DIGITAL MILE LINZ
where community meets opportunity

DIGITAL MILESTONES

2024

EXECUTIVE SUMMARY

In 2024, DIGITAL MILE Linz further consolidated and expanded its position as a leading IT community. Together, we have achieved significant milestones with the aim of sustainably increasing the attractiveness of the location for IT experts in the long term.

HIGHLIGHTS 2024

Following the successful development of joint HR offers for our employees, the strategy group decided to focus on the following areas from 2024:

'Cooperation between companies' - in the form of cross-company expert groups and 'specialists of the future' - with the TECHNIKTALENTE initiative, a year-round robotics training programme at schools in Linz.

VISION AND VALUES

DIGITAL MILE Linz stands for a strong, collaborative IT community. We develop and implement measures that serve to make Linz more attractive as a technology location. Major strategic topics are only possible in cooperation with many partners (business, politics, institutions). We take the lead here and are the driving force to ensure that projects are implemented as quickly as possible. We believe in the power of community and that we can achieve more together.

OUTLOOK:

- In the coming year, we plan to further expand our community and launch new initiatives that promote both technological progress and social interaction. We are focusing on sustainable growth, promoting talent and strengthening Linz as an IT location.

The innovative strength and dynamics of Upper Austria as a location are visible in many areas, especially within the framework of DIGITAL MILE Linz. This is where the forces are bundled in the central future topic of digitalization, creating a joint radiance, beyond the city and state borders. This will make an important contribution to support our activities to recruit high potentials from Austria and abroad.

ECONOMIC COUNCILLOR MARKUS ACHLEITNER

Linz is one of the most innovative cities in Europe. The DIGITAL MILE makes this particularly visible. Here you can experience direct the hands-on mentality of the companies in our city.

ECONOMIC CITY COUNCIL THOMAS GEGENHUBER

In the DIGITAL MILE Linz, we take joint responsibility for the technology location. We have many entrepreneurs in Linz and Upper Austria who are prepared to think and act beyond the boundaries of their own company. When all of this energy flows into joint measures, we are unbeatable. Only by working together can we master the challenges of the future. I cordially invite everyone to do so.

INITIATOR DIGITAL MILE LINZ GEORG SPIESBERGER

> 3.500

EMPLOYEES IN THE DIMI COMPANIES

DIGITAL MILE – WHAT IS THAT?

OUR MISSION

We are also in a constant process of development. At the beginning of 2019, we were very much preoccupied with operational issues, but today we are increasingly addressing major strategic questions. Our mission remains unchanged - our goals and operational activities change as we grow.

The mission of the DIGITAL MILE Linz is to ensure that future generations will find a high quality of life and long-term prospects in Linz - because the digital economy is of national and international importance in Linz as an industry of the future.

OUR STRATEGY

- Concerning the location Linz/OÖ/Ö: At this level, we are dealing with far-reaching measures that we as DiMi cannot implement alone, but in which we play a decisive role as interface coordinator and driving force.
- Concerning the DiMi-companies: The primary aim of this area is to increase know-how in the companies through qualitative cross-company exchange of experts.
- Concerning the DiMi- employees: They are our basis. Together, we utilize synergies and reach critical masses that lead to unique HR offers and thus to a vibrant IT community.

A UNIQUE PLACE TO LIVE AND WORK.

> We have some diamonds in the rough in the sector in Linz. Our aim is to increase our visibility as a group.

STEFANIE WINKLER - KARRIERE.AT

€ 304.000,–

TOTAL BUDGET 2024

OUR **FINANCING**

Similar to the collaboration between ‘companies and employees’, the 'promotion and companies' collaboration is structured in a similar way. The public funding is used 100% for personnel costs incurred.

Approx. 50 % to design new measures and implement them on a pilot basis. The remaining approx. 50 % of personnel resources are for marketing activities and community management. This structure made it possible to set up the following budgets:

Year	Promotion	Companies	In-kind-services	**Total budget**
2021	€ 40 000	€ 60 000	€ 20 000	**€ 120 000**
2022	€ 60 000	€ 60 000	€ 30 000	**€ 150 000**
2023	€ 60 000	€ 135 000	€ 40 000	**€ 235 000**
2024	€ 66 000	€ 186 000	€ 52 000	**€ 304 000**

Year	In-kind-services of the companies in hours
2021	200 hours
2022	300 hours
2023	400 hours
2024	480 hours

480 h

IN-KIND-SERVICES OF THE COMPANIES 2024

DIGITAL SMILES

In addition to our mission to increase the attractiveness of the location, we, as DIGITAL MILE, have another core objective: Our work not only serves innovation, but also the common good.

