

# FUESPED INTO

AUTODOC at a glance September 2025

### Table of contents

About AUTODOC	
Letter from the management board	03
The largest digital pure play platform in	
the European auto aftermarket	04
Driving the digital transformation of the	
automotive aftermarket	05
Operating business model	
Operating in a large market with huge potential	06
AUTODOC's offering	07
AUTODOC's technological capabilities	08
AUTODOC PRO – positioned to capture the	
digitalisation of the B2B segment	09
Expansion of our private brands portfolio	
AUTODOC MARKETPLACE – the platform to go to	11
<b>Business rationale</b>	
What sets us apart	12
Digitalisation	
Digitalisation – driver of our business	13
AUTODOC's digital strength – the key to success	
Social media – driver of brand awareness and loyalty	
Leadership	
Our leadership team	16
Our cuporvicory board	10

# Financials 2024 A shared commitment to a greener future ......19 Embedding sustainability into leadership and governance.....20 Stronger together – core values of AUTODOC ......21 AUTODOC in the media .....

# Letter from the management board

#### Looking back, moving forward

As we reflect on 2024 and the beginnings of 2025, we do so with gratitude for the extraordinary achievements of AUTODOC and a deep sense of appreciation – for the progress we made, the challenges we overcame, and, above all, the people who made it possible.

It was a year that tested many companies. For AUTODOC, it was also a year that brought out the best in our teams. Thanks to their resilience and dedication, we were able to achieve strong financial results and continue building momentum, even in uncertain times. We successfully expanded some operations into our international markets and launched innovative products that have set new standards in the industry.

None of this happened overnight. And none of it happened alone. These achievements are the result of thousands of people pulling in the same direction – whether in our warehouses, offices, partner garages, or behind a screen supporting a customer. We're proud of what we've built together. And we know the real strength of AUTODOC lies in that sense of shared purpose.

Looking ahead, 2025 is already well underway. We're focused on staying close to our customers, moving forward with care and ambition, and continuing to build a company that's resilient, responsible, and ready for what's next.

2024 brought meaningful progress across key areas of our business. AUTODOC PRO expanded into the Netherlands and Belgium helping us better serve our professional customers locally. In France, we launched in 2025 our marketplace - a major milestone that will allow us to bring even more choice and flexibility to our customers. We aim to further rollout AUTODOC PRO across Europe, with rollouts in Belgium, Italy, Spain, and the UK, aimed for in 2025 and 2026.

Behind the scenes, we also kept investing in the backbone of our operations. We expanded our logistics footprint and opened a new warehouse in 2025 in Belgium, and the automation of our logistics center in the Czech Republic is moving ahead as planned - both key to supporting our future growth and improving our service.

Another significant milestone in 2024 was the investment made by Apollo. Their minority stake marks a strong vote of confidence in our long-term strategy, our team, and the potential we see ahead. We see this not as financial backing, but as a true partnership - built on shared values and a common belief in what we're building together.

Our vision is to build the leading European technological ecosystem connecting sellers and customers across the automotive aftermarket.

The following pages offer a closer look at what drives AUTODOC – our business, our people, and our impact. From our growth story to our digital edge, from operational highlights to the values that guide us, each chapter reflects the energy and ambition behind our

work. Whether you're discovering AUTODOC for the first time or have followed our progress over the years, we hope these pages give you a deeper sense of who we are, where we're going, and why it matters.

Thank you for your trust, your belief in what we're building, and your ongoing support. We're glad to have you with us on this journey.

Warm regards,

**Dmitry Zadorozhny** Chief Executive Officer

**Lennart Schmidt** Chief Financial Officer

# The largest digital pure play platform in the European auto aftermarket

#### AUTODOC is the largest and fastest growing auto parts e-commerce platform in Europe

Present across 27 countries with more than 5,000 employees, AUTODOC generated sales revenue of €1,555m in 2024, supplying more than 8.4 million customers with its offer of a approximately 6.7 million vehicle parts and accessories for car, truck, and motorcycle brands.

#### AUTODOC's mission is to create an accessible and trustful

Our unique business model is based on innovative technology for all automotive aftermarket participants to offer a seamless experience focusing on securing fully operating vehicles.

#### AUTODOC targets B2C and B2B customers through targeted and bespoke offering across online channels

We serve a fragmented market of vehicle owners and car enthusiasts, as well as independent mechanics, repair shops and fleet owners via our website and mobile app.

#### AUTODOC is committed to its role as a reliable partner for employees, partners and customers

AUTODOC integrates best-in-class ESG protocols into all areas of its business to ensure long term, sustainable success for its employees, customers, shareholders and the broader society in which we operate.

