

Siemens to acquire TASS International. Questions and Answers.

Strategic Rationale

<p>What is the strategic rationale for the deal?</p>	<ul style="list-style-type: none"> • With active safety and advanced driver assistance systems features increasingly becoming a norm in the automotive industry, the compelling trends of connected and autonomous vehicles set new requirements for virtual and physical validation and verification of automotive vehicles. • The increased complexity of the involved mechatronic systems, the interaction with the environment, and the increased liability risks due to a shift of responsibility from driver to system require an integrated product development approach. • Siemens continues to invest in software offerings for the Digital Enterprise, connecting virtual product development and production planning with the real production environment and lifecycle support. • With the addition of TASS International, Siemens continues to add to its comprehensive 'systems driven product development' automotive offering, with domain expertise, software solutions and services in the strategic high-growth segments of: <ul style="list-style-type: none"> ○ Autonomous Driving ○ Advanced Driver Assistance Systems (ADAS) ○ Integrated Safety (active & passive) ○ Tyre Modelling & Testing • The simulation software of TASS International will be combined with the Simcenter™ portfolio and the Mentor Graphics portfolio, for a unique fully integrated solution for design exploration and frontloaded Verification and Validation of ADAS and Autonomous Driving systems. • TASS International also broadens our current engineering and testing services offerings into homologations, cooperative mobility, crash testing, tyre testing, vehicle hardware-in-the-loop and integrated vehicle safety.
<p>What does TASS International do?</p>	<ul style="list-style-type: none"> • TASS International supports the transportation industry with development methodologies that lead to safer, greener and smart vehicles. • Their vision is to prepare the transportation industry for autonomous driving by providing technologies that allow advanced integrated systems to be implemented in future vehicles. • TASS International offer reliable virtual models, simulation software, engineering services and testing facilities that improve real-life safety and facilitate mobility to OEM vehicle manufacturers, 1st tier suppliers and governmental organizations around the world. • TASS International main offerings include

	<ul style="list-style-type: none"> ○ simulation software ○ testing services and advice for certification of safety products ○ testing centers for vehicle safety engineering and passive/active safety testing ○ mobility center for research on cooperative mobility for Vehicle to Vehicle (V2V) and Vehicle to Infrastructure (V2I) ○ engineering services to assist customer to deliver better products and bring them faster to market
How does the acquisition fit in with Siemens Vision 2020 and the Siemens digitalization strategy?	<ul style="list-style-type: none"> ● With Siemens Vision 2020, Siemens is sharpening its focus on attractive growth markets, especially in the area of industry software. The field of automated driving – that is, the virtual simulation and optimization of autonomous driving and advanced driver assistance systems – is not only an attractive growth opportunity but also a key element of Siemens’ digital enterprise portfolio.
What is the purchase price of the transaction?	<ul style="list-style-type: none"> ● Siemens will acquire 100 percent of the share capital of TASS International. Terms of the acquisition will not be disclosed.

Customers

Who are TASS International’s main customers?	<ul style="list-style-type: none"> ● TASS International has a global and growing customer base, ranging from small businesses to large multinational corporations in various industries, including automotive, aviation, defense and accident reconstruction.
What are the benefits of the acquisition to TASS International and Siemens’ customers?	<ul style="list-style-type: none"> ● TASS International is seen as a strategic and vital part of the growing Siemens PLM Software business. Siemens PLM Software’s strength today is a result of the many mergers and acquisitions that have happened over the past 25 years. In that time, more than 20 companies have successfully integrated with Siemens PLM Software. ● Siemens takes great pride in respecting and honoring the skills, abilities, traditions and cultures of each organization that joins. ● The extension of Siemens PLM software & engineering services portfolio into key the domains of Autonomous Driving, ADAS and Integrated Safety, and integration with Siemens market leading platforms such as Simcenter, the Mentor Graphics portfolio and Teamcenter® software will enhance Siemens customer’s ability for design exploration and frontloaded Verification and Validation of ADAS and Autonomous Driving systems. ● For TASS International Customers: Siemens plan the continuation of existing product and services offerings, adding greater resources to expand existing capability, and by building closer integration into Siemens offerings will aid the continuity and further enhancement of TASS International’s customer’s development processes.

Employees & Locations

How many employees does TASS International have?	<ul style="list-style-type: none"> ● The company has more than 200 employees, across six countries, with the majority being in the Netherlands.
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<p>Where are TASS International's headquarters located?</p>	<ul style="list-style-type: none"> • TASS International is headquartered in Helmond, Netherlands with five international offices in China, Germany, South Korea, Japan and the US.
<p>Into which business unit will TASS International be integrated?</p>	<ul style="list-style-type: none"> • TASS International will become part of Siemens PLM Software, a business unit of the Digital Factory division. • Best fit opportunities to implement a collaborative sales model will be identified to leverage our sales capacities, and Sales, Marketing and Services will be merged into one combined force, under the Siemens company brand. Until further notice customer's existing technical and sales contacts will remain unchanged. • Product strategy, product management, product development and planning, will be integrated into the Simulation and Test Solutions business segment of Siemens PLM Software.
<p>What does this acquisition mean for TASS International employees?</p>	<ul style="list-style-type: none"> • Siemens PLM software will acquire a strong team of experts in the increasingly important field of automated driving. The TASS International team, in turn, will join a leading provider of integrated product development and manufacturing solutions with a strong footprint in the key industries TASS International serve. With this additional capability, more powerful integrated solutions will be created that can generate additional growth opportunities.

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