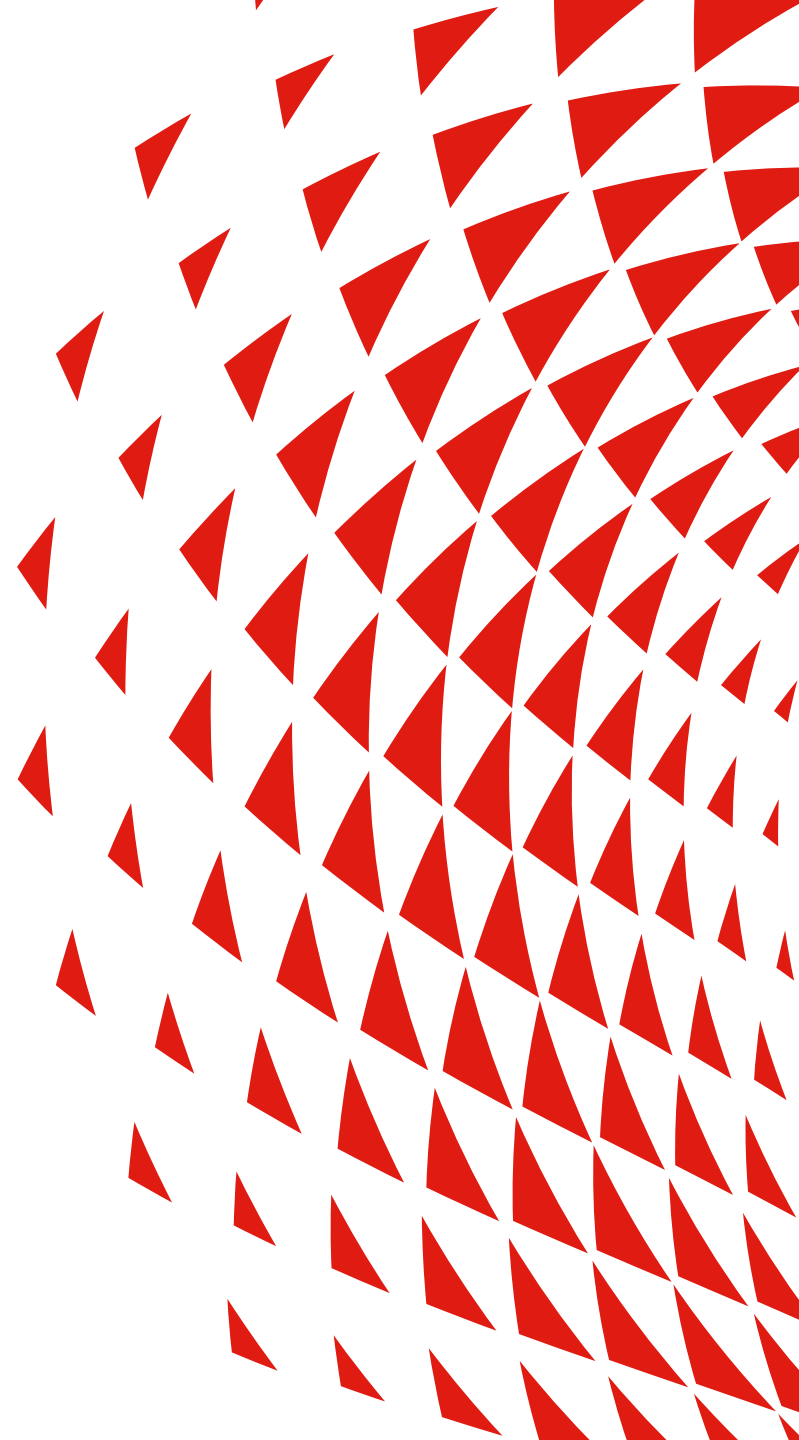




# Driving growth in Automotive

Antoine Saucier | Managing Director Automotive

**Capital  
Markets  
Day 2022**



# Product portfolio serving multiple segments



Passenger cars