€1.555m 🚺 2024 sales revenue

> +25% 🗠 Sales revenue CAGR '18-'24

9.7% 2024 Adj. EBITDA margin

> >5,000 Employees

> > 13 🗥 Locations

Warehouses

27 😘 Countries

8.4m Active customers

> 6.7m **Products**

Orders in FY2024



Move to cloud-

based infrastructure

and data lakes

implementation

Apollo entry

New distribution center in Cheb

# Driving the digital transformation of the automotive aftermarket

**AUTODOC** 

brand

unification

Private brands

launch

Founded in 2008, AUTODOC has demonstrated an impressive track record right from the beginning. The resilience of AUTODOC's sales revenue growth is outstanding, depicting well its growth journey. AUTODOC has managed to increase its sales revenue by a factor of 23.5x in the last 10 years, delivering a CAGR of ~40% across the same period - reaching €1,555m of sales revenue in 2024. As we look to scale into B2B and other sales revenue generating avenues, such as marketplaces, we look with confidence at the future trajectory of our growth.

AUTODOC has developed into an international group of companies with Europe-wide operations with local domains and 23 local lanquages. The main operational activities are managed by Autodoc SE in Berlin. AUTODOC operates along the entire value chain, from procurement and distribution to marketing and customer advice.

By launching our iOS and Android apps in 2017, we significantly improved the overall customer experience, which led to a significant proportion of our sales revenue (~60% in 2024) now being generated via our apps. Implementing algorithmic pricing and

Launch of

organic traffic

acquisition

Launch of

multi-language

national domains

and SEO

Foundation

product listing in 2018 allowed us to reliably offer highly attractive prices across the market. The move to a cloud-based infrastructure and data lakes implementation in 2019, and our new eCommerce platform engine, which we started in 2020, supported the consistently growing traffic on our domains since then. In November 2022, we launched AUTODOC PRO, our partner offer for B2B customers in France.

Furthermore, AUTODOC sells largely third-party products which are sourced via the close relationships with manufacturers and suppliers we have built up over many years. In addition, AUTODOC also sells its own-branded products RIDEX, Stark and goCORE which are manufactured on AUTODOC's behalf.

**CAGR 2018-2024** 

**B2B France** Launch

New e-commerce

platform engine



Algorithmic

pricing and product listing

Adj. EBITDA margin

2009 2013 2015 2016 2017 2018 2024 2008 2010 2011 2012 2014 2019 2020 2021 2022 2023 €13M €37M €66M €119M €40K €350K €1M €2M €4M €252M €413M €612M €842M €1.036M €1.127M €1.308M €1.555M

■ Sales revenue ■ Adj. EBITDA

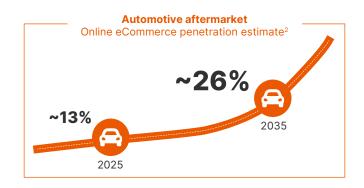
# Operating in a large market, with huge potential

Transformation from offline to online, aging European car parc, overall market expansion and the increase of e-commerce adoption: AUTODOC is well positioned in a growing B2C and B2B segment, and thus ensuring sustained growth and a strong competitive edge.

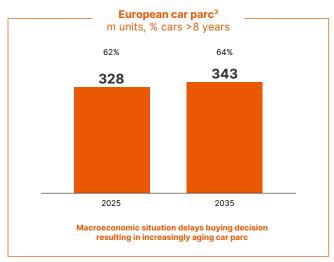
The total European car parc is continuously growing and aging, creating a larger repair potential in the automotive aftermarket. At present, around 62% of the 328 million cars in Europe are older than 8 years. According to a study by Boston Consulting Group (BCG), in 2035 there will be 343 million vehicles in Europe – 64% of the cars of the total market will be older than 8 years. AUTODOC's key customer segment (cars >8 years) is growing and accounts for 73% of the independent automotive aftermarket (IAM) spend.

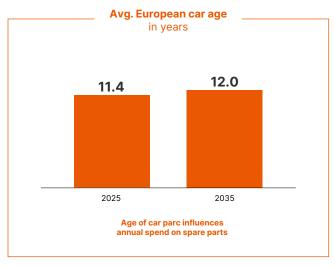
The market growth is driven by consumers placing greater importance on the convenience of online shopping, allowing them to quickly access information, compare prices, enjoy fast checkout, select preferred delivery options, and receive professional support both before and after their purchase. The e-commerce penetration in the independent automotive aftermarket's B2B and B2C segments is approximately 13% in 2025. There is strong growth potential for e-commerce in the auto parts sector until 2035.

