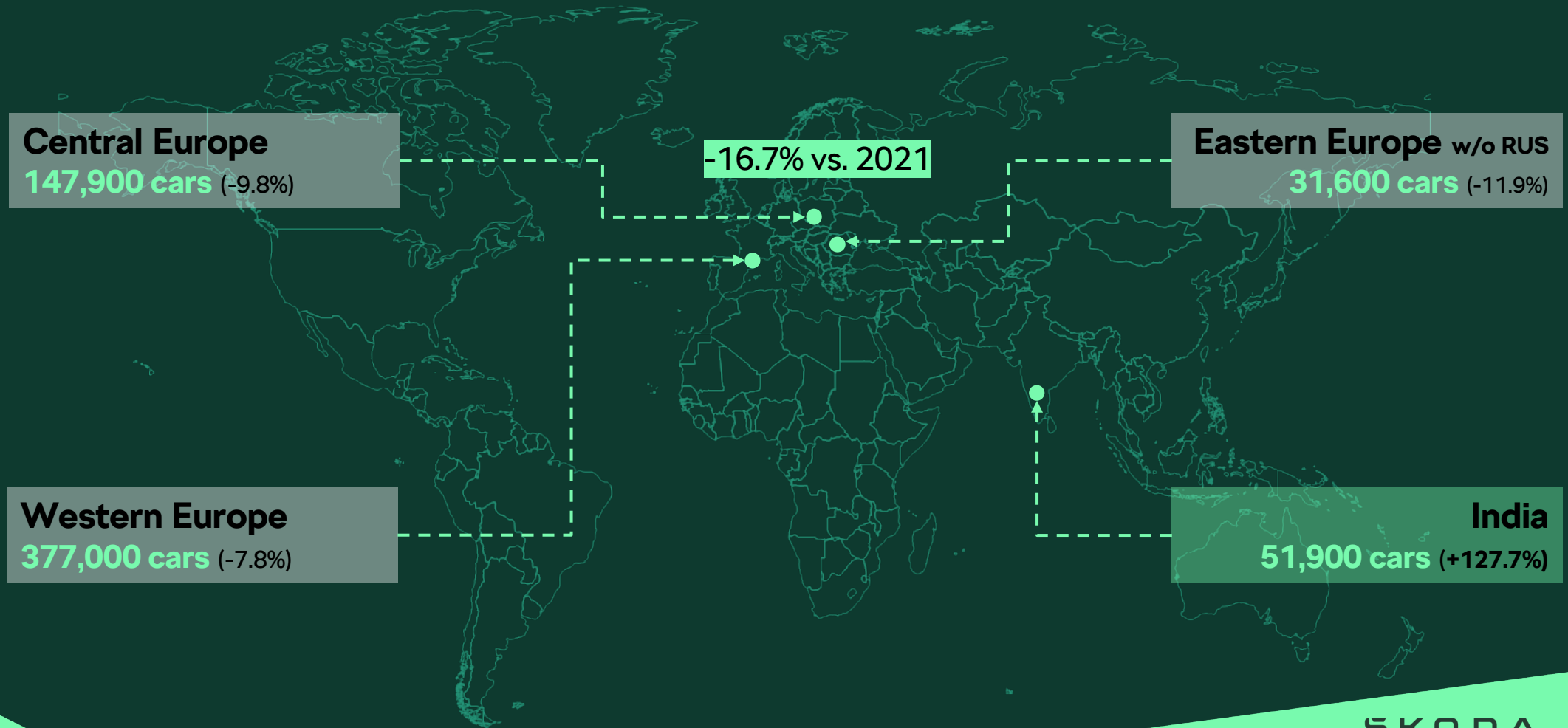


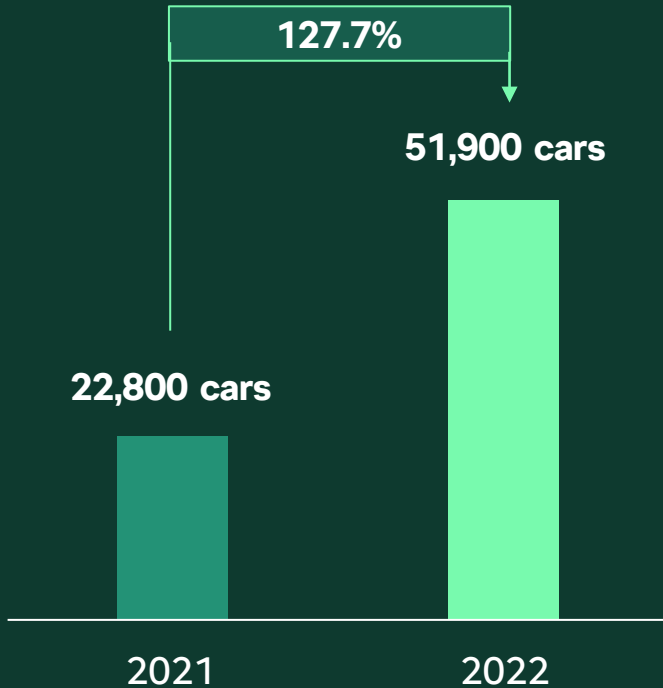
SKODA

Annual Press Conference 2023

Despite the challenging situation throughout 2022, Škoda Auto delivered **731,300** cars worldwide