Commercial vehicles



Two-wheelers



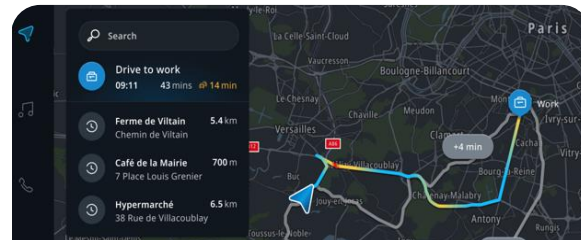
Navigation



ADAS & Automated Driving



Maps

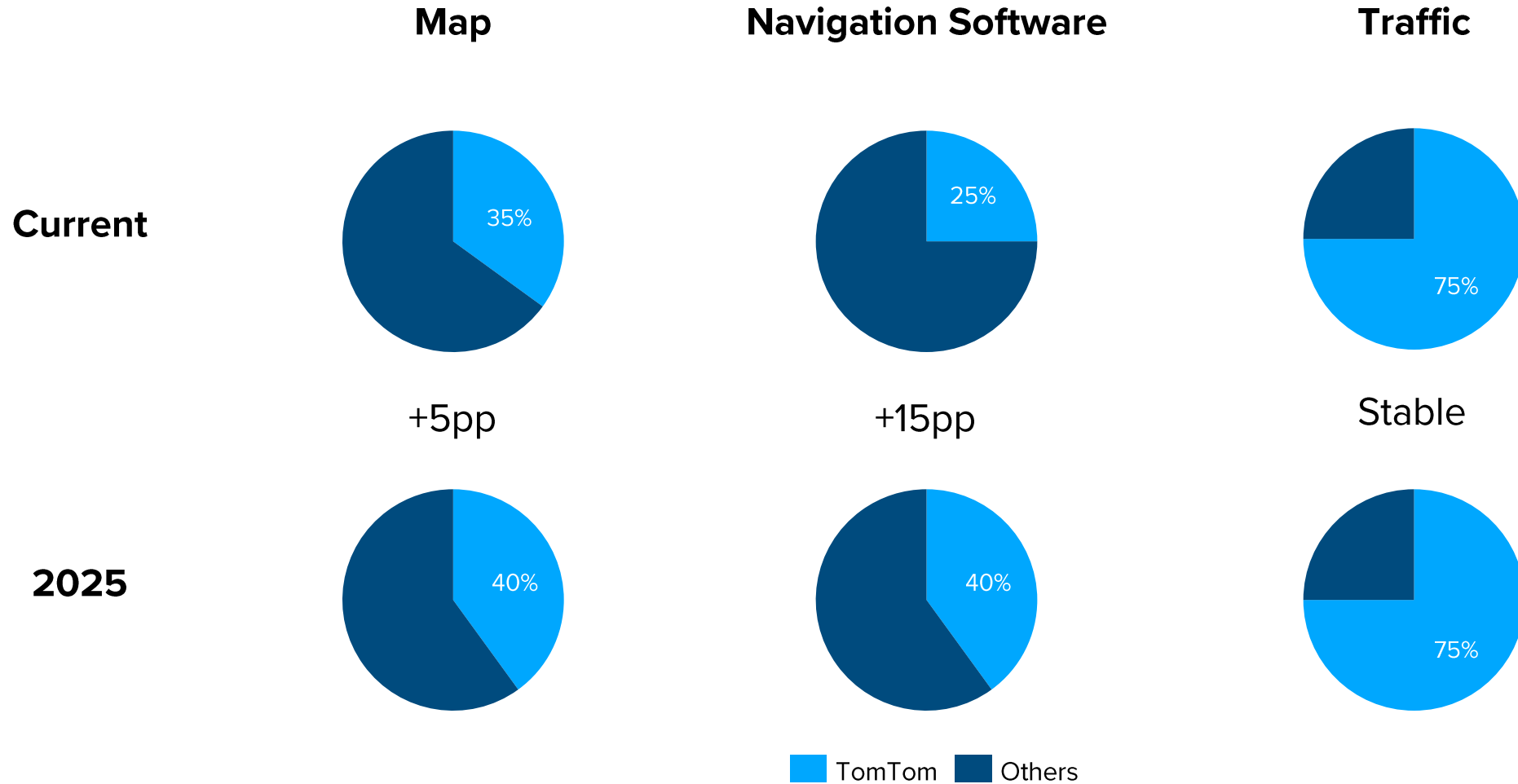


Software