AUTODOC offers unmatched value that competitors cannot replicate and aims to align the share of its presence in key countries with the share composition of the overall European automotive aftermarket.









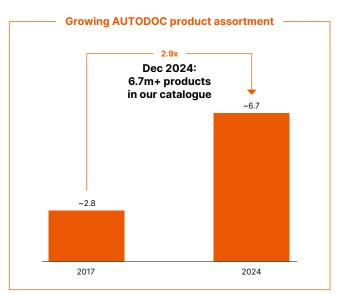
Sources: Study by BCG "Shifting gears: eCommerce in the European Automotive Aftermarket" / Company analysis. Notes: 1 Includes Accessories & Lifestyle eCommerce. 2 Refers to share of e-commerce within B2C and B2B segments within total European Independent Aftermarket. 3 Car parc data referring to passenger cars and light commercial vehicles.

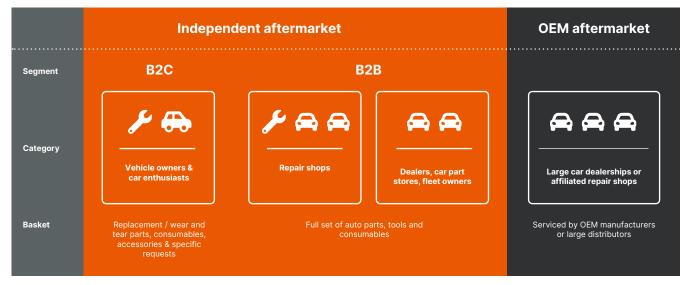
Our customers choose us because of our assortment, our prices, and the convenience. As we are the first mover to dedicated App, as well as our engagement through social media they can easily find what they need online. Our AUTODOC app was downloaded around 18 million times in 2024 and around 126 million times since launch in 2017.

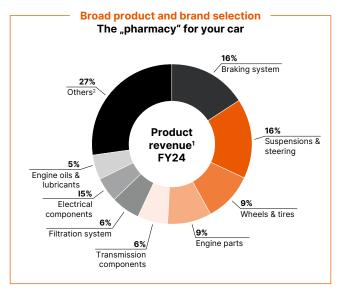
AUTODOC continuously expands its already market-leading product range, especially as more models from manufacturers become available.

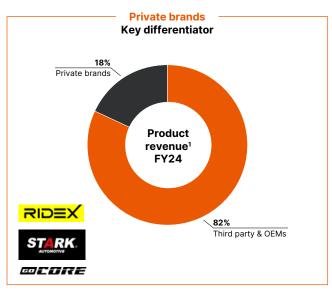
In 2024, we offered a range of approximately 6.7 million products from around 2,500 brand manufacturers, including our own popular brands, serving over 340 vehicle brands with confidence.

Today, we maintain a leading position in the e-commerce-based European independent aftermarket, with strong growth in core B2C markets and added potential to take market share from the much larger B2B market.





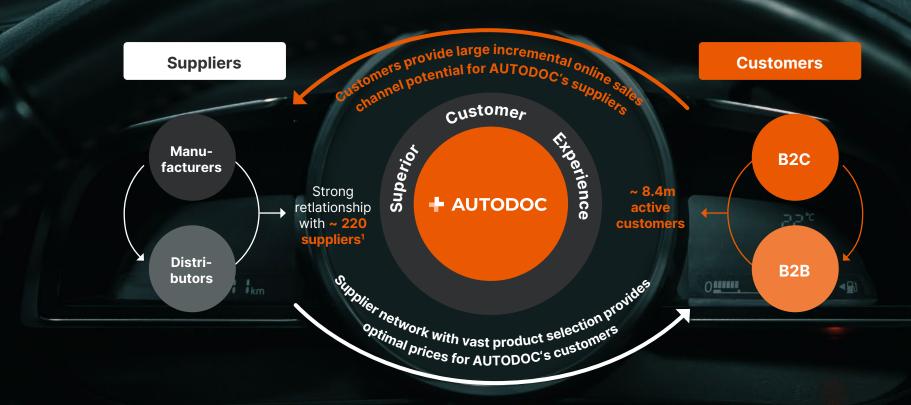




Source: Company information

Notes: 1 Product revenue defined as sales revenue before refunds, shipping fees, etc. 2 Others includes engine cooling & heating system, crash parts, lighting, others.