Škoda's deliveries more than **doubled in India** thanks to successful Slavia launch



26,400 cars



Kushaq

Top 4 in most competitive A0 SUVs

20,900 cars



Slavia

Top 2 in A0-NB segment
→ 20% share



Octavia

#1 in A-NB segment
→ 40% share



Superb

Still B - NB segment leader
→ 18% share



Kodiaq

Sold out for the year in 20 days



No. 9
overall
(ranking)

SKODA

Annual Press Conference 2023

Octavia best-selling Škoda in 2022 followed by Kamiq & Kodiaq SUVs



Octavia | **141,100**



Kamiq | **96,300**



Kodiaq | **94,500**



Fabia | **92,700**



Karoq | **87,700**



Superb | **60,800**



Enyaq iV | **53,700**
(incl. Coupé)



Scala | **39,500**



Kushaq | **26,800**



Slavia | **20,900**



Rapid | **17,300**

SKODA

Annual Press Conference 2023

Enyaq iV & Enyaq Coupé iV continues to write its success story across Europe



Number-one best-selling BEV model in European markets



Netherlands



Denmark



Finland



Slovakia



Czech Republic



In third place among BEVs in



Norway



Switzerland



Winner of major awards



'Golden Steering Wheel'



'Family car of the year'



'Car of the year'



'Best Business Car of the Year'



'Best Company Car of the Year'

SKODA

Annual Press Conference 2023

Škoda brand launch in Vietnam



Our target audience: meet the Contemporary Explorers

- ... uphold traditional values & beliefs family is a priority
- ... curious about new experiences
- ... have a strong desire to explore
- ... concerned about sustainability