We have always relied on the voluntary commitment of the employees in the DIGITAL MILE, which is supported by the individual companies.

OUR MILE – FOR YOUR SMILE!

Charity has a high priority in our community. With our commitment we want to put a smileon the faces of as many people as possible: the 'DIGITAL SMILE'.

When implementing our measures, it is crucial that companies and employees are willing to get personally involved. This increases identification with the offers within the community and leads to more 'DIGITAL SMILEs' among people. Involving the DiMi community is the key to our success here.

DIGITAL SMILE

COMMUNITY
CHARITY
PROJECT

THE DIGITAL SMILE EFFECT

With the support of the community, we realize our activities together, which not only strengthen the cohesion of the DIGITAL MILE, but also generate numerous donations. This enables us to provide unbureaucratic and rapid assistance and to ensure that there are many SMILEs.

DONATION INCOME 2024

€ 8.832,–

OUR
CORE COMPANIES

bet-at-home

Since 1999, the listed company has developed into one of Europe's leading sports betting providers thanks to its technical expertise and usability. With over five million registered customers, bet-at-home is continuing its steady expansion course from Linz.

cloudflight
make a digital difference

Cloudflight is one of the leading full-service providers for digital transformation in Europe. With more than 950 qualified employees in the fields of strategic IT, consulting, data science, cloud and software architecture, the company provides the successful digitalisation of its customers.

dynatrace

The listed company, which is based in the USA, was founded in Linz and has its state-of-the-art global research centre here. Dynatrace monitors and optimises application performance on the basis of AI, security and user experience for public authorities and companies around the world.

karriere.at

karriere.at is Austria's largest job portal and is shaping the future of the Austrian recruitment market. The aim is for job seekers to find their perfect job and employer via the job portal. karriere.at also offers information on all aspects of careers, labour market and recruiting.

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kontron

The listed technology group with 8,000 employees worldwide has its headquarters in Linz. From here, Kontron implements IoT solutions in the field of Industry 4.0, embedded and edge computing technologies, as well as IT services for customers all over the world.

MIC

MIC Customs Solutions is the world's leading provider of global customs and trade compliance software. Many of the largest, globally active corporations rely on the software developed and distributed in Linz.

Netural

Netural stands for digital transformation. Netural develops strategies and customised services and business models, to digitally advance leading companies, optimise their processes and sustainably increase their competitiveness.

smec

The acronym smec stands for 'Smarter E-Commerce', a B2B SaaS provider in the field of performance marketing. Around 600 leading online retailers rely on the intelligent software and expertise of the online marketing experts to align their advertising strategies precisely with their key business objectives and thus boost their performance.

TECH HARBOR
NEUE WERFT.TECHCENTER

TECH HARBOR comprises two important start-up- and technology centres at the DIGITAL MILE Linz: The TECHCENTER and the NEUE WERFT. The latter forms the end (or beginning) point of the DIGITAL MILE Linz. The two locations offer space for innovation and growth. In addition TECH HARBOR represents the interests of IT start-ups within the framework of the DIGITAL MILE Linz.

where community meets opportunity

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VOCATIONAL
FURTHER EDUCATION

> A personal and inspiring round, trusting atmosphere, honest discussions, helpful and easily realizable inputs! All in all, a very successful and valuable Working Family Workshop!
>
> SANDRA RAAB – KONTRON

FURTHER TRAINING AS A KEY TO FURTHER DEVELOPMENT

Hardly anyone is as exposed to constant change as companies in the digital sector. What was 'smart' yesterday is already artificial intelligence today. It is therefore particularly important for DIGITAL MILE to offer an attractive training programme for the employees of its member companies.

Further education programme for almost 500 visitors

The courses/seminars are offered in co-operation with the University of applied Science (FH) Upper Austria. In the courses we try to achieve a balanced ratio of participants from DIGITAL MILE and the FH Upper Austria.
This creates additional networking opportunities and a quality boost for the training programmes.

237 HOURS WORKING FAMILY

COURSE PROGRAMME
WORKING FAMILY

A total of 9 courses/workshops/seminars were organised, which were attended by 116 participants. This resulted in 442 hours of further training - organised by the DIGITAL MILE. Much of the content is also available digitally to all other members beyond the training programme.

For example, soft skills are trained as part of the management training programme, while specific areas of knowledge, such as agile project management/scrum, are also offered.