# **AUTODOC's technological capabilities**



**ONLY digital platform creating flywheel effects for the ecosystem** 

Best-in-class consumer knowledge Access to manufacturers and a wide assortment



Power to leverage and convert web traffic Strong supply chain

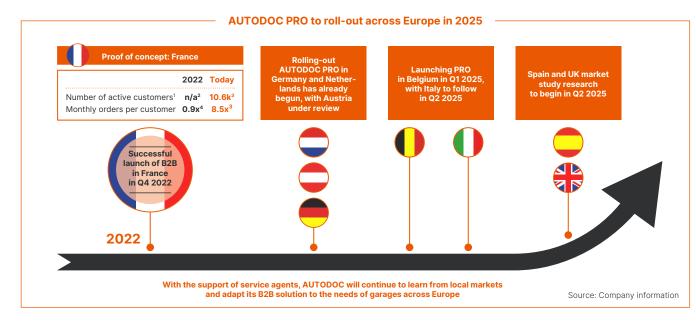
#### Disrupting the traditional B2B distribution channel

As the leading platform in the European B2C online automotive aftermarket, it is a natural progression to expand into the B2B market. Our comprehensive range and reach benefit not only independent garages, mechanics, car dealers, body shops, tire shops, and company fleets, but also our partners and suppliers. As a result, the total market and individual segmental opportunities are growing for AUTODOC.

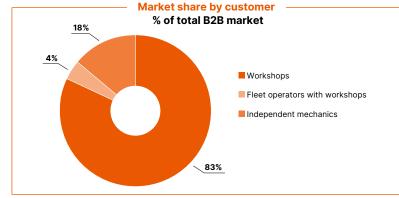
The objective is to improve and expand the platform's capabilities to increase B2B sales. This involves expanding the product portfolio to include adjacent categories like tools and parts for electric cars, while addressing changing customer preferences. Additionally, AUTODOC is developing innovative product concepts tailored for the B2B market. The development of a new private brand product line aimed at professionals - goCORE highlights AUTODOC's strategic approach to identifying niche segments with untapped potential.

The groundwork for B2B business development was established with the launch of AUTODOC PRO in France in November 2022. In just two years, AUTODOC has connected 43% of French garages to AUTODOC PRO in a hyper-mature and hyper-competitive market with 26% of French garages being active customers. By the end of 2024, all 106 designated zones in France were fully covered by sales representatives, and existing garage partnerships were significantly expanded, resulting in a marked increase in order volume and 10.6k active customers with 8.5x monthly order per customer.

The successful rollout of AUTODOC PRO in France in 2022 and the Netherlands in 2024 established a foundation for our future expansion plans across Europe, with additional rollouts in Belgium, Austria, Germany, Italy, Spain, and the UK, aimed for in 2025 and 2026.







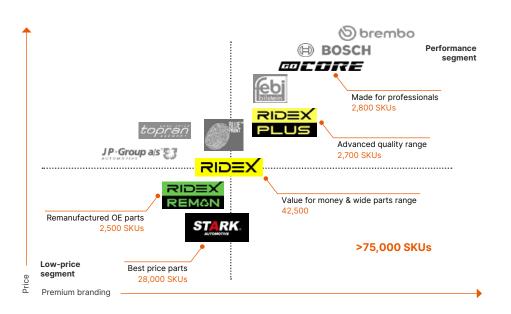
Notes: 1 An active B2B customer is defined as a customer with at least one purchase in the last 30 days. 2 Before official introduction of AUTODOC PRO in Nov 2022, there were already some garage customers (which would now be categorized as B2B customers) that bought from the AUTODOC B2C shop. 3 Data as of Jan 2025. 4 Data as of Oct 2022.

# Expansion of our private brands portfolio

AUTODOC's private brands are key to offering competitive prices and great benefits for our customers. In addition, they contribute to operational performance with data-driven category management. Our high-performing brands, RIDEX, STARK and goCORE, operate multiple subbrands. The share of private brands in total sales still has room for incremental growth compared to the industry average. We are pursuing a completely new approach to product range development based on vehicle operating data, which makes it possible to predict demand for new items.

Leveraging customer trust and market credibility, AUTODOC is poised to expand its brand portfolio to include new product categories for different customer needs. Moreover, we have introduced a new brand for the B2B segment - a product range tailored to identified garage requirements and meeting availability through the visibility of high volume sale items. The use of a quality control system ensures end-customer satisfaction.

