

Strategic reorientation of the PTV Group: Positive operating results striven for in FY2020

New Executive Board chaired by Christian U. Haas promotes product portfolio enhancement/Double-digit EBIT margin as a mid-term goal

Karlsruhe, Germany, August 26, 2020. The PTV Group (PTV), Karlsruhe, is realigning its business. The Executive Board chaired by CEO Christian U. Haas has revised the company's strategy and developed a business model that should generate double-digit EBIT margins in the mid-term.

The key objectives of the strategic reorientation are to encourage business growth with platform-supported business models and to continue enhancing the existing product portfolio. Therefore, a majority of the desktop applications will be transformed into web-based cloud applications. Software subscriptions with monthly and/or yearly fees will also simplify the process for new users of our software.

Christian U. Haas, CEO of the PTV Group, says: "We will make state-of-the-art applications (apps) available to our customers via a new technological platform. The apps can therefore be adjusted flexibly to our customers' needs and use cases." PTV's core business - planning and optimising mobility and transport logistics - will be expanded and enhanced technologically. With these enhancements, the company can offer completely configured services on a Software-as-a-Service (SaaS) basis, special web applications and intelligent interfaces (APIs) that allow individual features to be easily integrated into third-party systems.

In the current fiscal year, the effects of the Coronavirus pandemic have also been felt at PTV. Nevertheless, Haas remains optimistic: "Fiscal years 2020 and 2021 will be marked by the strategic reorientation. I firmly believe, however, that we will achieve positive operating results in FY2020."

In FY2019, PTV grew successfully under the new Executive Board that includes Christian U. Haas, Klaus Lechner (CFO) and Dr. Peter Overmann (CTO). Thanks to a strong fourth quarter, revenue increased to EUR117 million. Thus, the company achieved a double-digit revenue growth and positive operating results of EUR5 million.

PTV, headquartered in Karlsruhe, employs approximately 900 people in 20 locations

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around the world. The company develops intelligent software solutions for transport logistics, transport planning and traffic management. PTV Group's software solutions help cities and organizations globally reduce travel times and costs, make roads safer, and reduce negative environmental impacts. PTV solutions are used in more than 2,500 cities worldwide. Trips and routes for over one million vehicles globally are planned daily with PTV software.

388 words. Author's copy kindly requested.

Imagery



Christian U. Haas, CEO of the PTV Group



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PTV. Empowering mobility.

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. The PTV Group provides software solutions and consulting services to empower mobility and transport for a cleaner and smarter future. Its best-in-class software for intelligent traffic management and transport optimization enables decision-makers in politics, cities, industry, and trade save time and money, make roads safer, and protect the environment. PTV's software simulate and demonstrate today how tomorrow's mobility, with all its ecosystems and dimensions, can be realized – from strategic transport planning to micromobility for the first/last mile.

The company was established in 1979. Today, approximately 900 employees worldwide work on future-oriented solutions to create intelligent and eco-friendly mobility for everyone.