



# HERE Platform Marketplace

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Data Monetization & Marketplace

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DAIMLER



Audi

## 2015

BMW, Audi and Daimler acquire HERE to develop high-definition mapping for self-driving vehicles and other applications



 BOSCH

*Pioneer*

Continental 

## 2017–2018

HERE shareholder structure broadens, with Intel, Bosch, Pioneer and Continental as new investors

 Mitsubishi Corporation

 NTT

## 2020

HERE welcomes Mitsubishi Corporation and NTT as new investors\*

\*pending regulator approval

# HERE: The world's leading location data expert for almost four decades

HERE in numbers



Countries mapped



4 of 5

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

8,000+



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

30+

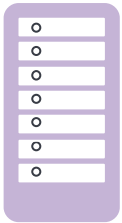
years of experience transforming location technology



+ HERE cars collecting data for maps

HERE Maps on board of  
100M  
vehicles and counting

28



TB map data

collected per day

700,000



3D data points per second per car

HD Live Map covering  
600k+ km  
autonomous driving



# Location technology opens up new opportunities in multiple industries and markets

## Industries



Automotive



Transportation & Logistics



Tech, Media & Telco



Retail



Public Sector



Finance  
& Insurance



Manufacturing



Accommodation  
& Food Services



Healthcare

## Markets



Supply  
Chain



Fleet  
Management



Urban  
Mobility



Connected  
Driving



Infrastructure  
Planning



Consumer  
Engagement



Public  
Safety



Data  
Management



Privacy  
Management



Application  
Development



# HERE Platform design needs



## Industry & Core-business

Industry knowledge  
Core-business capabilities



## Data & Monetization

3<sup>rd</sup> party data  
Fresh data  
High quality data  
Real-time data  
Data marketplace & exchange



## Location

Location-intelligence  
Map matching  
Rendering  
Routing  
Search  
Geocoding



## Big Data

Data Access  
Data Preparation  
Data Exploration & Visualization  
Automation & Augmentation  
Machine Learning