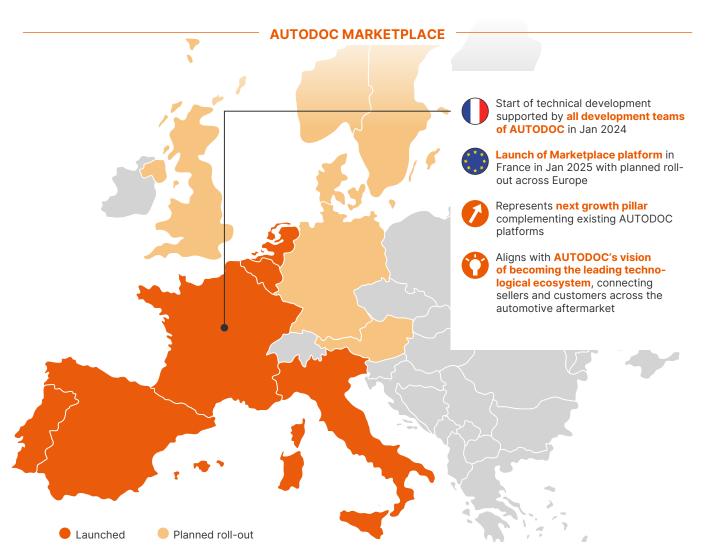




#### Tailored to demand Ability to leverage insights gained from • Strict quality control system to sale of 3rd party brand products for increase customer retention and expansion of item range, product lines minimize reclamations and entry into related categories Manufactured in facilities shared Ability to build product portfolios in any with leading brands and certified to price and quality sector under existing international standards and new brands Launch of new private brand tailored to **B2B requirements** based on customer expectations and channel sales history • Goods on stock, ready for dispatch

Source: Company information Notes: Products as of Dec 2024: 1 Rest of Europe includes Austria, Belgium, Bulgaria, Czech Republic, Estonia, Greece, Hungary, Ireland, Latvia, Lithuania, Luxembourg, Netherlands, Poland, Romania, Slovakia, Slovenia, Switzerland, the UK.

# AUTODOC MARKETPLACE – the platform to go to



#### **Key advantages**

#### Customer

- Widening assortment by allowing selected retailers to sell through marketplace
- Competitive prices through direct competition
- Transparency on seller's reliability
- AUTODOC expert customer support

#### Retailer

- Leveraging trusted AUTODOC platform to reach vast customer base
- **Direct shipment to customers**, leveraging AUTODOC platform for post-sales

#### AUTODOC

- Offers additional products on AUTODOC platform
- Increasing relevance and brand value for AUTODOC
- Asset light extension of AUTODOC's platform
- Powered by AUTODOC MARKETPLACE solution

# What sets us apart

#1 Digital pure play platform for automotive parts in Europe

Broad product & brand offering supported by a seamless customer-first mobile experience

Highly attractive financial profile with consistent track record of profitable growth

Ideally positioned to catalyse the digitalisation of the large B2B segment

Turbocharging the digitalisation of a ~€109bn market

Built on proprietary data and tech-driven platform

Multiple levers to fuel additional growth

#### We have a data- and Al-driven approach to disrupt the market!

For us at AUTODOC, digitalisation is a megatrend and the enabler of our business model. In addition, embracing digital innovation allows us to better position ourselves and our products in the market by increasing transparency, data security and compliance. Our vision is as clear as crystal: AUTODOC is building the leading european tech ecosystem connecting the automotive aftermarket.

The digital experience at AUTODOC is tailored to the needs of customers and has been specifically designed for the automotive aftermarket.

As a fast-growing, technology-driven company, AUTODOC continuously invests in the best possible digital experience for its customers across all touchpoints of the digital shopping process from discovery to after-sales support. The continuous development of digital products, such as e-commerce websites and apps, the optimization of the online user experience, the improvement of customer support, and investment in innovative technologies to meet customer needs are central components of AUTODOC's corporate strategy.

#### A customer-centric technology roadmap: fueling next-gen e-commerce experiences

#### **Customer-facing innovation**

#### Use cases

Highly personalized e-commerce journeys, streamlined search and ordering, fast checkout.

#### **Outcome for customers**

Reduced friction, seamless digital experience, higher satisfaction & conversion rate

#### **ML-powered intelligence**

Dynamic pricing & demand forecasting, proactive recommendations,

#### Outcome for customers

Better product matching, improved availability.

#### Use cases

advanced analytics.

tailored offers.

#### Tech-native...

a key advantage over traditional competitors

#### ... Offering best-in-class user experience...

both in B2C and B2B segments

#### Scalable & secure platform

#### Use cases

Modular architecture, 99.9% uptime, Al powered end-to-end zero-trust cybersecurity, robust cloud infrastructure.

#### Outcome for customers

Trusted, reliable shopping experience; no disruptions.

#### Frictionless ecosystem integration

#### Use cases

Plug-and-play partnerships, API-first ecosystem, multichannel orchestration (DIY, DIFM, IIFM).

