Sales revenue

€ 40.5 bn

Return on sales

18.0 %

Automotive EBITDA margin

25.7 %

Automotive BEV share

12.8 %

Automotive net cash flow margin

10.6 %

Key Financials

12/03/2024 *12.03.2024 - The content of this website presents selected information from the annual and sustainability report 2023 of Porsche AG. All information therefore relates to the reporting date and has not been updated since its publication on March 12, 2024. The German PDF document of the annual and sustainability report is legally binding.*

Key Financials presents selected information on business development and on the anticipated development of the Porsche AG Group. For comprehensive information on the past fiscal year and on the forecast, please refer to the combined management report and the consolidated financial statements of Porsche AG. Further information can also be found under Investor Relations.

Most important key performance indicators

€ million	2023	2022[1]	2021
Porsche AG Group			
Sales revenue	40,530	37,637	33,138

€ million	2023	2022[1]	2021
Return on sales (%)	18.0	18.0	16.0
Automotive segment			
Automotive EBITDA margin (%)	25.7	25.2	24.5
Automotive net cash flow margin (%)	10.6	11.2	12.1
Automotive BEV share (%)	12.8	11.3	13.7

Deliveries

Units	2023	2022
911	50,146	40,410
718 Boxster/Cayman	20,518	18,203
Macan	87,355	86,724
Cayenne	87,553	95,604
Panamera	34,020	34,142
Taycan	40,629	34,801
Deliveries	**320,221**	**309,884**

Production

Units	2023	2022
911	55,655	41,947
718 Boxster/Cayman	23,605	18,080
Macan	87,334	91,117
Cayenne	96,600	98,113

Units	2023	2022
Panamera	33,689	35,241
Taycan	39,397	36,823
Production	**336,280**	**321,321**

Research and development

€ million	2023	2022
Automotive sales revenue	37,349	34,599
Total research and development costs	**2,834**	**2,651**
thereof capitalized development costs	2,081	1,951
Capitalization ratio [1] (%)	73.5	73.6
R&D ratio [2] (%)	7.6	7.7
Research and development costs recognized in the income statement	**1,712**	**1,484**
thereof amortization of capitalized development costs	960	784
Reseach and development costs recognized in the income statement [3] (%)	4.6	4.3

Employees

Number of employees	2023	2022
Employees as at Dec, 31 2023	42,140	39,162

Condensed income statement of the Porsche AG Group

€ million	2023	2022 [1]
Sales revenue	**40,530**	**37,637**
Cost of sales	-28,924	-27,089
Gross profit	**11,606**	**10,549**
Distribution expenses	-2,869	-2,353
Administrative expenses	-1,787	-1,655
Other operating income/expense	335	232
Operating profit	**7,284**	**6,772**
Financial result	91	308
Profit before tax	**7,375**	**7,081**
Income tax expense	-2,218	-2,114
Profit after tax	**5,157**	**4,967**

Overview of cash flows of the Porsche AG Group

€ million	2023	2022 [1]
Cash flows from operating activities	**7,023**	**7,114**
Cash flows from investing activities	**-1,203**	**-6,606**
Cash flows from financing activities	**-3,708**	**-1,089**
Effect of exchange rate changes on cash and cash equivalents	-31	-2
Net change in cash and cash equivalents	**2,081**	**-583**

Condensed Porsche AG consolidated statement of financial position

€ million	2023	%	2022 [1]	%
Assets				

€ million	2023	%	2022[1]	%
Non-current assets	30,407	60.3	27,488	57.7
Current assets	20,040	39.7	20,154	42.3
Total assets	50,447	100.0	47,642	100.0
Equity and liabilities				
Equity	21,668	43.0	17,035	35.8
Non-current liabilities	15,211	30.2	14,027	29.4
Current liabilities	13,567	26.9	16,579	34.8
Total equity and liabilities	50,447	100.0	47,642	100.0

Outlook

€ million	2023	2024 (Outlook)
Porsche AG Group		
Sales revenue	40,530	Between €40 and €42 billion
Return on sales (%)	18.0	Between 15% and 17%
Automotive segment		
Automotive net cash flow margin (%)	10.6	Between 8.5% and 10.5%
Automotive EBITDA margin (%)	25.7	Between 24% and 26%
Automotive BEV share (%)	12.8	Between 13% and 15%

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