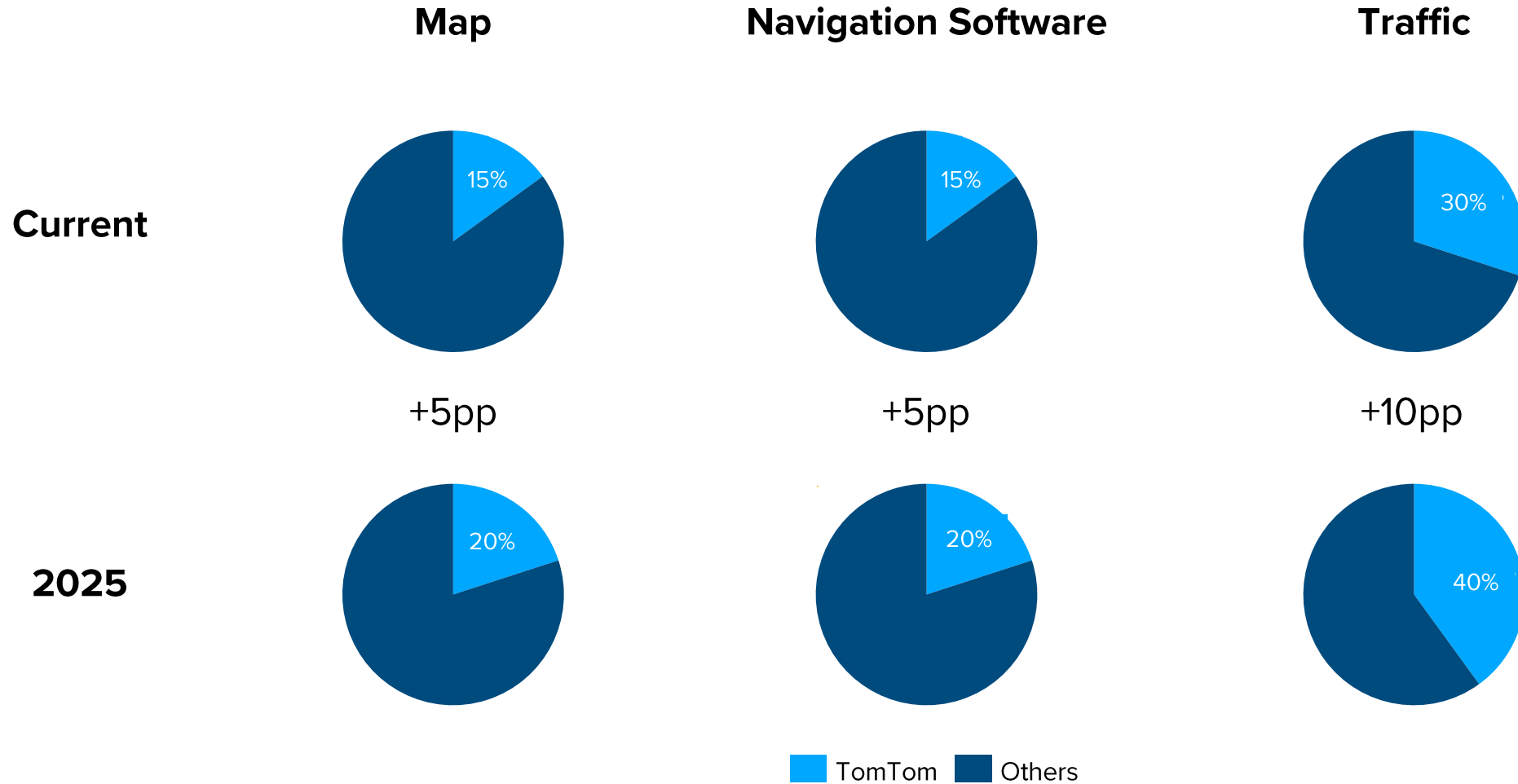


Services

# TomTom market share in Europe



# TomTom market share in North America



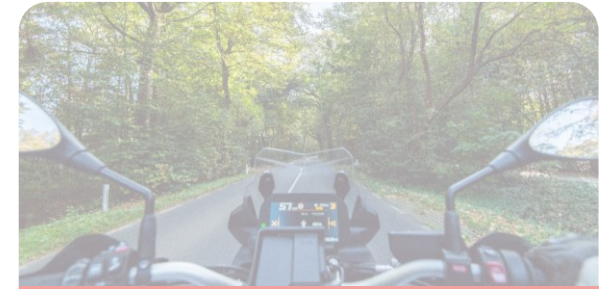
# Product portfolio serving multiple segments