At DIGITAL MILE Linz, people take centre stage. That is why it is very important to us to address the mental health and family needs and challenges of our employees. With our courses and workshops on WORKING FAMILY, we want to offer our employees support on how to reconcile work and family in a better, more efficient and healthier way, and how to prepare our children for the world in a media-competent way. The workshops also provide a platform for dialogue between employees from all DiMi companies.

The training opportunities are designed in such a way that the broad spectrum of the DIGITAL MILE is covered in the best possible way.

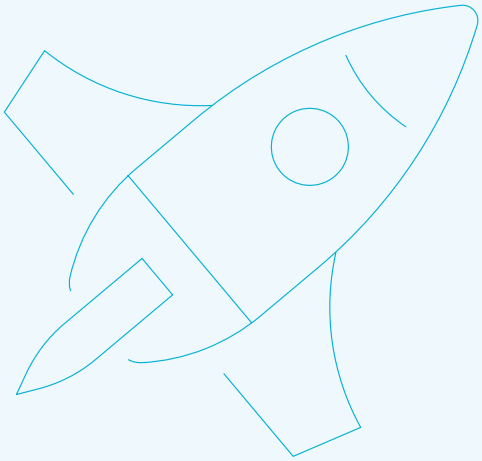
GERMAN COURSES FOR OUR EX-PATS

As the core DIGITAL MILE companies employ many international specialists, we offer courses at various levels that can be accessed throughout the year. In this way, we promote the better integration of DIGITAL MILE employees.

THE PARTNER OF DIGITAL MILE:

- Bernadette Spiesberger
- Daniel Schlau
- FH OÖ
- Saferinternet.at
- Sprachschule Berlitz Austria GmbH

CHILDCARE
FOR FAMILIES



Support for parents through Action for Kids! School holidays are a big challenge for everyone. That's why it's important to us at DIGITAL MILE that we offer the kids of our employees a varied holiday experience. With a STEM factor, of course.

THE FOLLOWING, ACTION-PACKED KIDS COURSES WERE OFFERED IN SUMMER 2024:

- **DiMi-Nature Week Elmberg, 5 days:** Kids from 6 to 9 years old explored insects, plants and herbs.

- **DiMi-Forest week I, 5 days**
  DiMi-Forest week II, 5 days
  Kids between the ages of 4 and 10 discovered the forest as a habitat for animals and plants.

- **DiMi-Camp, 5 days**
  Young people aged 10 to 15 programmed, soldered and welded.

- **DiMi-STEAMweek, 5 days**
  Kids got to know the MINT areas for children between the ages of 7 and 10.

- **LEGOweek Junior, 5 days**
  LEGOweek Senior, 5 days
  Kids between the ages of 6 and 14 built and programmed their own robots with LEGO sets.

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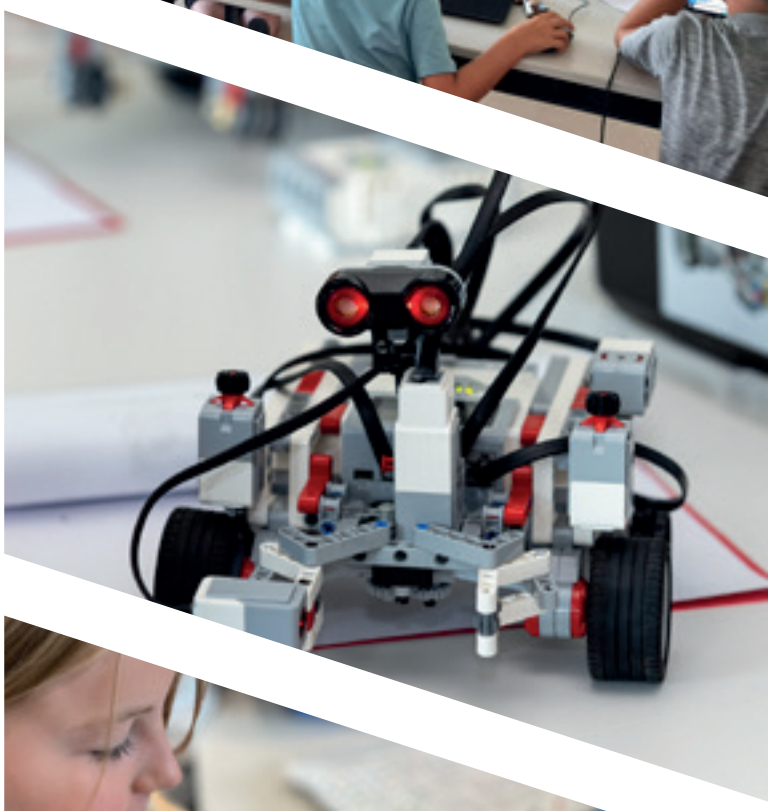
CHILDREN BENEFIT FROM THE 2024 SUMMER CHILDCARE PROGRAMME

DIGITAL MILE offers high-quality holiday childcare for the children of employees on seven out of nine weeks.

