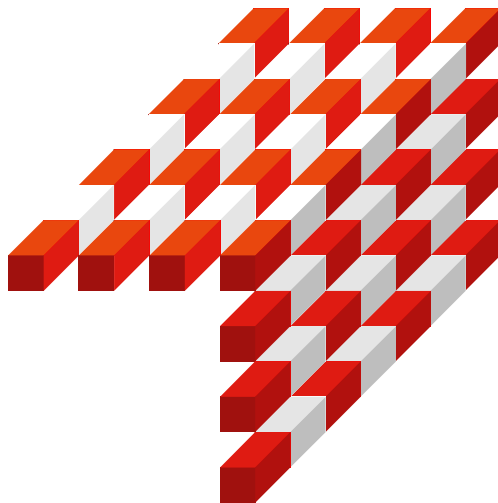


# Group Strategy



**Harold Goddijn**  
Chief Executive Officer

# **TECHNOLOGY FOR A MOVING WORLD**



Oude Rijn

Ringweg Noord

Ringweg Oost

Het IJ

Het IJ

Amsterdam

Saartjans

Duinen





**Creating technologies  
for a #movingworld**





# Maps for every need

Our maps make roads safer across all levels of automation.

## TomTom MapMap

We created the original digital map, helping billions of people move smarter, safer and more efficiently since 1991. Accidents are a thing of the past.

Used in automated driving Level 2, Level 3, Level 4, Level 5.



Human  
Interaction



Machine  
Interaction

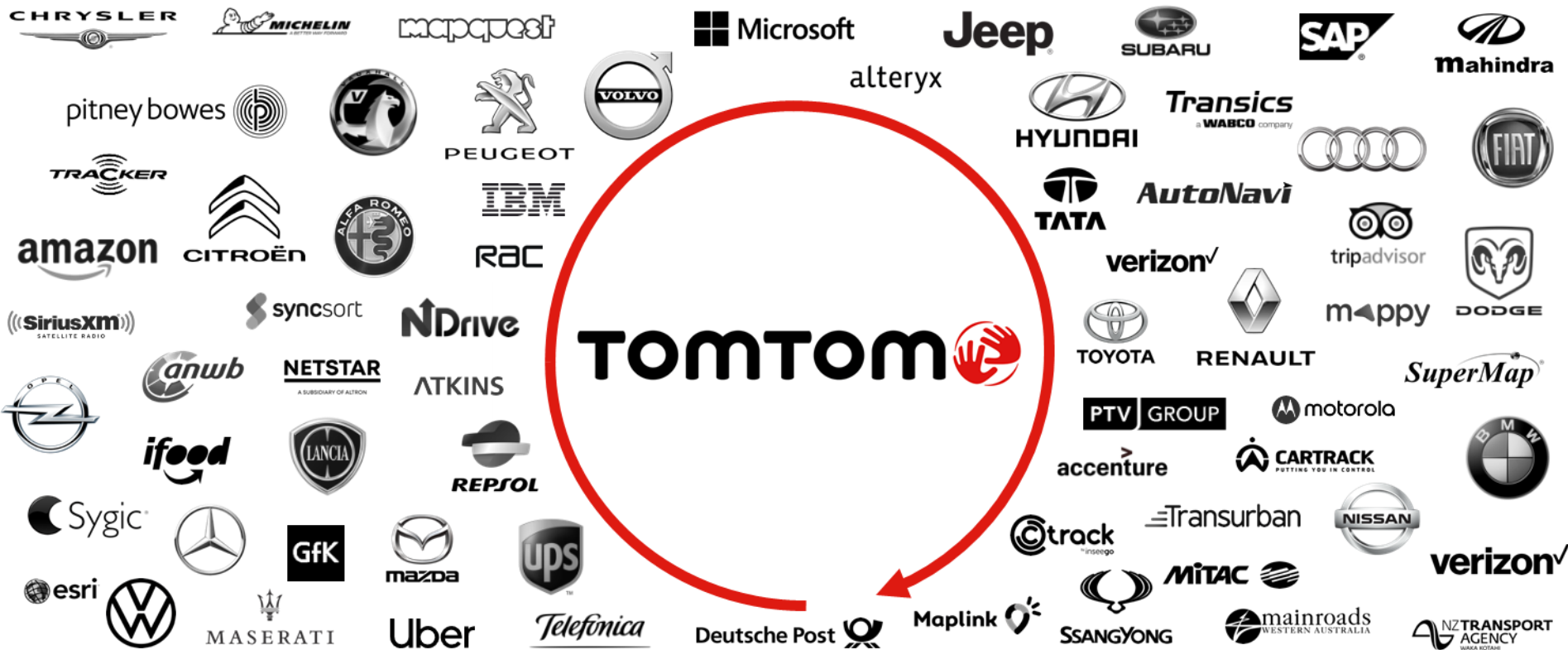






# Strong partnerships with leading companies

We are at the center of an ever-evolving location technology ecosystem





# **KEY OPPORTUNITIES**

## **SHAPING OUR INDUSTRY**

## Mapping ecosystem



## In Vehicle Infotainment



## Automated driving



## Maps APIs



# Important Notice

## DISCLAIMER

This document contains certain forward-looking statements with respect to the financial position and results of TomTom's activities. We have based these forward-looking statements on our current expectations and projections about future events, including numerous assumptions regarding our present and future business strategies, operations and the environment in which we will operate in the future. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements, and you should not place undue reliance on them. Many of these risks and uncertainties relate to factors that are beyond TomTom's ability to control or estimate precisely, such as levels of customer spending in major economies, changes in consumer preferences, the performance of the financial markets, the levels of marketing and promotional expenditures by TomTom and its competitors, costs of raw materials, employee costs, exchange-rate and interest-rate fluctuations, changes in tax rates, changes in law, acquisitions or disposals, the rate of technological changes, political developments in countries where TomTom operates and the risk of a downturn in the market. Statements regarding market share, including TomTom's competitive position, contained in this document are based on outside sources such as specialized research institutes, industry and dealer panels in combination with management estimates.

The forward-looking statements contained herein speak only as of the date they are made. We do not assume any obligation to update any public information or forward-looking statement in this document to reflect events or circumstances after the date of this document, except as may be required by applicable laws.

You will be solely responsible for your own assessment of the market and the market position of TomTom and you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of TomTom's business. This document does not constitute or form part of, and should not be constructed as, an offer or invitation to subscribe for or purchase any TomTom securities.



# Thank you

tomTom 