#### Outcome for customers

Quick access to garages, service fulfillment, and partner offerings - no hassle

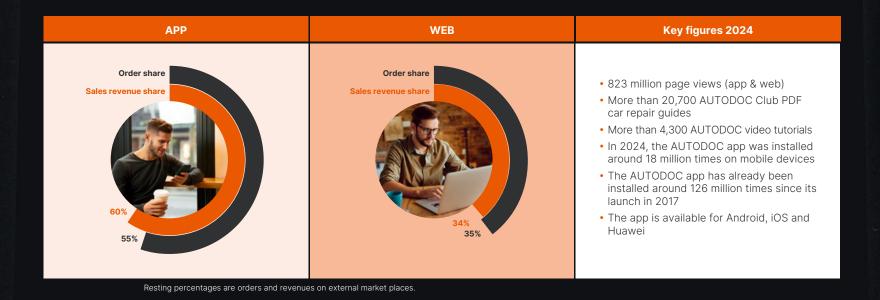
#### ... and future-ready: innovative & Al-powered

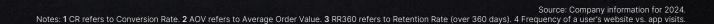
constantly innovating across the board, fromproductivity to customer value

### **AUTODOC's digital strength – the key to success**

AUTODOC's digital strength rests on its app, website and social media as the major sales and communication channels.

Innovating and further developing digital products, such as local websites and apps, optimising the online user experience and improving customer support are an important part of the corporate strategy. AUTODOC designs and develops its websites and apps in-house, ensuring that the online channels are as user-friendly and intuitive as possible. All functionality is aligned to customers' needs and requests and is designed to provide the customer with added value before, during, and after their purchase.





# Social media – driver of brand awareness and loyalty

We create original and helpful content on all social media channels to drive awareness and loyalty

AUTODOC is continuously working to improve its customer experience. Besides developing the product range and optimizing the web shop as well as the AUTODOC app, several innovative projects were launched to specifically address customer requests and requirements, to improve the internal processes and make them more secure.

AUTODOC produces its own videos to communicate with and assist customers. More than 4.3K videos per language are available on YouTube, which are mostly about car repairs, how to maintain a car's value, car care and maintenance, as well as life hacks and tips.

YouTube

Impressions 693m

**Subscriptions 2.6m** 

Car care tips, DIY repair, lifehack and expert content.

**Shorts** 



5.6m views

5.8m views

Instagram

Impressions 1.3bn **Subscriptions 1.1m** 

Information, lifehack, engaging and entertainment content.

**Post & Reels** 



26.6m views

EXCEPTIONALLY SIMPLE TRICK

14.7m views

**TikTok** 

Impressions 1bn

**Subscriptions 2.1m** 

DIY repair, lifehack, product and entertainment content.

**Videos** 



29.9m views

27.9m views

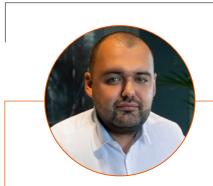
# Our leadership team



Dmitry Zadorozhny
Chief Executive Officer (CEO)



Lennart Schmidt
Chief Financial Officer (CFO)



Eugene Zhuravlenko Chief Revenue Officer (CRO)



Alex Tabone
Chief Operating Officer (COO)



**Executive Leadership Team** 

Maximilian von Schorlemer SVP & General Counsel



**Steve Bianchi**Chief People Officer (CPO)

# Our supervisory board



**Alexei Kletenkov** Chairman of the **Supervisory Board** 



**Alexej Erdle** Founder/Member of the **Supervisory Board** 



**Max Wegner** Founder/Member of the **Supervisory Board** 



Vitalij Kungel Founder/Member of the **Supervisory Board** 



**Sandra Dax Member of the Supervisory Board** 



**Jeremy Honeth Member of the Supervisory Board Apollo Representative** 



**Dr. Ulrike Handel Member of the Supervisory Board** 



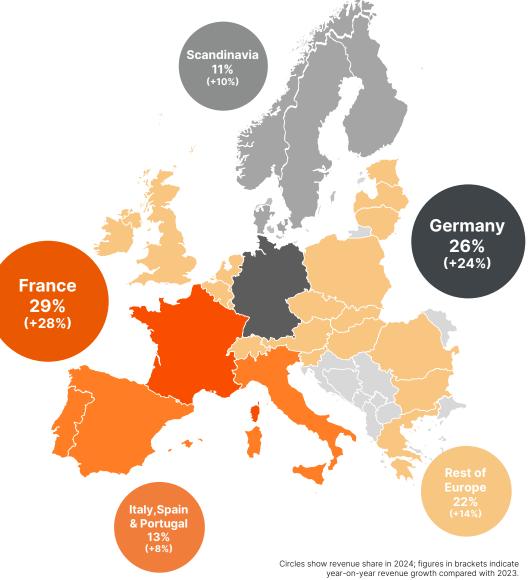
**Manfred Puffer Member of the Supervisory Board** 