The programme is designed in such a way that it focuses primarily on scientific topics. The children are given the opportunity to engage with their parents' professions and gain an insight into the STEM fields. For example, there are workshops on robotics, programming and creativity.

The DIGITAL MILE can rely on active support in the planning and realisation by its partners: AEC, CoderDojo, GRAND GARAGE, HTL Leonding, OÖ Familienbund, Verein Kinder im Wald and RoboManiac.



At the end of the holiday, we are left with many memories and impressions, new friendships and our first knowledge of technology. Our conclusion: A varied holiday entertainment programme with games, fun ... and happy parents.

The topic of children and technology is very important to us. That's why we are offering our employees an exciting holiday programme for their children in 2025.

EVENTS

MS DIGITAL MILE docks at the Bubbledays

On June, 7 and 8, 2024, the Linz Bubbledays were celebrated together for a good cause in the best weather until the storm forced us to clear the ship early. The Linz Bubbledays are, with 42,000 visitors, THE summer event in the harbour of Linz - at the DIGITAL MILE. It is therefore - quite literally - a natural choice for our ship, the MS DIGITAL MILE, to drop anchor there.

The guests and members were welcomed on board at the beach bar - with the best view of the 'Blob the Top' challenge and the electronic stage in the immediate vicinity.

3.000

MEMBERS & FRIENDS

Pop-up punch stand for the good cause

One of our annual highlights is the rolling charity punch stall, which stops in front of all DIGITAL MILE companies. Not only do we get in the mood for Christmas together, we also do something good in the process.

The punch stand is run on a voluntary basis by employees of the DIGITAL MILE companies, who, in addition to hot drinks, offer cool Christmas beats aswell.

Donations were collected at 6 locations for the UFO social initiative - the emergency youth shelter in Linz Urfahr.

> Doing good, combined with a lot of fun, is a win-win situation for everyone involved, especially across companies.
>
> ANNA SCHUSTER – MIC

SPORTS – WE STAY IN MOVEMENT

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SPORTS PROGRAMMES FOR EMPLOYEES 2024

Sporting ambition is part of the value culture of the DIGITAL MILE. That is why member companies actively organise a wide range of sporting activities.

> The DIGITAL MILE combines work and leisure on a mega level. The exchange with other IT companies and (sports) activities among each other is really well planned and always fun!

BENJAMIN PILS – CLOUDFLIGHT

We live fairness as a company and of course also in sport.

In addition to the positive effect on employees' fitness and health, these cross-company events also boost team spirit in the DIGITAL MILE. The events are therefore offered to our employees free of charge.

IN TOTAL IN THE YEAR 2024:

- **743** hours **Football**
- **830** hours **running**
- **645** hours **(Beach-)Volleyball**
- **224** hours **Badminton**

THE TOURNAMENT WINNERS CAN LOOK FORWARD TO THE DIMI 'TRAVELLING CUP':

- **MIC** – Winner **Badminton-Tournament**
- **MIC** – Winner **Mölkky-Tournament**
- **MIC + smec**
  – Winner **Beachvolleyball-Tournament**

GENERAL-
CONDITIONS

> Dynatrace employs international talents who would also like to donate blood. DiMi has worked hard with the Upper Austrian Red Cross to ensure that internationals can take part in the blood donation campaign in the future.

JANINA ORNELLA KRAUS - DYNATRACE

EQUAL TREATMENT - MAKING BLOOD DONATION ACCESSIBLE TO NON-GERMAN-SPEAKING PEOPLE

As already reported in 2023, voluntary donors are regularly turned away from DIGITAL MILE blood donation campaigns due to a lack of German language skills.

The DIGITAL MILE has set itself the goal of ensuring that an act of humanity - such as donating blood - should not be slowed down by bureaucratic hurdles. We have therefore taken the initiative and submitted an application at a political level to ensure that everyone in Austria can donate blood without any problems in the future.

Many discussions were held on this in 2024, so that another milestone has been set in motion. Our request is expected to be realized in 2025.

We are very much looking forward to it.

INTERNATIONAL VISIBILITY

Linz was among the finalists for an iCapital Award in 2024, which recognizes the European Capital of Innovation. The award ceremony took place in Lisbon in November 2024.

