

# We are HERE

Corporate Presentation  
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## HERE in numbers

202

Countries mapped

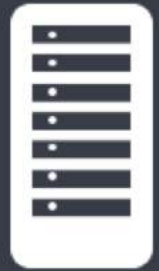
8,000+

Employees in 56 countries  
focused on delivering the world's best  
map and location technologies



HERE Maps on board of  
**100M**  
vehicles and counting

28  
TB map data



collected  
per day

30+



Years of  
experience  
transforming  
location  
technology

700,000

3D data points  
per second per car



In-car  
navigation systems  
in Europe and North  
America use HERE  
maps

4 of 5

+ HERE cars  
collecting  
data for  
maps

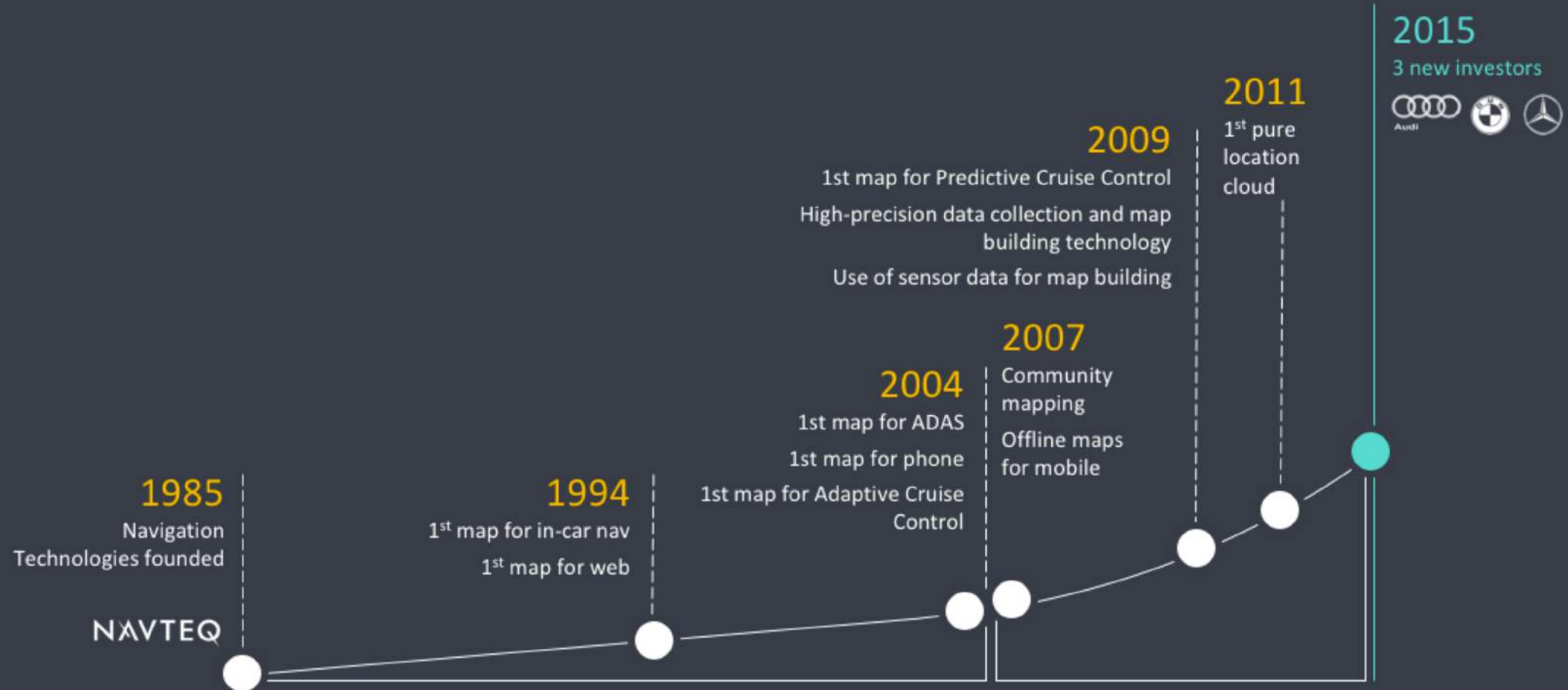
400



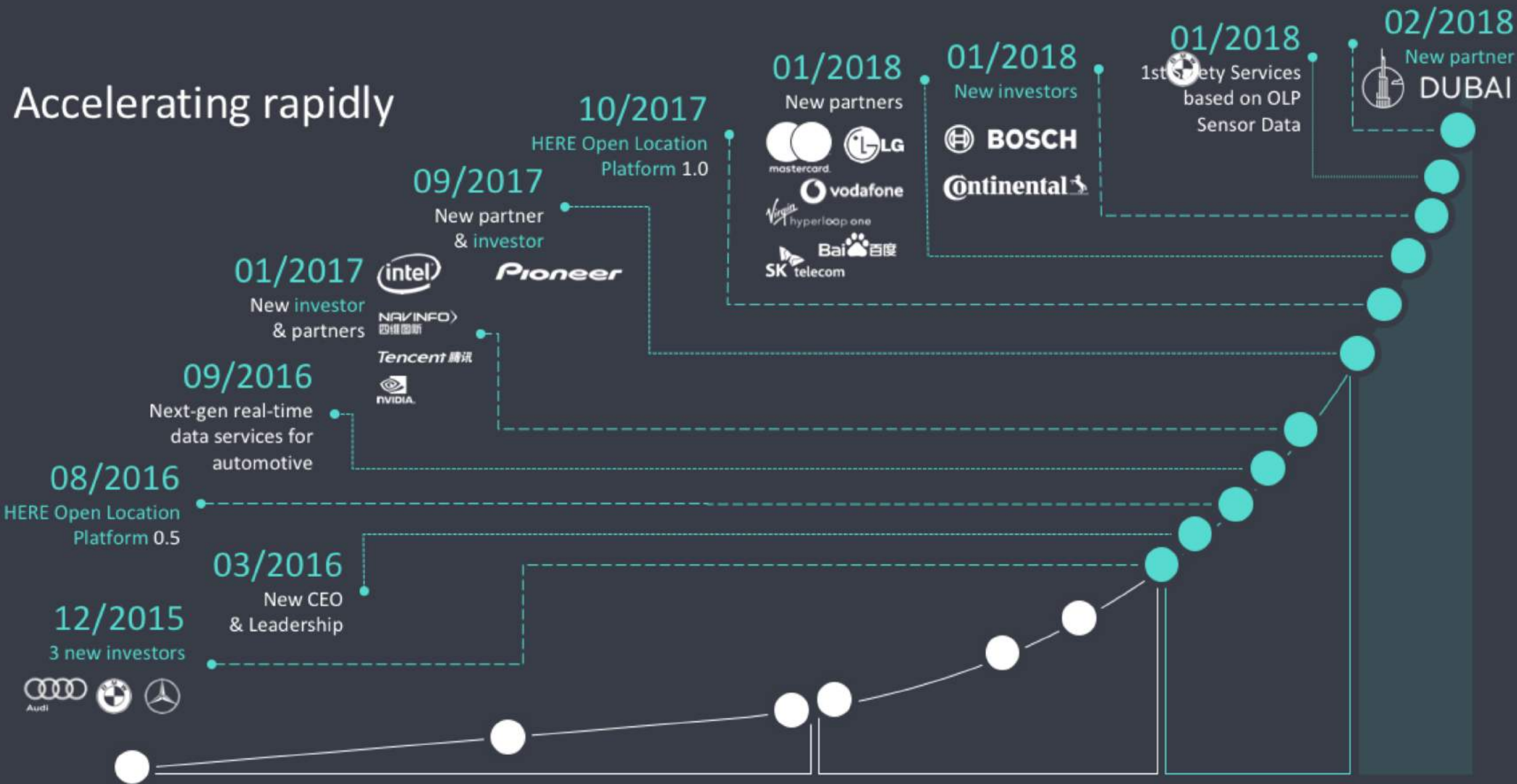
HD Live Map covering  
**600k+** km  
for Autonomous Driving



# A history of transforming maps into location technology



# Accelerating rapidly



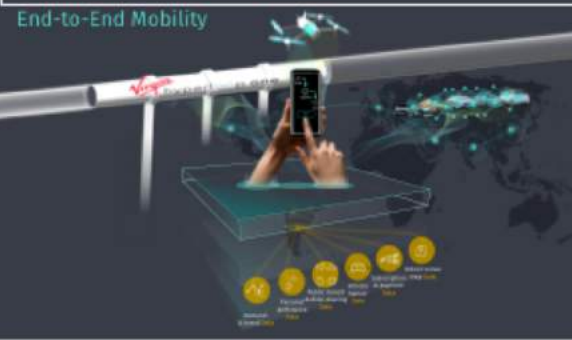


# Society needs to solve fundamental challenges

**1.7x** The speed of our global consumption is higher than earth's resource recreation.  
**What if we made society efficient enough to require only half of that?**



There are traffic accidents across the planet every year. **60 million**  
**What if there were none?**