Passenger cars



Commercial vehicles



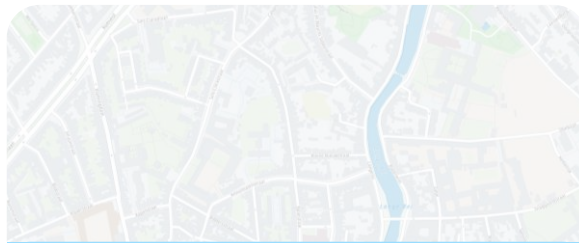
Two-wheelers



Navigation



ADAS & Automated Driving



Maps



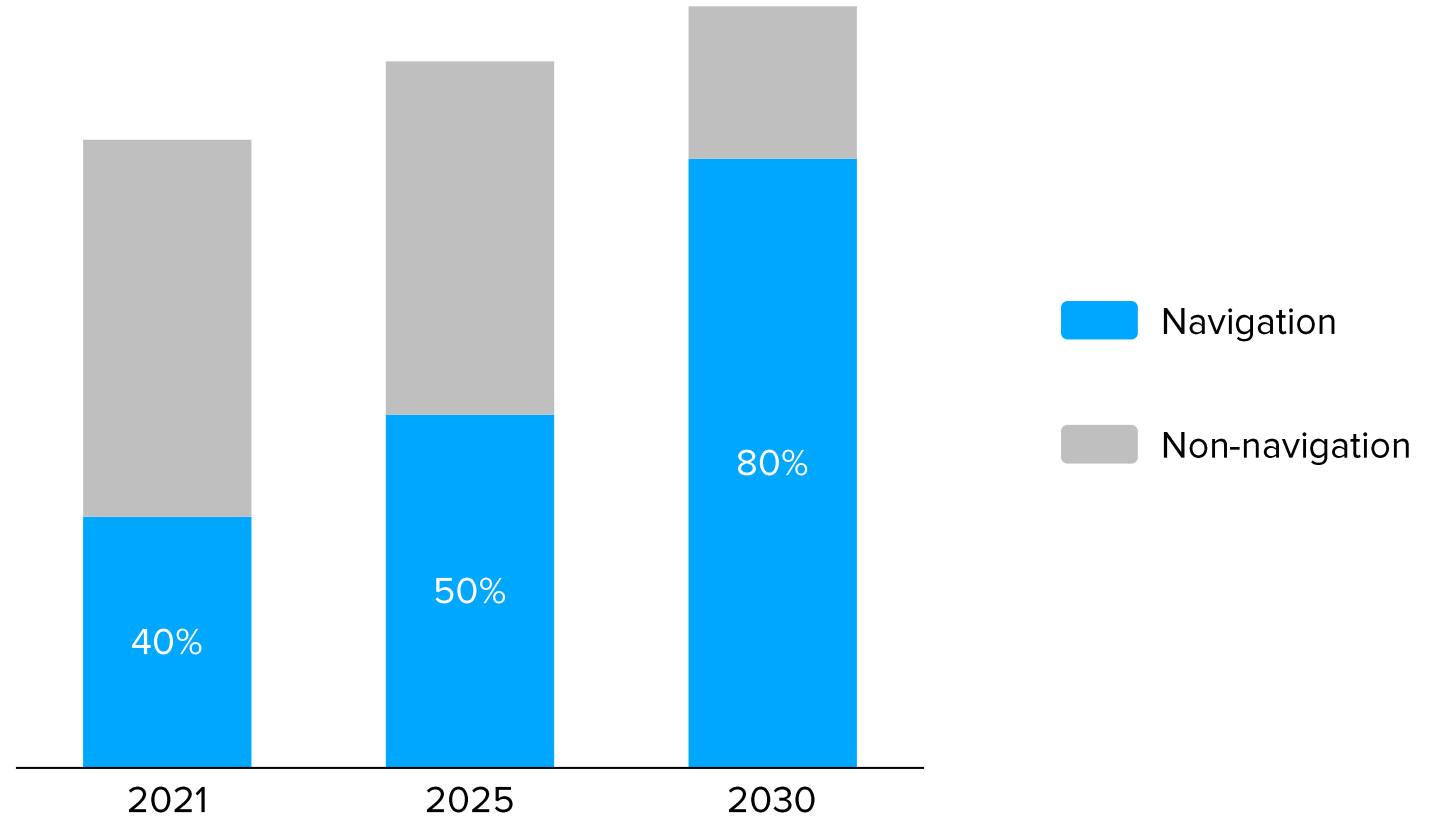
