



PRESS RELEASE

GENESIS SHAPES THE FUTURE OF MOBILITY AT 2026 SEMAFOR WORLD ECONOMY

- Founding partner demonstrates global leadership and commitment to responsible U.S. investment

WASHINGTON, D.C., April 15, 2026 — Genesis joins the 2026 Convening of Semafor World Economy (April 13-17, 2026) as a founding partner, contributing to discussions on mobility innovation and industrial policy at one of the largest gatherings of Fortune 500 CEOs in the United States. As Founding Partner and Future of Mobility track sponsor, Genesis, in alignment with the broader Group, will demonstrate its leadership in advancing transportation while reinforcing its \$26 billion commitment to responsible investment and growth in the United States.

Genesis joined Semafor as a partner shortly after Semafor was founded, and the collaboration has evolved throughout the four-year partnership. The 2026 Convening of Semafor World Economy will include expanded programming and elevated brand experiences designed to engage senior decision-makers and global policymakers.

Shaping the Mobility Narrative

On Tuesday, April 14, CEO José Muñoz led the Future of Mobility track, exploring the global energy landscape and the future of mobility amid ongoing geopolitical and market uncertainty. He shared Hyundai's perspective as one of the world's leading automotive groups, underscoring how rapidly shifting energy dynamics are influencing consumer behavior, industrial strategy and long-term investment decisions across the sector.

During the discussion, Muñoz highlighted Hyundai's flexible and diversified approach to electrification, emphasizing the company's continued investments across electric vehicles, hybrids, plug-in hybrids and forthcoming extended-range solutions. He noted that while Hyundai has been a first mover in EVs, its ability to scale multiple powertrain technologies has enabled the company to respond quickly to changes in demand. This adaptability is reflected at Hyundai Motor Group Metaplant America (HMGMA) in Savannah, Georgia, which is designed to support a broad mix of next generation vehicles.

Looking to the future, Muñoz pointed to autonomous driving, hydrogen mobility and advanced manufacturing as key pillars of Hyundai's long-term vision. He discussed the company's expanding autonomous ecosystem through strategic partnerships and in-house development, the growing role of hydrogen in logistics and long-haul transportation, and the



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deployment of robotics and physical AI to enhance safety, productivity and quality in manufacturing. Across each of these areas, he reinforced Hyundai's commitment to responsible innovation and its mission to deliver sustainable progress and expanded mobility for society.

"Hyundai Motor Group has been a vital partner for Semafor and Semafor World Economy since its inception, and this year takes our partnership to new heights. As Semafor World Economy expands with the 2026 Annual Convening, our partnership has grown with it — a reflection of Hyundai Motor Group's leadership at the forefront of the defining economic, geopolitical and technological forces shaping the decade ahead," said Semafor Co-Founder and CEO Justin B. Smith.

A Multi-Year Partnership Built on Impact

Genesis' four-year partnership with Semafor began in 2022 with a focus on establishing brand presence across Semafor's digital ecosystem while hosting high-level executive events at Genesis House New York and Genesis Studio Zurich.

When the Semafor World Economy platform debuted in Spring 2024, the partnership expanded significantly. The Group became Founding Partner and Future of Mobility track sponsor, while Genesis launched its signature Genesis Lounge — establishing itself as the defining hospitality presence at the convening and demonstrating the power of embedding luxury brand experiences into global policy conversations.

Throughout 2025, the partnership gained momentum with Genesis participating in four offline events, including the two Semafor World Economy Summits, while supporting two Semafor flagship convenings.

In 2026, the partnership reaches its deepest expression. At this year's Semafor World Economy convening, Genesis serves as an experiential partner, presenting the Genesis Lounge at The Conrad Washington, D.C. — a purpose-built space rooted in the Korean hospitality philosophy of "Son-nim" and designed to foster meaningful dialogue and connection. Following the April event, Genesis and Semafor will convene four tailored co-hosted events in the 2026 calendar year.

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