The unique DIGITAL MILE Linz project was particularly emphasized at the award ceremony and made a significant contribution to winning 2nd place.

DIGITAL SMILE EFFECT

With our numerous DIGITAL SMILE activities we bring a smile to other people a smile on other people's faces.

In addition to the donation total of 8,831.78 euros in 2024, the voluntary work the voluntary work cannot be emphasised enough. emphasise enough. Whether in the coordination of regular sports activities, as mentors for childcare during the summer holidays, in the bar team at the Bubbldedays or as musicians at one of our punch stands - our DIGITAL SMILIES do a great job.

Making a positive contribution to our society is an essential value of the DIGITAL MILE.
A big thank you to all those who and support the DIGITAL SMILE idea.

RECAP 2024:

- **Punch stand:**
  A total of € 4,751.78 was collected for the UFO social initiative - the youth emergency sleeping centre in Linz - to enable the emergency sleeping centre to be refurbished so that the young people feel more comfortable.

- **MS DIGITAL MILE:**
  At Theresiengut, an organic farm on the Pöstlingberg (Upper Austria), adults with disabilities find work and a place to live. With the help of the 4,080 euros raised over two days at our floating beach bar, we were able to invest in an all-round transporter so that the residents can be transported safely and efficiently.

- **Childcare:**
  DIGITAL MILE employees are involved as mentors in our summer holiday programme.

- **Sports:**
  Here, boundless team spirit starts with the organisation. DiMi employees organize cross-company sports programmes and tournaments on a voluntary basis.

- **Blood donations:**
  Doing good is in our blood. Donating blood saves lives! That's why DIGITAL MILE 2024 organized two blood donation campaigns where company employees could donate blood direct at their workplace. Thus, 35 litres of blood were collected.

- **First aid courses:**
  In 2024, we trained a total of 37 first aiders - in both German and English.

SPECIALISTS OF THE FUTURE
TECHNIKTALENTE

> STEM promotion is a key topic for our school, and we are strongly committed to it. That's why we're particularly pleased to be involved in the TECHNIKTALENTE project right from the start. A very exciting and diverse format.

DORIS FIALA – HTL LITEC

WE TAKE RESPONSIBILITY

Every child, regardless of their background, social status or gender, should be given a fair chance to discover and develop their talent for technology. This is why DIGITAL MILE Linz has launched the 'TECHNIKTALENTE' initiative together with the Linz Innovation Centre.

(WWW.TECHNIKTALENTE.AT)

Together with other committed companies and institutions that are particularly concerned about the future of Linz as a centre of technology, implementation began in 2024.

The DIGITAL MILE educational initiative is based on a concept developed by the Techno-Z Braunau and the HTL Braunau. The special thing about it: year-round technology training on site at the school. Peer-to-peer teaching creates new ways of imparting knowledge and the participation of many people creates resources that allow for a scalable and sustainable initiative.

Implementation in primary schools has already been planned for 2025.

We would like to thank the companies Artgroup, Cloudflight, Dynatrace, KEBA, MIC, Netural, Primetals and TECH HARBOR for taking responsibility for the future of our children.

GOALS

THE JOURNEY ALONG THE MILE IS FAR FROM OVER.

Even if a mile sounds like a short distance, we see our selves as long-distance runners. Because we also have ambitious goals for 2025, to continue our successful run of recent years.

HR MEASURES AS A BASIS

In recent years, we have developed various HR services in the DIGITAL MILE and bundled them in such a way that they now form the basis of our collaboration. In this way, we are continuously creating a vibrant community.

CCWG FOR CROSS-COMPANY EXCHANGE

As innovation leaders in their fields, our core companies can achieve a great deal on their own. The greatest potential arises when we are united. This is why we took our collaboration to a new level in 2024 and began forming 'Cross Company Working Groups' on specific topics. For example, a cross-company dialogue on the implementation of ESGs in the companies takes place here.

TECHNIKTALENTE ELEMENTARY

As part of the TECHNIKTALENTE project, we realized that children's enthusiasm for technology should be awakened as early as possible. That is why in 2025 there will be a TECHNIKTALENTE Elementary pilot project which will start at the primary school in Linz - VS VS 26 Harbach. Together with the Upper Austrian University of Teacher Education and other educational partners, the project will be rolled out in the 2025/26 school year.

DIMI IS GROWING

In the course of 2024, we held concrete talks with KEBA, a company with the same values and objectives for the site. In 2025, we will expand the core team with KEBA by one company and are already looking forward to a good collaboration.

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