Software



Services

# Navigation take rate continues to grow

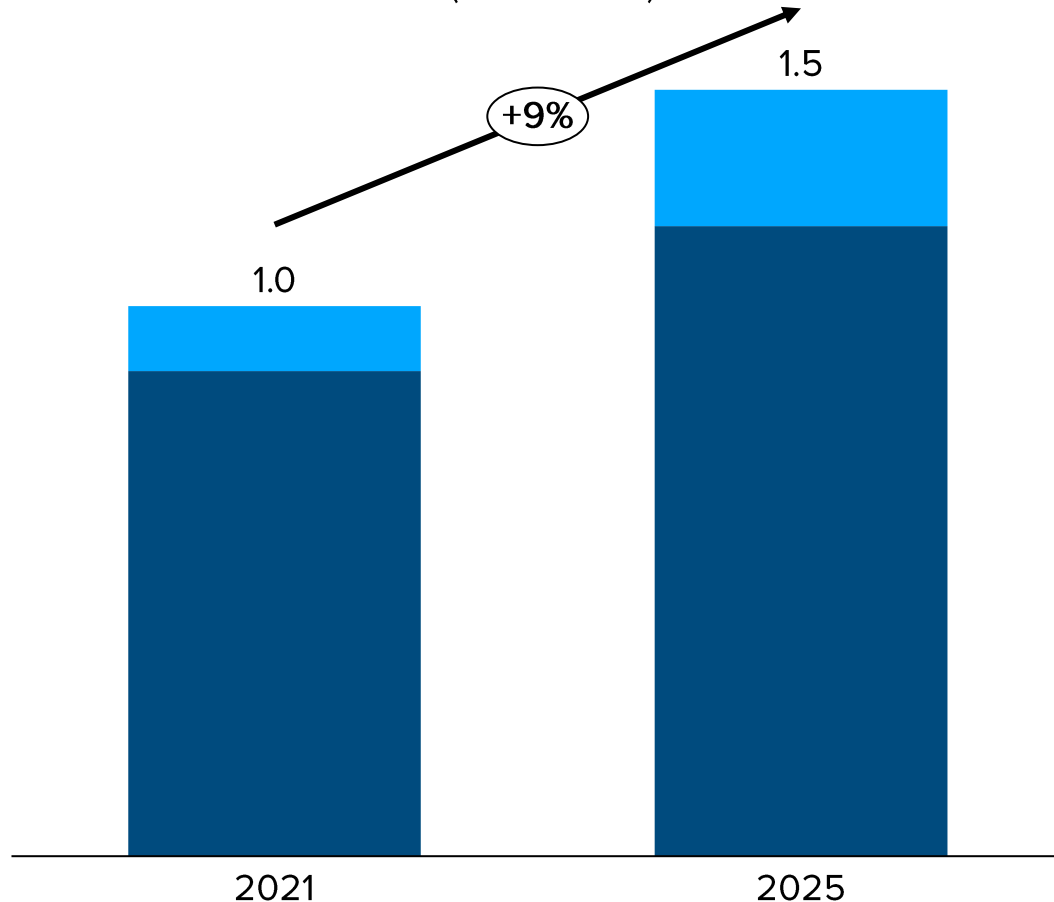
Navigation take rate  
(in % of total global car sales)