Financials 2024 – strong growth in all regions

#### **Key financial performance metrics**

Active customers (m)

FYE 31-DECEMBER	2020	2021	2022	2023	2024
Key financials					
Sales revenue (€m)	842	1,036	1,127	1,308	1,555
Gross profit (€m)	365	448	490	566	656
Adj. EBITDA (€m)	94	124	102	134	151
Adj. EBITDA margin (%)	11.1	12.0	9.1	10.2	9.7
Free cash flow* (€m)	45.1	52.8	45.6	86.6	125.3
Other KPIs					
Employees	3,000	3,800	4,800	5,000	>5,000
Average order value (€)	83	86	89	91	93
Employees			·	·	,



<sup>\*</sup>Unlevered Free cash flow, i.e., cash flow from operating activities and cash flow from investing activities.

# A shared commitment to a greener future

At AUTODOC, sustainability means making conscious decisions - every day, across our business and value chain. Whether it's enabling repairs that keep vehicles on the road longer or using technology to drive smarter, more efficient solutions, our goal is simple: reduce waste, extend vehicle-life, and help shape a more circular future for mobility in Europe.

We see sustainability not as a standalone effort, but as something that touches every part of our company. From logistics and tech to customer service and partnerships, we are working to build long-term value - for our employees and customers, our communities, and the planet.

#### From circularity to strategy: How we define and drive sustainable impact

Circularity is at the heart of what we do. By making spare parts, remanufactured products, and repair know-how widely available - through our own brands and a curated product range - we support repair over replacement, leading to more efficient use of resources. That means fewer resources used and more cars staying on the road longer.

Throughout 2024, we conducted surveys with employees and customers and held interviews with investors and suppliers to better understand the expectations of our stakeholders. In early 2025, we built on those insights to complete our double materiality assessment - identifying the topics that matter most from a financial and impact perspective and where we can make the biggest difference. Based on this, we've defined our key sustainability goals that will guide our actions, shape our KPIs, and influence the way we grow. While we are not yet releasing a formal sustainability report, we remain committed to transparency and have already taken an important step by publishing our first Supply Chain Act (LkSG) report in 2025 for the financial year 2024 on our corporate website.



#### Climate action across the value chain

We are comitted to lowering greenhouse gas emissions throughout the AUTODOC ecosystem from supply chain and logistics to warehousing and digital operations.

TOP GOAL: Reduce GHG emissions across the AUTODOC value chain.

#### **Smart waste & packaging solutions**

We actively work to minimise our environmental footprint by optimising packaging, reducing material waste, and improving resource efficiency across our operations.

TOP GOAL: Minimise environmental impact by waste reduction & packaging optimisation.

#### Inclusive and fair workplace culture

We foster a workplace where everyone feels valued and respected. Diversity and inclusion are embedded in our company culture, ensuring that all amployees are treated fairly and supported to grow.

TOP GOAL: Cultivate a diverse and inclusiv workplace where all employees are treated fairly.

#### **Product integrity & customer trust**

We hold ourselves to the highest standards of product quality, safety, and complinace – because trust is essential to everything we do. From sourcing to service, we prioritise integrity and customer confidence.

TOP GOAL: Maintain customer trust and integrity, ensure product safety by meeting consistent quality and compliance standards.

automotive aftermarket, we

believe the smartest

solutions are also the most

sustainably responsible

ones.

#### AUTODOC at a glance — Contents | About | Operating business model | Business rationale | Digitalisation | Leadership | Financials | ESG | In the media | Imprint |

# **Embedding sustainability into leadership** and governance

At AUTODOC, we are committed to responsible leadership and sustainable business practices. Our governance structure reflects this commitment, ensuring long-term success guided by high ethical standards and a strong focus on sustainability. We take a forward-looking approach by embedding sustainability into our operations, decision-making processes, and business strategy.

Our sustainability programme is aligned with the Corporate Sustainability Reporting Directive (CSRD). The ultimate responsibility lies with our Chief Executive Officer (CEO), who leads by example and plays an active role in driving our sustainability agenda. By integrating sustainability into strategic decisions across the company, he sets the tone for our long-term direction.

To provide oversight and continuity, we have established a cross-functional Sustainability Committee. This committee includes key members of our leadership team: the CEO, Chief Financial Officer (CFO), Chief Operating Officer (COO), Chief People Officer (CPO). The committee meets regularly to evaluate our sustainability goals, track progress on key initiatives, and steer our Environmental, Social, and Governance (ESG) efforts. It acts as a central forum for aligning sustainability with our broader corporate objectives and ensuring transparent, accountable leadership at the highest level.