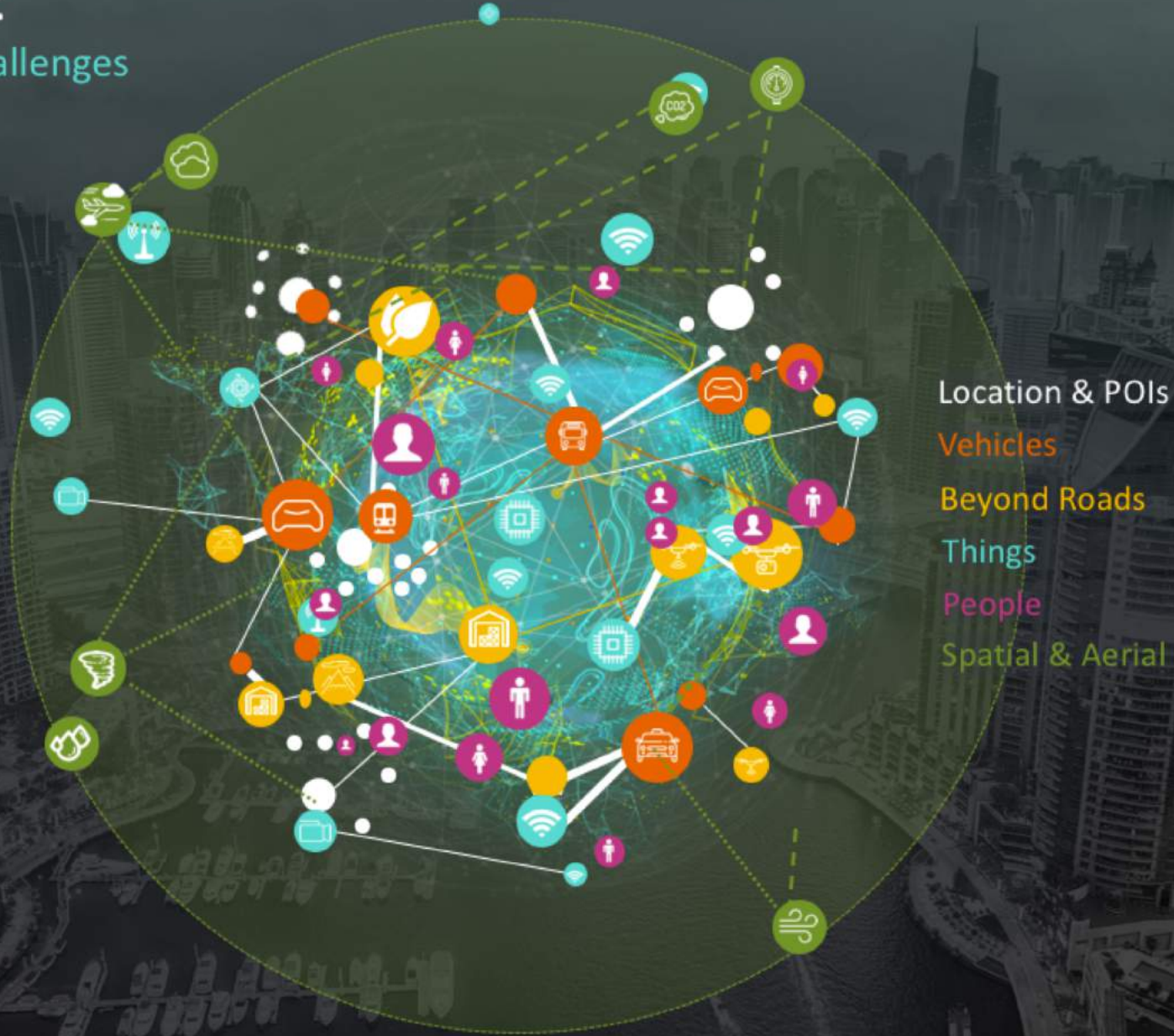


We live our lives Asking: Where is or how do we get from **A to B.**  
**What if A and B knew how to find us?**