Source: Strategy Analytics, S&P Global, TomTom estimates

# Addressable market size growing toward €1.5 billion

Automotive location technology market excluding China  
(in € billions)



## Key market drivers

### ADAS & Automated driving

- > Safety regulations
- > Level 2 and 3 driving automation
- > Hazard warning services

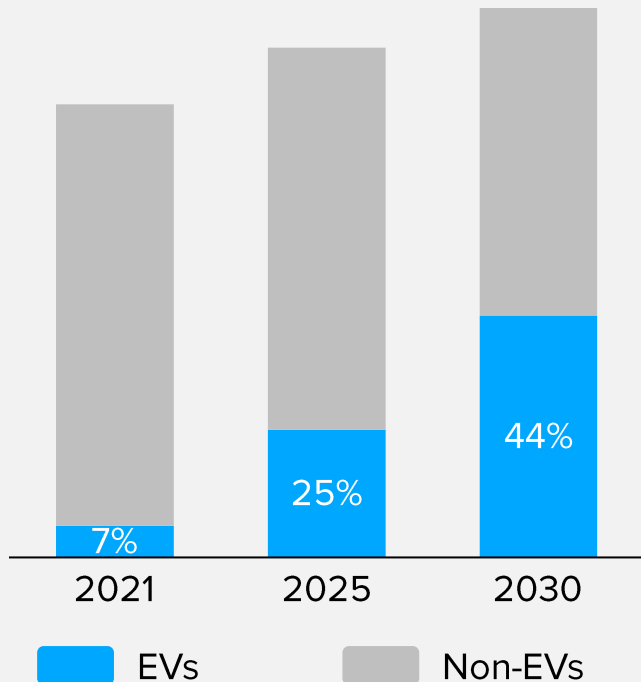
### Navigation

- > Vehicle connectivity
- > Electrification
- > Software-Defined Vehicle

# Electrification is transforming the navigation experience

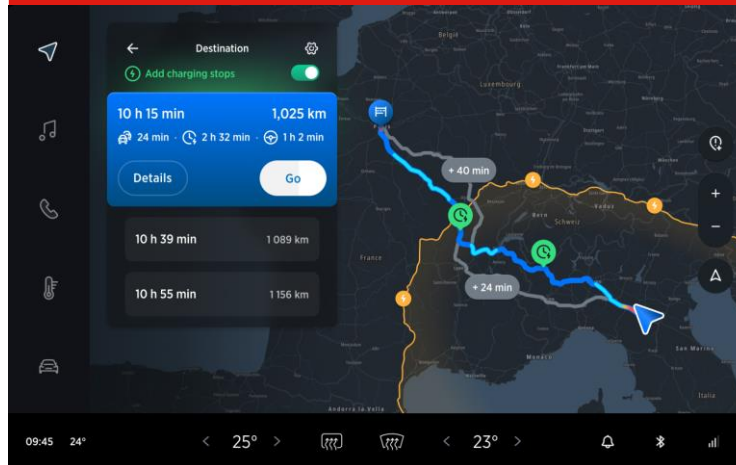
## Growing market opportunity

**EV market share**  
(as a % of total car production,  
global excl. China)



Incl. BEV and PHEV  
Source: BCG, S&P Global

## Leading EV navigation portfolio



- > Electrification is driving 100% take rate for navigation
- > Products focus on EV routing, range estimation, and EV services

## Well-positioned with EV OEMs

- > New EV models with navigation co-developed by VW CARIAD and TomTom launching in 2023
- > Supplying location tech to new EV OEMs, such as Fisker

