OMV's Digitalstrategie zwischen Governance und GenAI

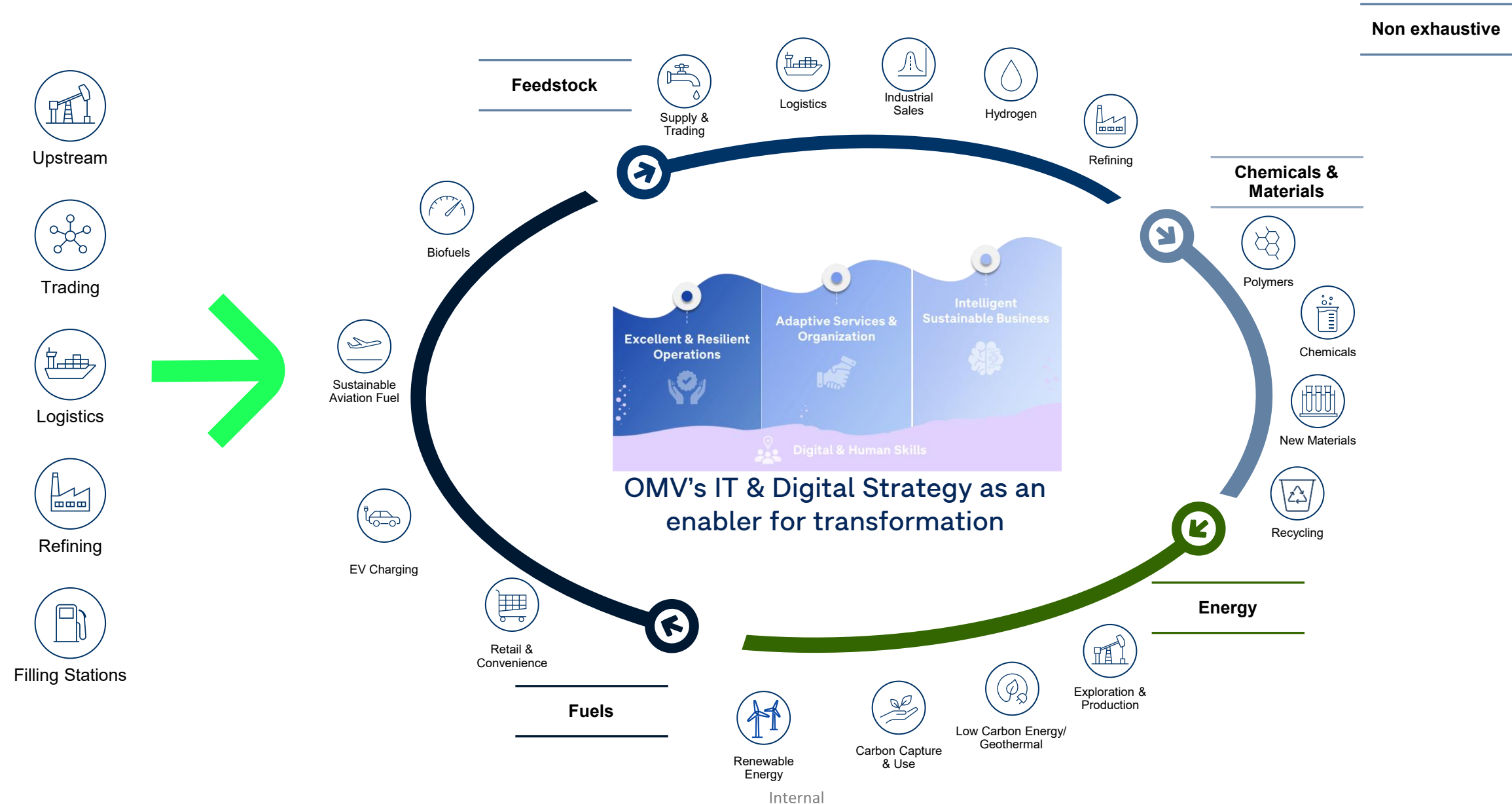## LSZ "Rise of Tech"

Philipp Bousa, OMV

Waidhofen/ Ybbs, 18.06.2025

Our IT Governance journey from patrol officers to Bungeejumpers

OMV Transformation: From Value Chain to Value Circle – enabled by M&A, Digitalization, Data/AI, Agility and new (types of) partnerships

Upstream

Trading

Logistics

Refining

Filling Stations

Feedstock

Biofuels

Sustainable Aviation Fuel

EV Charging

Retail & Convenience

Fuels

Supply & Trading

Logistics

Industrial Sales

Hydrogen

Refining

Chemicals & Materials

Polymers

Chemicals

New Materials

Recycling

Energy

Exploration & Production

Low Carbon Energy/ Geothermal

Carbon Capture & Use

Renewable Energy

Excellent & Resilient Operations

Adaptive Services & Organization

Intelligent Sustainable Business

Digital & Human Skills

OMV's IT & Digital Strategy as an enabler for transformation

Internal

3

OMV IT Strategy 2030 – Partnering with business to shape our digital future together

Excellent & Resilient Operations

Continuously **enhance our platforms**, deploy latest features, bolster **IT/OT security** and drive **simplification, self-service & automation**

Adaptive Services & Organization

Provide **flexible modular services** to scale with our transformation activities and seamlessly adapt to changing business needs and customer expectations

Intelligent Sustainable Business

Harness **advanced technologies** such as Data Analytics & AI to derive customer insights, rethink workflows and **innovate collaboratively** with our business & ecosystem

Nurture **core digital & human skills** and **blend business & IT knowledge on both sides** ensuring we work hand-in-hand towards our strategic ambitions

The IT Roadmaps per business function are the combined views from our Strategy and Governance and ensure the implementation of our ambition

Group Business Strategy

6 strategic pillars as an anchor for our IT & Digital Strategy
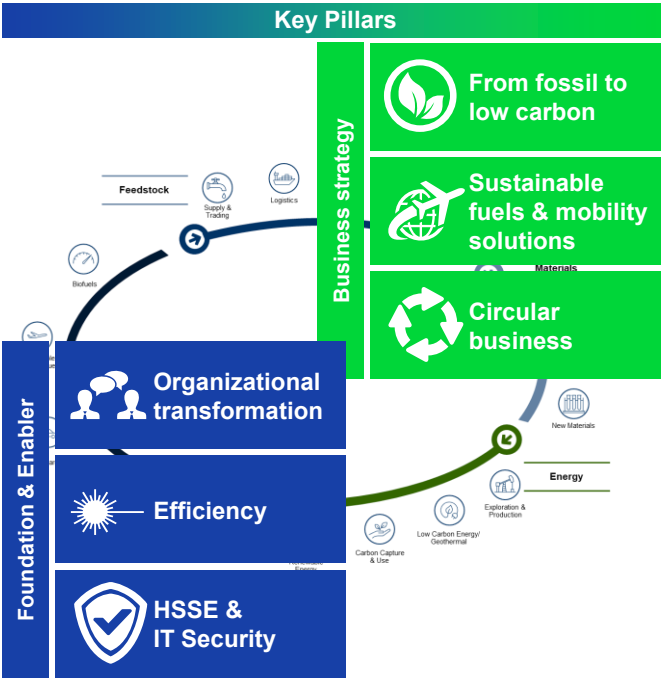
IT Strategy

IT Strategy as the north star for our priorities and portfolio

Strategic 3-4 yr Roadmaps with a joint view to **bridging the gap towards our target state for Business and IT**

IT Roadmaps

IT Governance

Steering the execution of our strategy and roadmaps while operating IT & digital services efficiently