

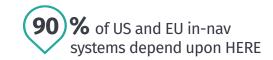
# Unleash the power of location data with HERE Marketplace

## **Location Aware...Anywhere, Everywhere**

Built on the industry's leading location platform, HERE Marketplace enables customers, partners and developers to understand and model the world around them by harnessing the power of location data







### Industries we serve





Internet & media



Retail



Insurance



Electronics



Public sector & infrastructure



Telecom & utilities

On-demand industry



Transports & logistics



Real estate



HERE Marketplace provides access to data from HERE and 3rd parties. 100s of data signals have been packaged into 50+ data sets spanning 60+ use-cases. Some of the key data sets available in HERE Marketplace are below.\*



**HERE Road signs** 





**Road friction data** 





Weather data



Safety relatéd traffic



Vehicle Electric Range



Vehicle **Battery Status** 



**Hazard warning** 



**HERE Road Rules** & Regulations



Probe as a Product



Pay-as-you-drive



**HERE SD & HD Map content** 



Road Intelligence



**Vehicle Fuel Status** 





**Consumer spending** (aggregate)



**Road Weather** 



**Vehicle Mileage** 



Vehicle **Window Status** 

<sup>\*</sup>Please note. This is not an exhaustive list of data sets.

## The location data and technology platform

HERE Technologies is the leading location data and technology platform that accelerates transformation of data into business value in an efficient and scalable fashion. It includes data exchange, data modeling & visualization, application development, as well as technologies & industry solutions - from on-premise to the cloud. HERE is a privately held company with multiple shareholders: Audi, BMW, Bosch, Continental, Daimler, Intel and Pioneer.

## **HERE Marketplace advantages**

#### Cross-industry Marketplace

HERE-Marketplace is truly a global location asset marketplace with cross industry data.

HERE can leverage its large customer base to create a cross-industry Marketplace, and seed the network effects (both supply and demand side)

#### Openness and Neutrality

Indiscriminatory, fair and open participation and access to HERE Marketplace to all market-players, incl. competitors

Neutral server an integral feature of HERE Marketplace

Data shared under creative commons

#### Proximity to HERE Workspace

HERE Workspace enables additional capabilities, such as, data visualization, location intelligence, and additional value-added services (e.g Data cleansing, Data standardization, Data management)

### Availability of HERE Data

Marketplace gives access to SD and HD map content, and other sensor data-sets from HERE. HERE has global leadership in location data

#### Global footprint

HERE Marketplace has a global coverage incl. Japan

#### Value added services

HERE provides both technical and business-related consulting to the customers (both pre- and post sales), incl. match-making

HERE provides Professional services and a feature rich post-sales support

#### Accelerated transactions

HERE provides access to an unmatched ever-growing location-centric ecosystem with an ever-growing network effects

Tap into HERE global sales force to find right demand-supply. partners

### Data control & privacy by design

Full control to data providers on data visibility and data sharing

Private and Public listings

HERE Marketplace covered by ISO 27001. SSAE SOC (Service Organization Control) Type 2 certified, GDPR and CCPA compliant

CCPA =California Consumer Privacy Act

## A selection of HERE's partners and customers











































Tencent 腾讯 ORACLE









Cognizant

NOKIA





## Selected key facts & figures

- → HERE is independently rated as the world's #1 provider of location intelligence (Counterpoint Research, Ovum, Strategy Analytics)
- → 9,000+ employees in offices across 50+ countries
- → 30+ years of location domain experience
- 200 countries and territories mapped, including China, Japan and South Korea
- $\rightarrow$  57 million km of roadways covered globally

- → HERE maps on board of 150 million vehicles and counting
- 80bn API calls
- 60+ countries and territories with live traffic information
- → 1,500+ cities with public transit routing in 50+ countries
- → 125+ million places/points of interest
- → Centimeter precision for high definition maps

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