CARIAD   
A VOLKSWAGEN GROUP COMPANY

**CARIAD and TomTom Co-Develop  
Volkswagen Group's Next-Gen  
Navigation**

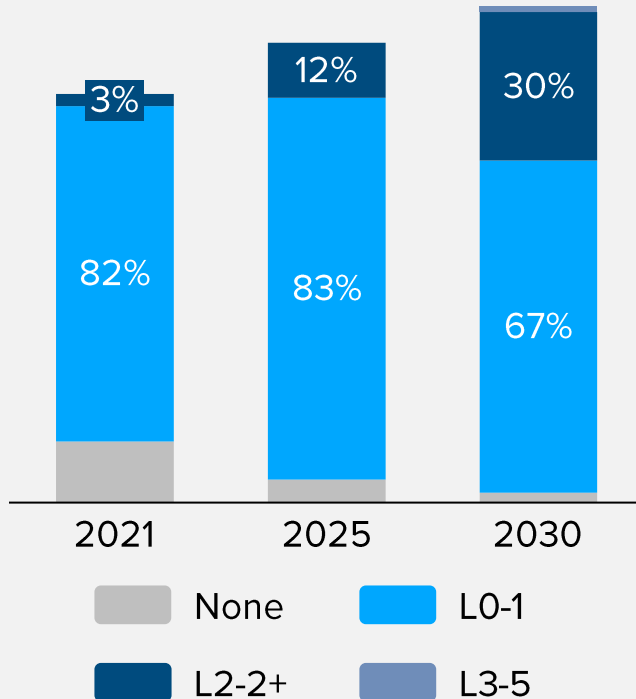
Dec 21, 2021



# Advanced Driver Assistance Systems drive higher take rates

## Growing market opportunity

**Automation level**  
(as a % of total car production, global excl. China)



Source: SBD Automotive, ABI Research, S&P Global, TomTom estimates

## Leading ADAS portfolio



- > ADAS and HD Map portfolio supporting multiple map layers
- > Virtual Horizon delivering map data to ADAS functions from Level 0 to 5
- > Hazard Warning service enhancing both ADAS and navigation functions

## Well-positioned with OEMs

- > OEMs starting to push for 100% navigation take rate driven by ISA regulation and market trend
- > ADAS Map in production or launching with 10+ OEMs
- > Multiple OEMs launching Level 2+ systems with our HD Map