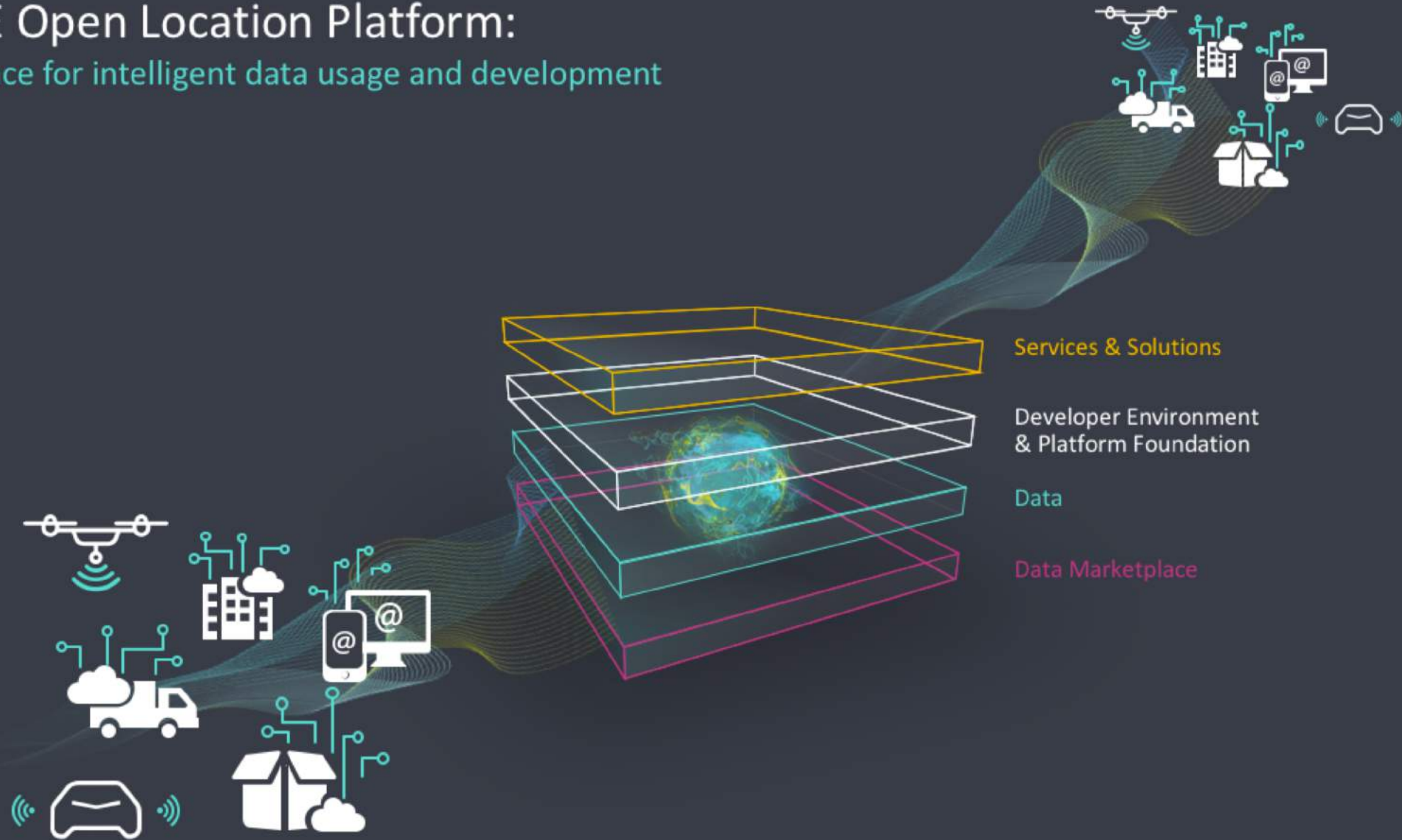
# The Reality Index™:

helping to address these challenges



# HERE Open Location Platform:

The place for intelligent data usage and development





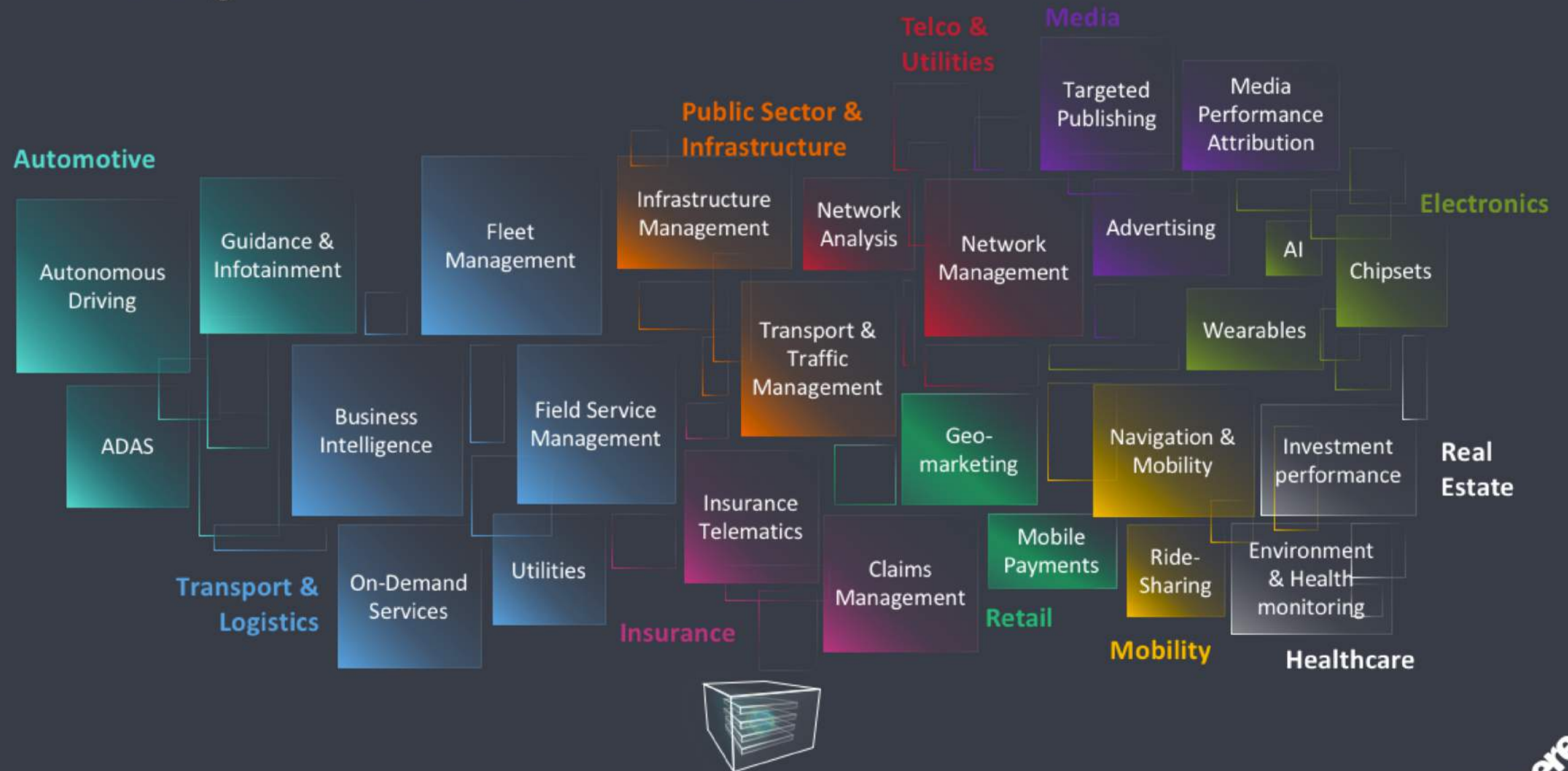
# HERE Open Location Platform:

The “go-to” destination for location services in a variety of industries

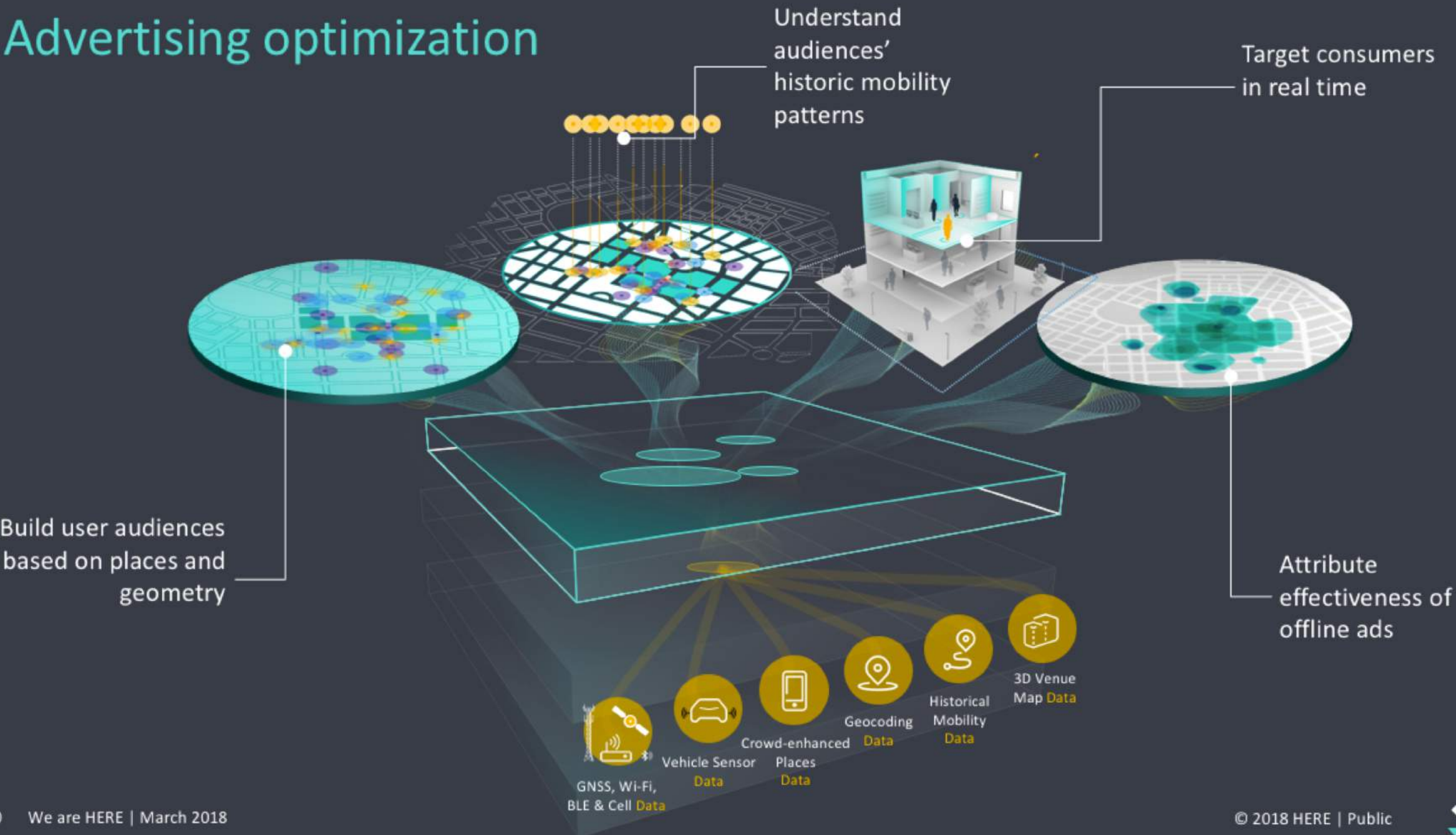




... connecting numerous silos and use cases

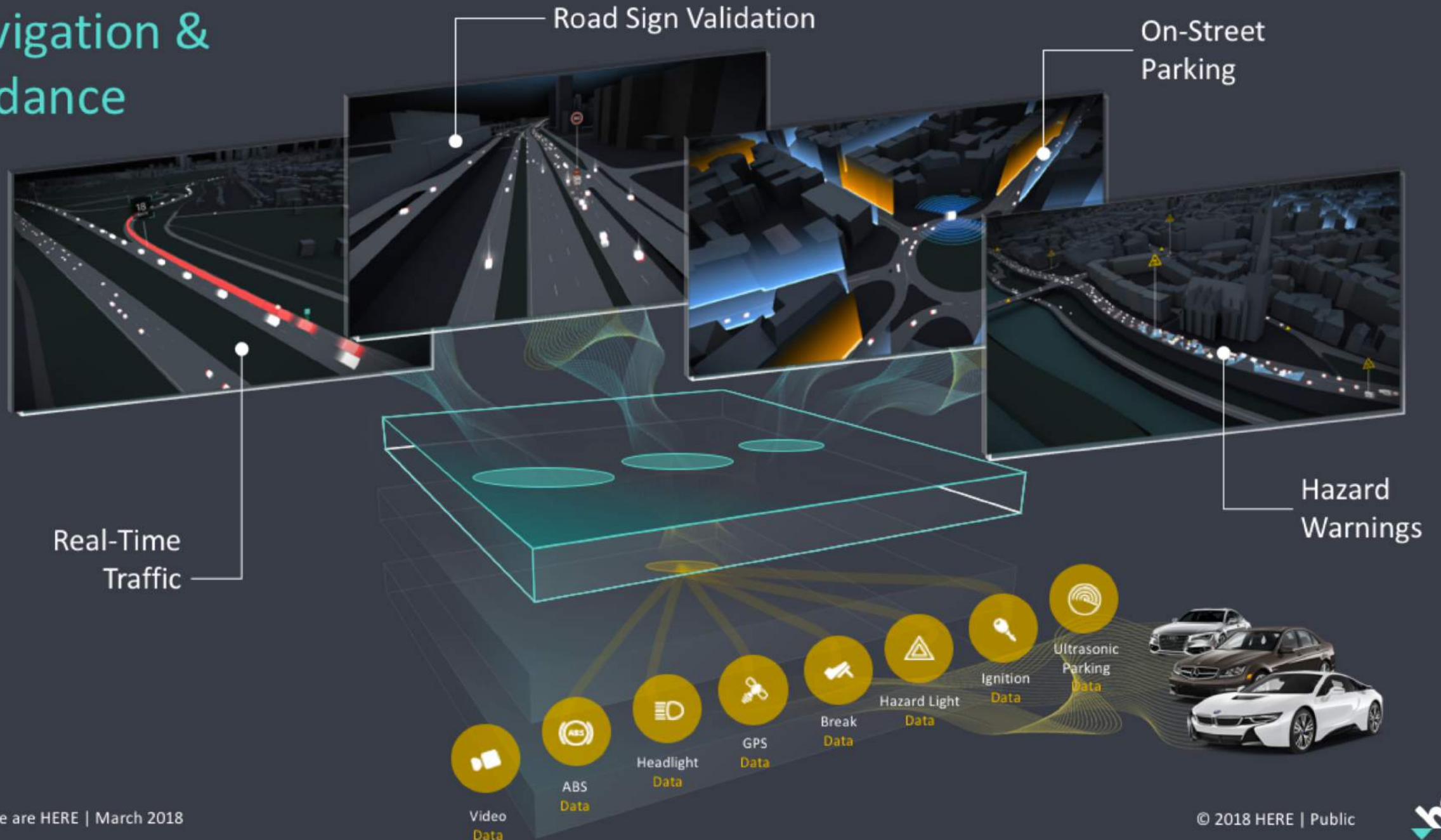


# Advertising optimization

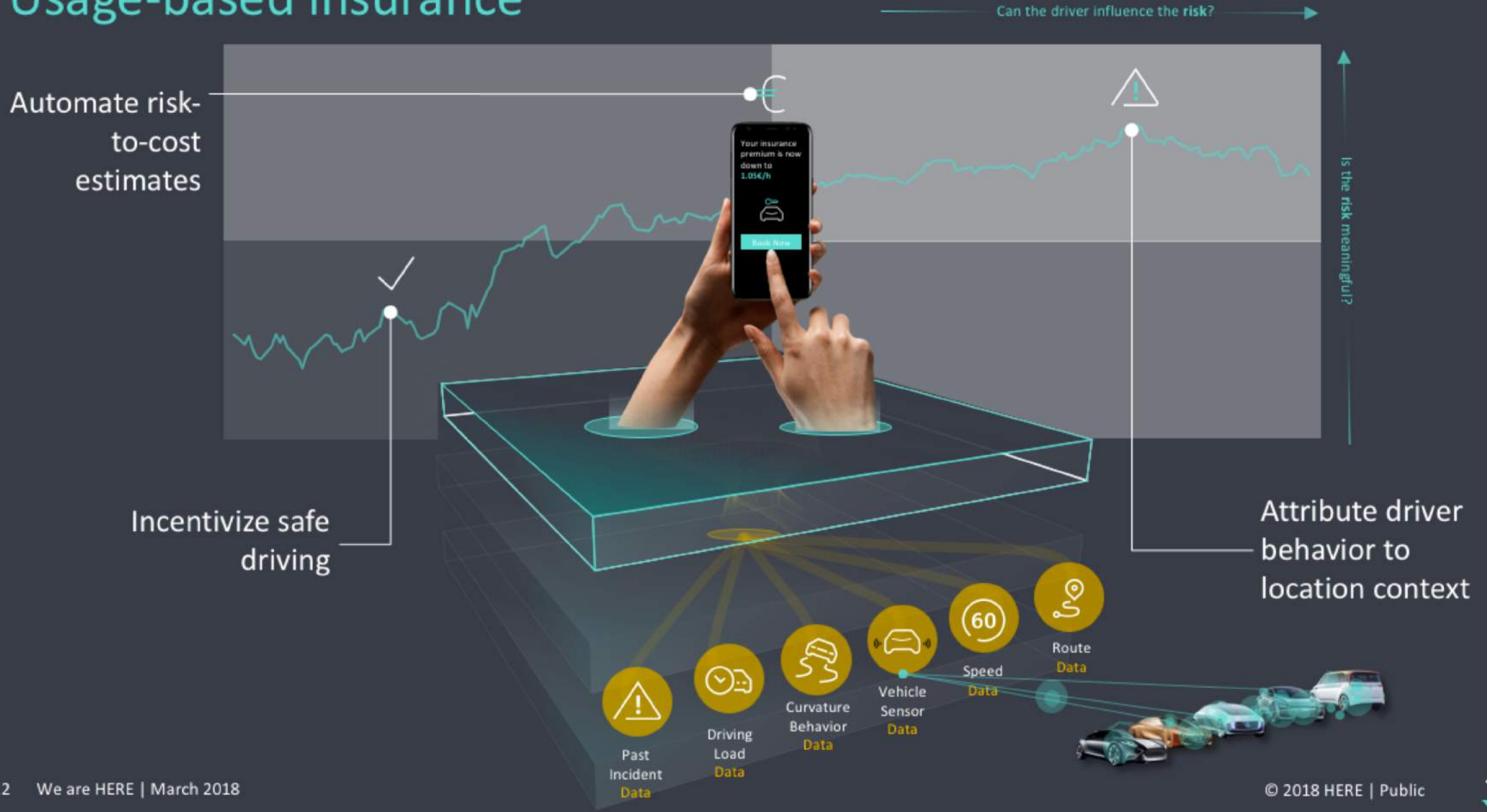




# Navigation & guidance

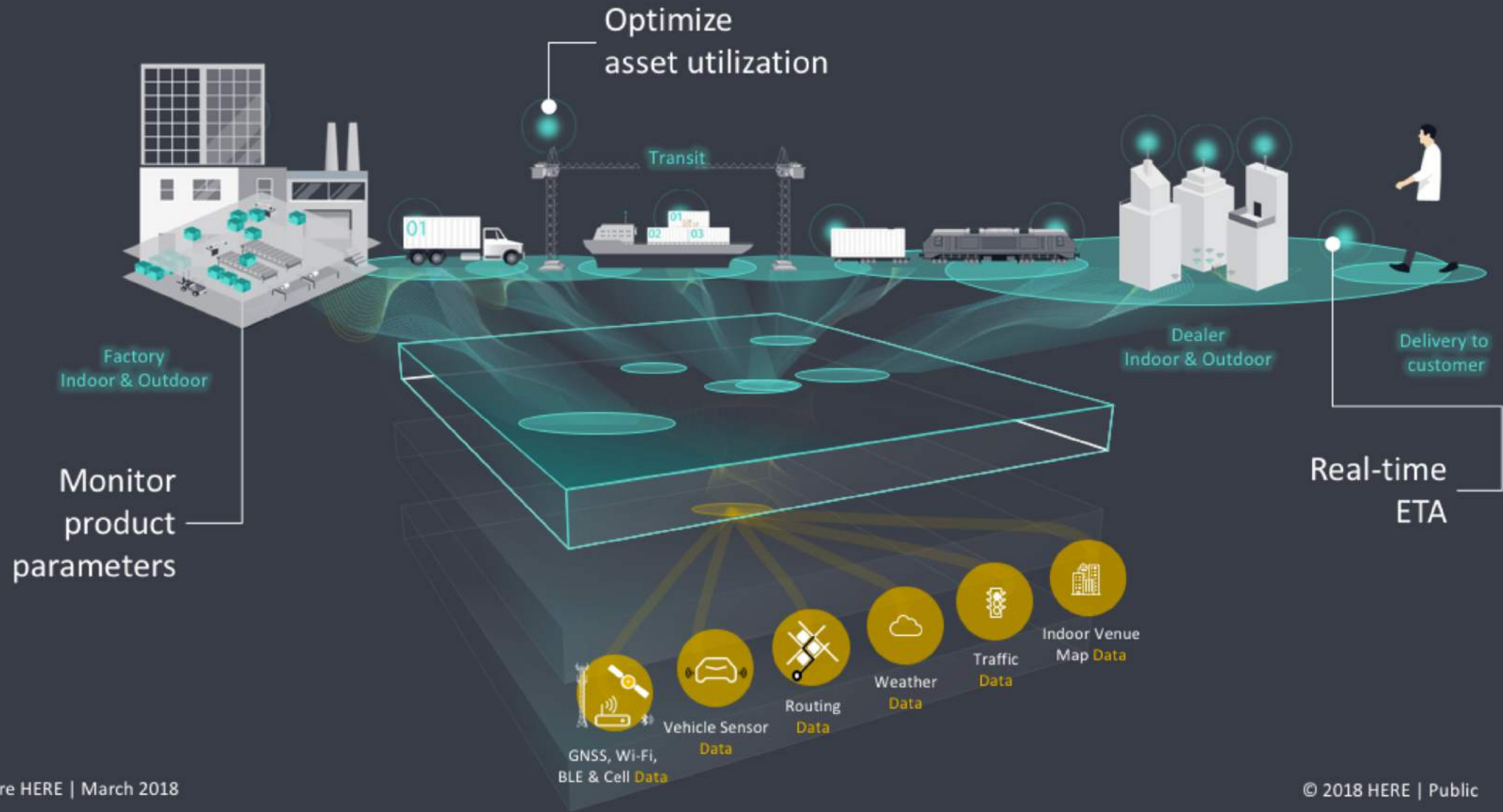


# Usage-based insurance





# Next gen supply chain management



# ...translated into cost savings



## Delayed factory out

3%

Units: 700  
Avg extra cost: 17.000 €

## Overdue exit port time

15%

Units: 700  
Avg extra cost: 50.000 €

## Overdue entry port time

35%

Units: 700  
Avg extra cost: 350.000 €

## Delivery status

Completed:  
Tot: 700  
Delayed: 33 (4,7%)

Projected extra cost:

**417.000 €**



# End-to-end mobility



**No company, government or individual can do it all by themselves**



Stronger with our partners

here



Pioneer

Virgin hyperloop one



Continental

Baidu 百度



BOSCH

Tencent 腾讯



Audi



NVIDIA

SAP



vodafone



NAVINFO  
四维图新



LG

SK telecom



mastercard

accenture

here





# ENABLING AN AUTONOMOUS WORLD FOR EVERYONE