SKODA

Annual Press Conference 2023

Digital products: significant progress & record results

CONNECTIVITY



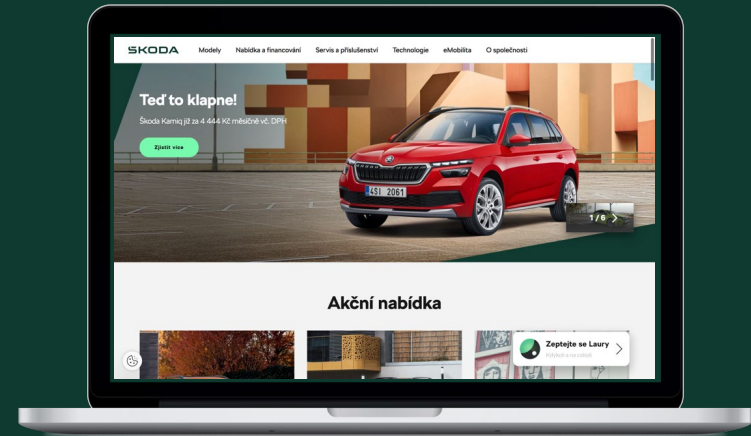
Connectivity Service

- 12% increase in enrolment rates
- Enyaq iV customers ~100% connected

Renewing connectivity

- Additional 20% of customers retained

LEADS

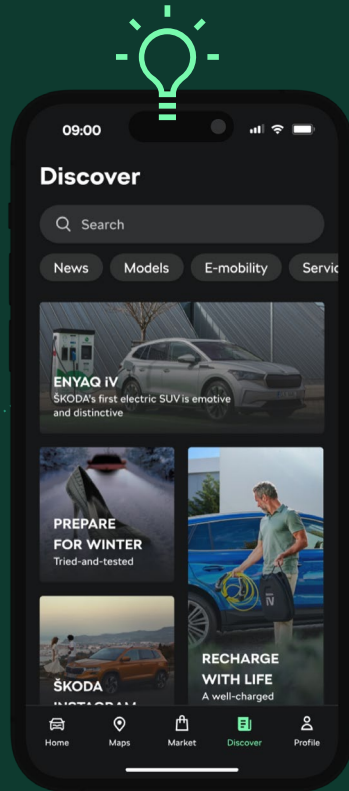


Digital Touchpoints

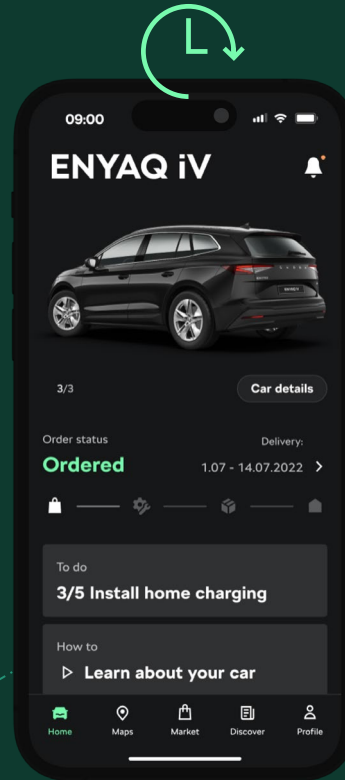
- 22% increase in generating leads
 - Laura Chatbot
 - Car configurator

Mobile Strategy: providing customers product & brand information

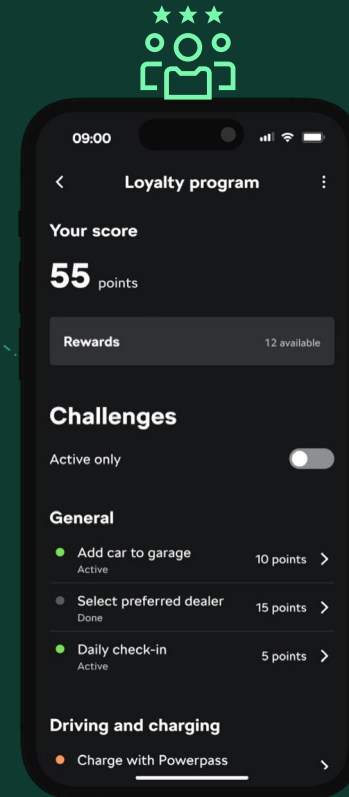
Delivery of 3 new features



Discover news



Waiting period



Loyalty program



New Logo & Wordmark embodying Modern Solid design language

SKODA

Electric Green

Emerald Green



New look & feel also means 'digital first' approach



SKODA



The new fully electric Skoda Enyaq iV

Pre-order now



- new imagery style
- distinctive look reflecting our values:
 - Human
 - Simplifying
 - Surprising

New corporate identity for dealerships starting in 2023



»»» 2022 Design phase for rebranding completed

»»» 2023 Piloting phase

»»» 2023 New dealerships in the new CI (Vietnam and India)

»»» 2024 Full roll-out

Welcome to Next Level ŠKODA

Strategy



Purpose-driven



New Customer Groups

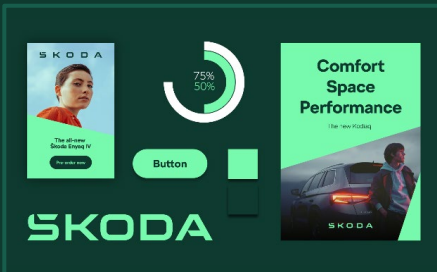


New Product Placement



New Logo & Wordmark

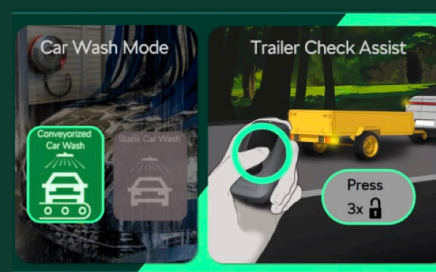
Realisation



New Look & Feel



New Design Language



New Innovation



New Product Line-up

Disclaimer

This presentation contains perspective statements and information about the business development of the Škoda brand. Such statements can be made in writing or orally and be recognised from words such as ' expect ', assume ', intend ', plan ', believe ', seek ', estimate ' and become ', or other words with a similar meaning . This means that they are based on assumptions regarding the development of the economies in the individual countries and of the automotive industry in particular, which we have made based on the information available and which we considered to be realistic at the time of printing. The assessments made here include a certain element of risk, and the actual developments may deviate from the forecasts stated.

Consequently , any unexpected decline in demand or any economic stagnation in our core markets such as in Western Europe particularly Germany) or China will have a corresponding influence on our business development. This also applies in cases of considerable adjustments to the current exchange rate with regards to the euro, the US dollar, the British pound or the Chinese renminbi.

Should one of these risks or others occur, or in the event that the assumptions that underlie these statements prove to be incorrect, the actual results may substantially deviate from those expressed by the statements or contained in them.

We do not retrospectively update perspective statements. These forecasts are valid at the time of publishing and may be replaced.