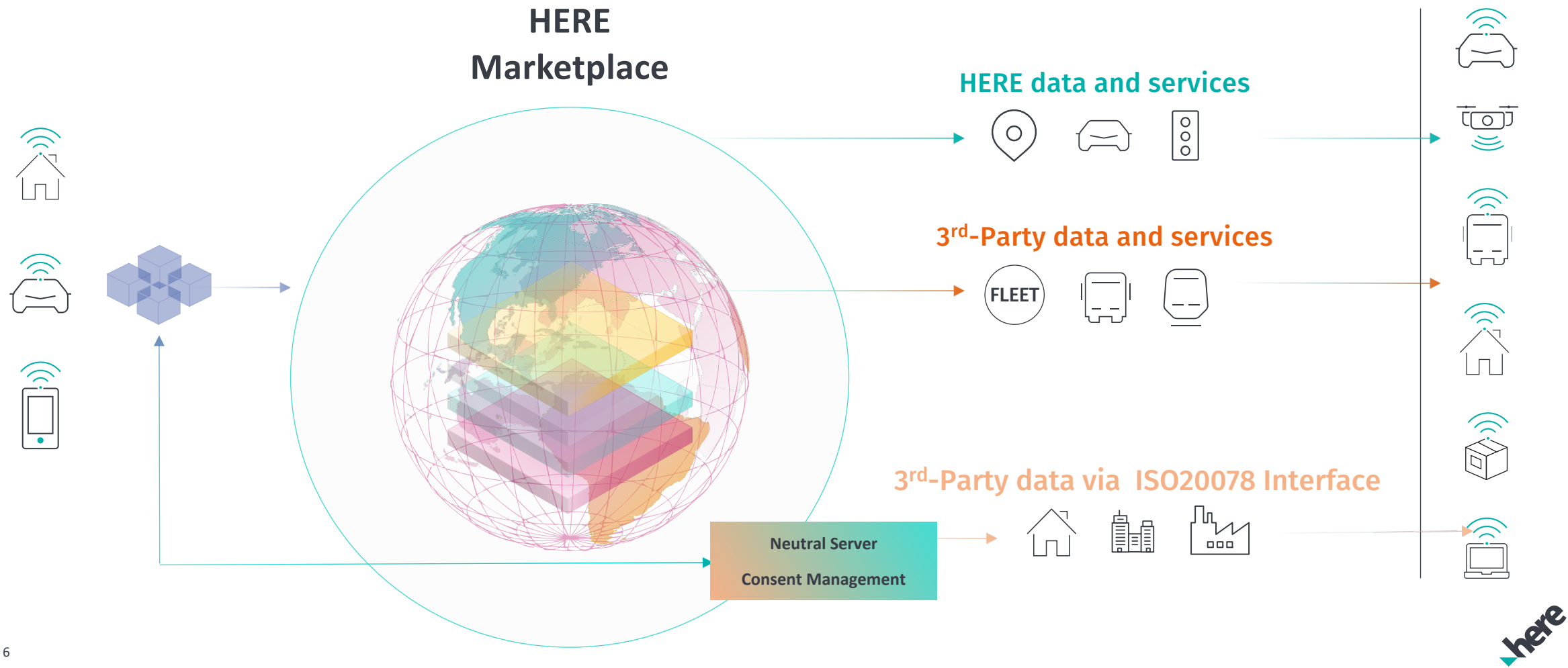


## Cloud & Platform

Blob Storage  
Volatile Storage  
Network usage / Data IO  
Internal Data Center

# HERE Marketplace provides a consolidated data distribution gateway

Single integration : ready demand : unlimited scale potential

























# HERE Marketplace provides access to data from HERE and 3<sup>rd</sup> parties

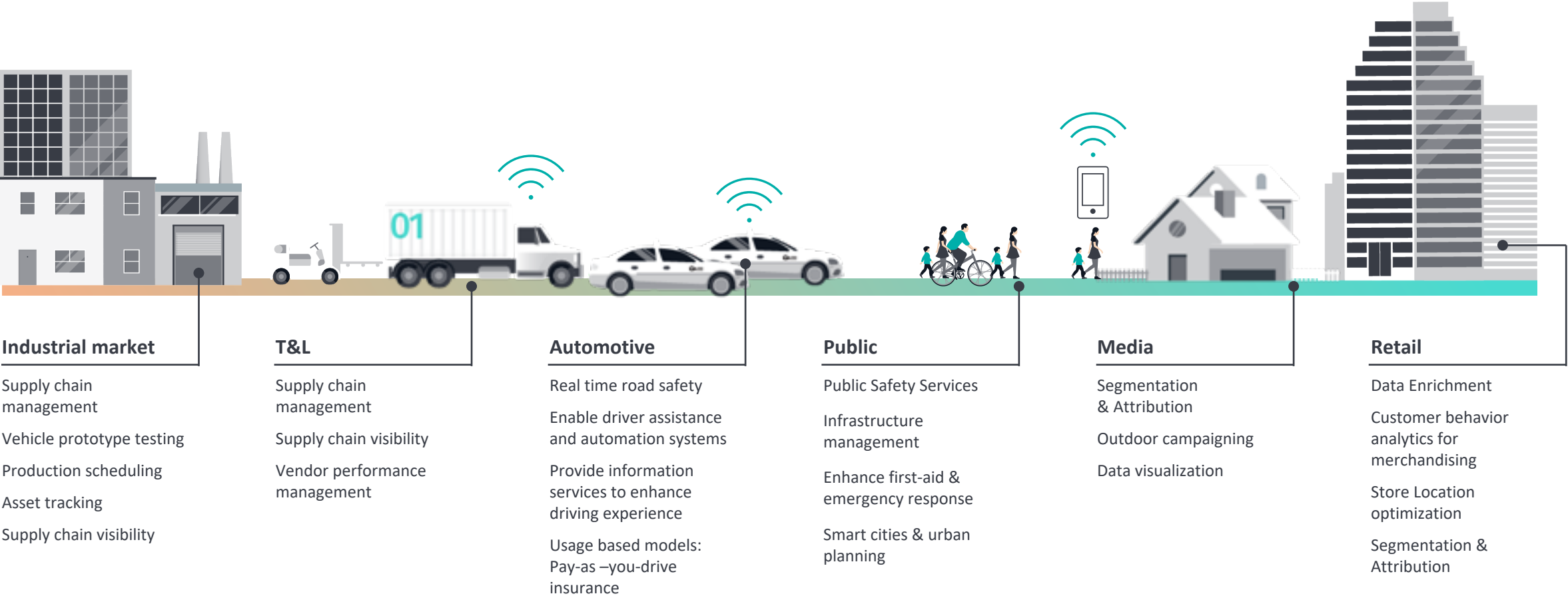


Consent Management

100s of data signals packaged into 50+ datasets spanning variety of data sources and use cases

 HERE Hazard warning	 HERE Road signs	 HERE SD & HD Map content	 Probe as a Product	 Weather data
 Parking, traffic, fuel & safety	 Consumer spending (aggregate)	 SmartHome (appliances)	 Roads & sidewalks, route itineraries, origin/destination	 Vehicle Battery Status
 Vehicle Door Status	 Vehicle Electric Range	 Vehicle Fuel Status	 Vehicle Lights Status	 Vehicle Mileage
 Vehicle Window Status	 Safety related traffic	 Road Weather	 Road Intelligence	 HERE Road Rules & Regulations
 Pay-as-you-drive	 Parking events	...and much more		

# Here Platform use-cases to meet business imperatives across multiple industries



Note: Above items are few examples of what HERE Platform enables



# Challenges & Opportunities in exchanging & sharing data



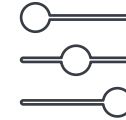
## Business

- Data is in silos
- Finding the right partners
- Scaling
- Complicated licensing and sourcing



## Technical

- Integration with systems
- Lack of standardization
- Lack of technical expertise



## Regulatory & user privacy

- Compliance
- Data security
- Data control
- Privacy

accenture

Alibaba.com

AT&T

AtoS

aws

Baidu 百度

BOSCH

Capgemini

CISCO

Cognizant

CYIENT

DESCARTES

esri

experian

FUJITSU

Glympse

LAB3  
NAVER LABS

LG

Mahindra

mastercard

MASTER  
CONCEPT

Microsoft

MITSUBISHI  
ELECTRIC

ESS

NOKIA

NTT DATA

ORACLE

PASCO

SAP

SIEMENS

Singtel

SK telecom

software AG

Telefonica

Telia Company

Tencent 腾讯

tieto

T-Mobile

verizon

vodafone

wipro

Stronger with our  
partners

here

Thank you