

## PRESS RELEASE

### **Zeppelin Group combines innovative strength with social commitment**

#### **Internal ideas competition automatically triggers donations to charitable organizations**

**Friedrichshafen, May 7, 2021. Every year, the Zeppelin Group awards prizes for the best suggestions for improvement made by its employees – and combines these with its social commitment. In addition to those lucky individuals whose ideas were awarded prizes this year, we also made donations of 6,000 euros each to four different charitable organizations. The award ceremony took place on May 4, 2021 as part of a virtual live streaming from the Friedrichshafen trade fair.**

The Zeppelin Group encourages its employees to develop their own ideas and contribute them to the company. In 2016, the company created an internal platform for idea management called Z IDEA, which enables the improvement of processes and the development of new ideas in a structured format. Rewards are given for each positively evaluated idea, and the Z IDEA Award is also presented annually to the best ideas worldwide. Around 500 ideas were received in 2020, 13 of which were honored during the event. 16 lucky winners from Germany, the Czech Republic, Ukraine and Uzbekistan (some of the ideas were submitted by teams) celebrated their honors in various categories virtually in front of a computer screen.

As a foundation-owned company, it is second nature for Zeppelin to assume its social responsibility whenever the opportunity arises. For this reason, the Group has linked the internal ideas competition with a donation target from the very beginning.

Alexandra Mebus, the Zeppelin Group's Labor Director, said about the awards ceremony, "People at Zeppelin work tirelessly with great inventiveness to improve our processes and products, which in turn benefits our customers. At the same time, they are fully committed to charitable and non-profit causes. I am therefore particularly pleased that these good ideas also generate a high donation sum. This time, to celebrate the fifth anniversary of the Z IDEA Awards, we are able to support four nonprofit and charitable organizations."

Two organizations from Munich and two from Friedrichshafen were selected jointly by the Group Management Board and the Group Works Council. Important criteria included special COVID-19-support services for those in need. Representatives of [Tafel Friedrichshafen e.V.](#), [Kinderstiftung Bodensee](#) as well as [Kältebus München](#) and [DIE ARCHE e.V.](#) received the donations from the Group representatives in the form of a symbolic check for 6,000 euros each as part of the initial virtual celebrations.

Ralph Misselwitz, Chairman of the Zeppelin Group Works Council, explains how the total donation amount of 24,000 euros came about. "The ideas submitted are evaluated by our own Z IDEA experts. If they vote particularly quickly, i.e. within 30 days, a donation of 50 euros to a virtual donation pot is automatically triggered. Since we had to cancel the Z IDEA Award in 2020 due to the coronavirus, this year we can distribute the collected donations for the ideas evaluated in both 2019 and 2020."

**Caption:** *Alexandra Mebus and Ralph Misselwitz are happy that Zeppelin made donations to four different charities on occasion of the Z IDEA Award 2021.*

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## About the Zeppelin Group

The Zeppelin Group offers solutions for the construction industry, drive systems and energy sectors as well as engineering and plant engineering; it is represented in 43 countries and regions around the world at more than 220 sites. The company's approximately 10,000 employees work together in a management holding company, six strategic business units and a strategic management center (= Zeppelin Digit): Construction Equipment Central Europe, Construction Equipment Nordics, Construction Equipment Eurasia (distribution and service of construction, mining, and agricultural machinery), Rental (rental and project solutions for construction and industry), Power Systems (drive, propulsion, traction and energy systems), Plant Engineering (engineering and plant engineering) and Zeppelin Digit (IT and digitalization). All digital business is handled together within Zeppelin Digit. In the 2020 financial year, the Group generated sales of EUR 3.3 billion. Zeppelin GmbH is the Group holding company. It is legally domiciled in Friedrichshafen and has its head office in Garching near Munich. The Zeppelin Group is a foundation-owned company. Its roots can be traced back to the establishment of the Zeppelin Foundation by Graf Ferdinand von Zeppelin in 1908. For more information, visit [zeppelin.com](http://zeppelin.com).

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