



PRESS RELEASE

Singapore, 3. July 2018

Lufthansa Group opens a new location for its Innovation Hub digitization unit in Singapore

- Lufthansa Group opens an offshoot of its Lufthansa Innovation Hub in Singapore on July 1, 2018
- First non-Asian airline group with a digitization backbone in the Asian-Pacific Travel and Mobility Tech ecosystem
- The aim is to build a sustainable bridge to the “Smart Nation” technology scene, a fast-growing pioneer in the context of mobility

By founding its corporate digitization unit in 2014, the Lufthansa Innovation Hub (LIH), in Berlin, Lufthansa Group pioneered the international airline industry. With the new location in Singapore, the company is once again leading the way as the first non-Asian airline group to expand its digitization efforts into what is currently the most dynamic market for travel and mobility innovations.

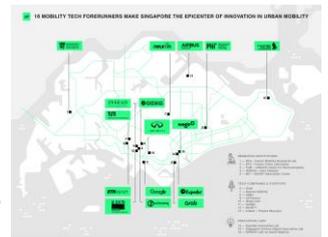
“Not only are the Asian markets showing particularly dynamic growth in our core businesses, but they are now often also leading the way in digital travel and mobility solutions. With the new locations of the Lufthansa Innovation Hub, we want to learn from the developments in Asia, build specific partnerships in the digital context, and benefit from our experience. We aim to consistently expand our position as an airline group with the world's highest level of digitization," says Carsten Spohr, Chairman of the Executive Board of Deutsche Lufthansa AG.

More than ever before, the Asian startup scene is driving a fundamental technological change along the entire travel and mobility chain. This is reflected in a powerful increase in startup and financing dynamics. Last year alone, 55% (approximately \$14 billion) of global venture capital invested in travel and mobility tech went to China. There was also an increase in mega-financing rounds, most recently Grab (Singapore, \$1 billion) and Hellobike (China, \$321 million).

„Singapore is a hotbed for innovation, particularly in the context of urban mobility. Today, we can already see how inner-city mobility will function, be distributed, and consumed in the future. In addition to having some of the most exciting mobility startups, acclaimed local research institutes in the sector are also joining forces. With the new location of Lufthansa Innovation Hub, we want to participate in this important ecosystem and expand the expertise we have developed in Europe," explains Gleb Tritus, Managing Director of the Lufthansa Innovation Hub.

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- **Images**
LIH infographic for Asian Travel & Mobility Tech ecosystem



Datum/Date

3. July 2018

Seite/Page

2

The Lufthansa Innovation Hub Singapore was launched on July 1. Experts from the Berlin team are currently working on local network expansion, targeted scouting, and partnership initiation. The overarching mission is to specifically extend key activities of the Lufthansa Innovation Hub Berlin to the Asian region. In terms of perspective, the new digitization unit is aimed at generating structured insights along the Lufthansa Group value chain, building concrete partnerships and investments, and ultimately developing in-house solutions tailored to local markets.

In addition to the Singapore office, the Lufthansa Innovation Hub is opening a new unit in Shenzhen (China) to stay current with the special status of China's technological ecosystem.

The Lufthansa Innovation Hub was recently named "Best Innovation Lab in Germany" by Capital magazine for the second year in a row. The Lufthansa subsidiary works with a team of entrepreneurs, venture capitalists and corporate aviation experts on new digital business models, partnerships and strategic investments along the entire travel and mobility chain.

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