



PRESS RELEASE

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Lufthansa Innovation Hub is " Best Innovation-Lab 2018"

- In a comprehensive survey, the business magazine Capital and the management consultancy Infront Consulting evaluated 60 innovation units of German companies based on eight criteria
- Lufthansa Innovation Hub received top honors for the second year in a row and took first place in the digital laboratories ranking

Lufthansa Innovation Hub is the central digitization unit of the Lufthansa Group. Since 2014, it has been working with a team of entrepreneurs, venture capitalists and Group aviation experts on new digital business models, partnerships, and strategic investments along the entire travel and mobility chain. Currently, there are more than 100 innovation units throughout Germany working on their parent companies' digital futures – including digital laboratories, start-up accelerators, and company builders. In its latest issue from July 2018, the business magazine Capital, together with the management consultancy Infront Consulting, examined around 60 of these incubators and classified them in terms of dimensions like "scaling," "methodology," and "target achievement."

The range of ventures under consideration extends from German SMEs to the primary digitization subsidiaries of well-known DAX30 companies. In the end, the Lufthansa Innovation Hub was awarded first place for the second time, thus becoming "Best Innovation-Lab 2018."

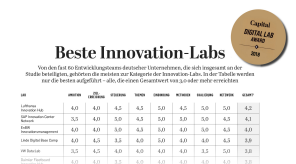
"As in the previous year, we couldn't be more pleased about receiving the award for the best digital laboratory. This time, the survey offers an even more comprehensive overview of the dynamic corporate innovation landscape and rightly notes that the phase of experimentation of digitization units is increasingly giving way to professionalization. In this respect, we're well-positioned with regard to the future. We're proud to have been awarded even better scores along most of the evaluation criteria and, on balance, the top score of the survey," observes Gleb Tritus, Managing Director Lufthansa Innovation Hub.

The evaluation was based on eight criteria. Among other things, it examined how ambitious the objectives of the respective unit were, to what extent targets were achieved, and how the relationship worked with the top management of the commissioning company.

For you to download in the newsroom:

→ **Imagery**
Award ceremony

Ranking of the digital laboratories



"The results of the survey underline that the Lufthansa Innovation Hub has a prominent and lasting place in our digital strategy, as well as our commitment to continue setting standards with digital innovations along the entire travel chain," adds Dr. Christian Langer, Chief Digital Officer of the Lufthansa Group.

In addition to networking with customers and partners and excellent integration with the business units of the Lufthansa Group, the survey highlights the special ability of the Lufthansa Innovation Hub to scale ideas.

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