

Press Release

Innomotics brand wins prestigious design award

- Innomotics' brand development has been honored with this year's "iF" design award.
- Naming, brand strategy and design were developed from scratch in 2023 as part of the carve out from the Siemens Group.
- The name 'Innomotics' combines the promise of innovative strength and reliability with the experience and dependability gained from 150 years of experience in building electrical motors and large drives.

Nuremberg, March 19, 2024 – Innomotics, the new home of Siemens' electric motors and large drives, has been awarded with the prestigious "iF Design Award". As part of the strategic reorganization of the Siemens Group, the business was carved out and launched as the independent brand "Innomotics" in 2023. Naming, brand strategy and design were developed from scratch. The result is a powerful and bold brand – self-confident, sustainable and digital – with a high level of differentiation from the competition.

The "iF Design Award" is one of the oldest independent design competitions in the world. Organized from Germany since 1954, the label is a reliable sign of good design for consumers and the design community. Every year, outstanding achievements in the categories of product design, packaging design, communication design, interior design, professional concept, service design, architecture, user experience and user interface are honored.

Competition was strong again this year – almost 11,000 entries from 72 countries were submitted. The Innomotics branding impressed the 132-member jury, made up of independent experts from all over the world, with its newly developed corporate design.

Michael Reichle, CEO of Innomotics, says: "Innomotics' confident brand identity has been very well received by our customers, partners and employees, and emphasizes our claim to be a global innovation leader. It is not only a clear statement to the outside world, but also a motivation for our team of technology experts around the globe. Our new identity and sharpened brand identity unite us as a team and support our leading global market position."

Julia Ebenberger, Global Head of Marketing & Communications adds: "We are very happy to be one of this year's winners of the iF Design Award. The award is a great recognition of the Innomotics

INNOMOTICS

GmbH Press Release team effort of Metadesign and Innomotics. Together with our purpose 'Redefining reliable motion for a better tomorrow', we are ideally positioned to shape the most important market trends – decarbonization and digitalization – in our industry."

Follow us on LinkedIn: www.linkedin.com/company/innomotics

Contact:

Innomotics GmbH

Dario Artico

Mobile: +49 1525 8144721; E-Mail: dario.artico@innomotics.com

Redefining reliable motion for a better tomorrow.

Innomotics GmbH is a globally leading provider of electric motors and large drive systems that combines deep technical expertise and leading innovation in electrical solutions across industries and regions. With its more than 150 years of experience in developing electric motors, the company is the backbone for reliable drive technology in industry and infrastructure worldwide. Innomotics is a thought leader in the areas of industrial efficiency, electrification, sustainability, and digitalization. The company is headquartered in Nuremberg (Germany) and employs around 15,000 people worldwide. Annual revenue exceeds 3 billion euros. With 17 production sites and a comprehensive sales and service network in 49 countries, Innomotics has a well-balanced global presence in a growing market.

For more information, visit www.innomotics.com.

Innomotics GmbH, Communication

Head: Julia Ebenberger, Vogelweiherstr. 1-15, 90441 Nuremberg, Germany