Our Sustainability Management function is to support the Committee, responsible for operational implementation, coordination, and the continuous development of our sustainability strategy. A cross-departmental Sustainability Team further supports data collection, ESG reporting, and the execution of initiatives across the company.

We also take a holistic approach to sustainability-related risks and opportunities by integrating ESG topics into our enterprise-wide Risk Management system. Sustainability is not treated as a standalone effort – it is an integral part of how we think, plan, and act as a company.

Our governance structure is continuously reviewed and refined to ensure compliance with evolving regulations such as the CSRD and European Sustainability Reporting Standards (ESRS). This helps us stay future-ready and maintain accountability to all our stakeholders.

#### Looking Ahead: driving change, step by step

And this is just the beginning. With the right people, mindset, and partnerships, we're confident we can drive meaningful change - one decision, one repair, one vehicle at a time.



# Stronger together – core values of **AUTODOC**



#### **Customer centricity**

Offer high quality products and services that address customers needs



#### Collaboration

Acknowledge people's different needs and value the contribution of each individual



#### Inclusion

Diversity is in AUTODOC's DNA: AUTODOC was built by immigrants with limited resources



#### **Empowerment**

Encourage, inspire, and support each other to grow and succeed together

#### From building a strong culture to implementing socially responsible initiatives



#### **Campaign for addressing poverty**

Initiative to combat poverty, usually in November and December. during wich we assemble supplies for families facing economic hardships.



#### **Employee support in Ukraine**

In 2024, AUTODOC Ukraine launched rehabilitation trips to the Carpathian Mountains for employees and their families, offering citizens of Kharkiv and Odesa a safer environment away from constant attack.



#### **Regional support programs**

Provided first aid assistance to the regions in Poland and the Czech Republic affected by the flooding in 2024, AUTODOC contributed €35,000 to support families who lost their homes.



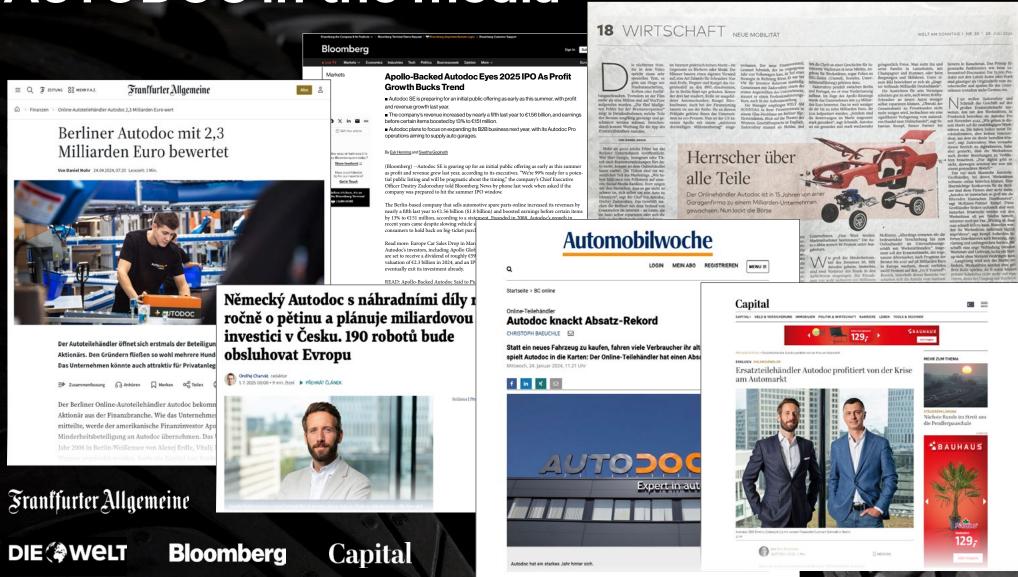
#### **Anti-harassment training**

With the presence of Senior leadership, AUTODOC successfully conducted in-person anti-harassment training for approximately 2,000 warehouse staff members.

### **AUTODOC** in the media

HOSPODÁŘSKÉ NOVINY

Automobilwoche



# **Imprint**

#### **Publisher**

Autodoc SE

#### Concept, editing, design

newskontor - Agentur für Kommunikation

#### **Photo credit**

AdobeStock (Timur, Eakrin, Stefan Redel, Balaraw, ArtisticLens, zhikun sun) Freepik (standret, pvproductions, italoparnalba5, EyeEm, everyonephoto, user6695103)

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