**HYUNDAI**   
MOTOR GROUP

**TomTom to power Hyundai Motor Group with Maps and Traffic**

Sep 01, 2022

# Location technology enables the software-defined vehicle

- > Customer experience
- > New business models enabling recurring revenues

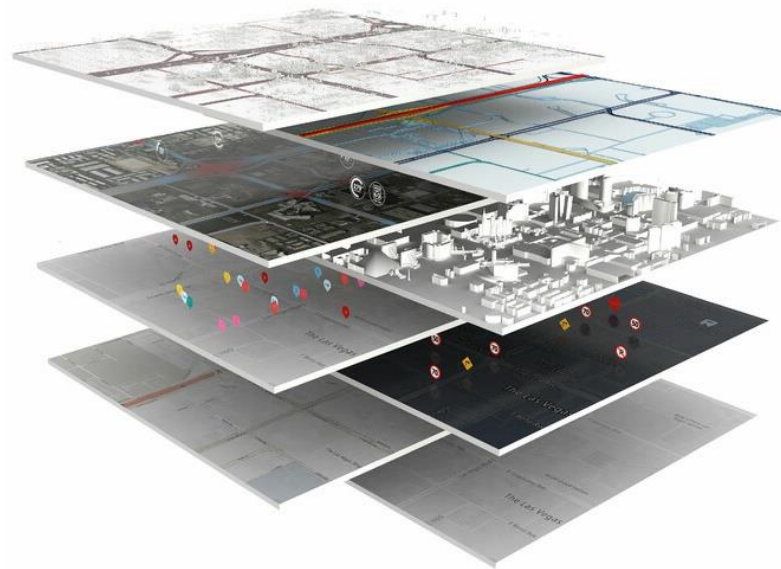


# Map as the key enabler for in-car experience

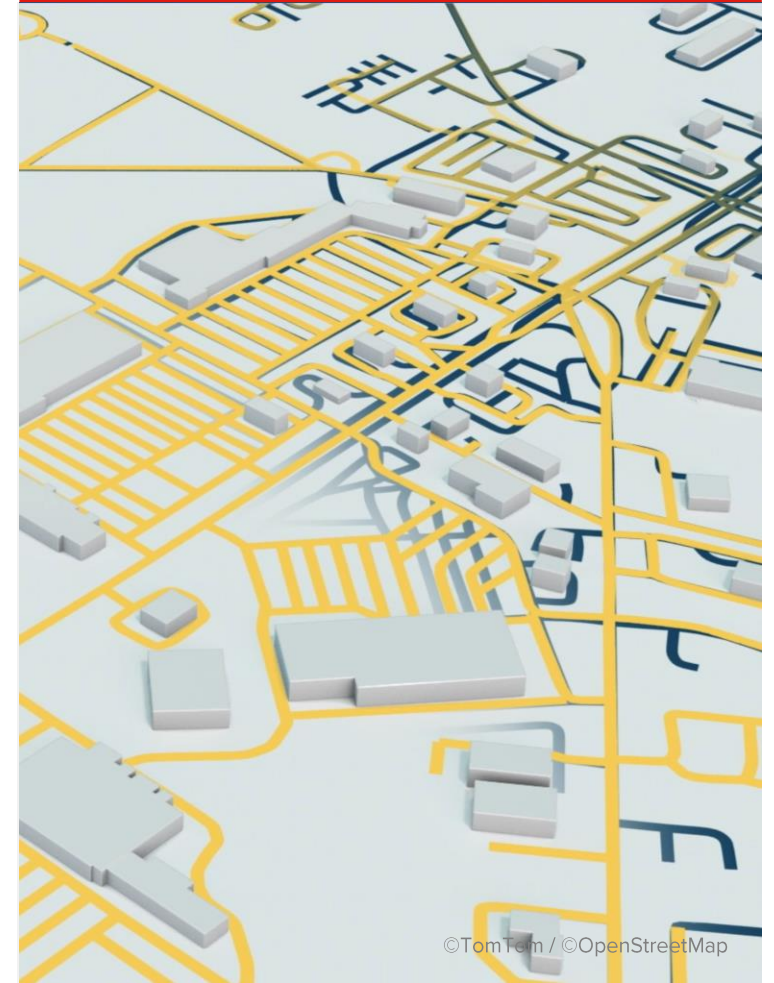
## Coverage



## Content



## Collaboration



# Long-term partnerships on location technology required

## From supplier ...



Stand-alone and ship-and-forget product



Licensing model with one-off revenue



Traditional procurement model (RFQ)

## ... to partner

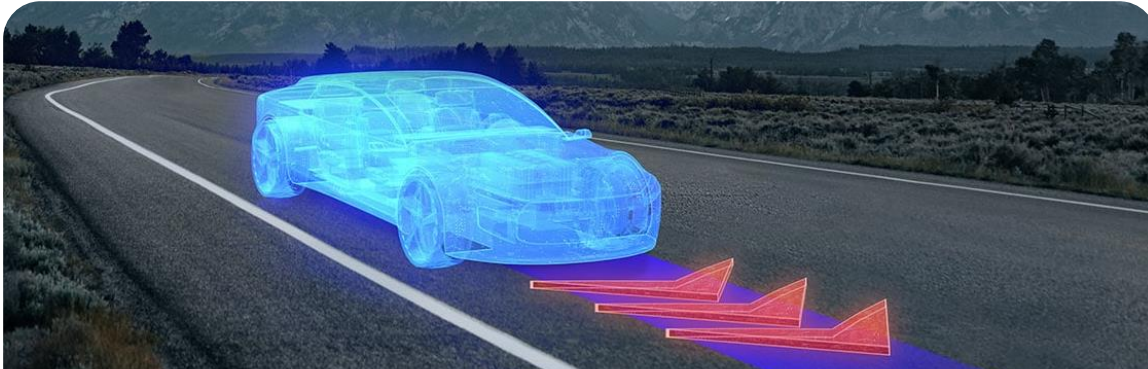
Continuous software updates

Platform ecosystem model with recurring revenue

Long term partnership model

# Backlog fueled by recent wins

Significant deals drive TomTom Automotive growth



VW CARIAD – Navigation Software & Traffic



Hyundai – ADAS Maps & Traffic



Fisker – Digital Cockpit & Full-stack navigation



Global OEM (to be announced) – Full-stack navigation

