



The New Maps Platform

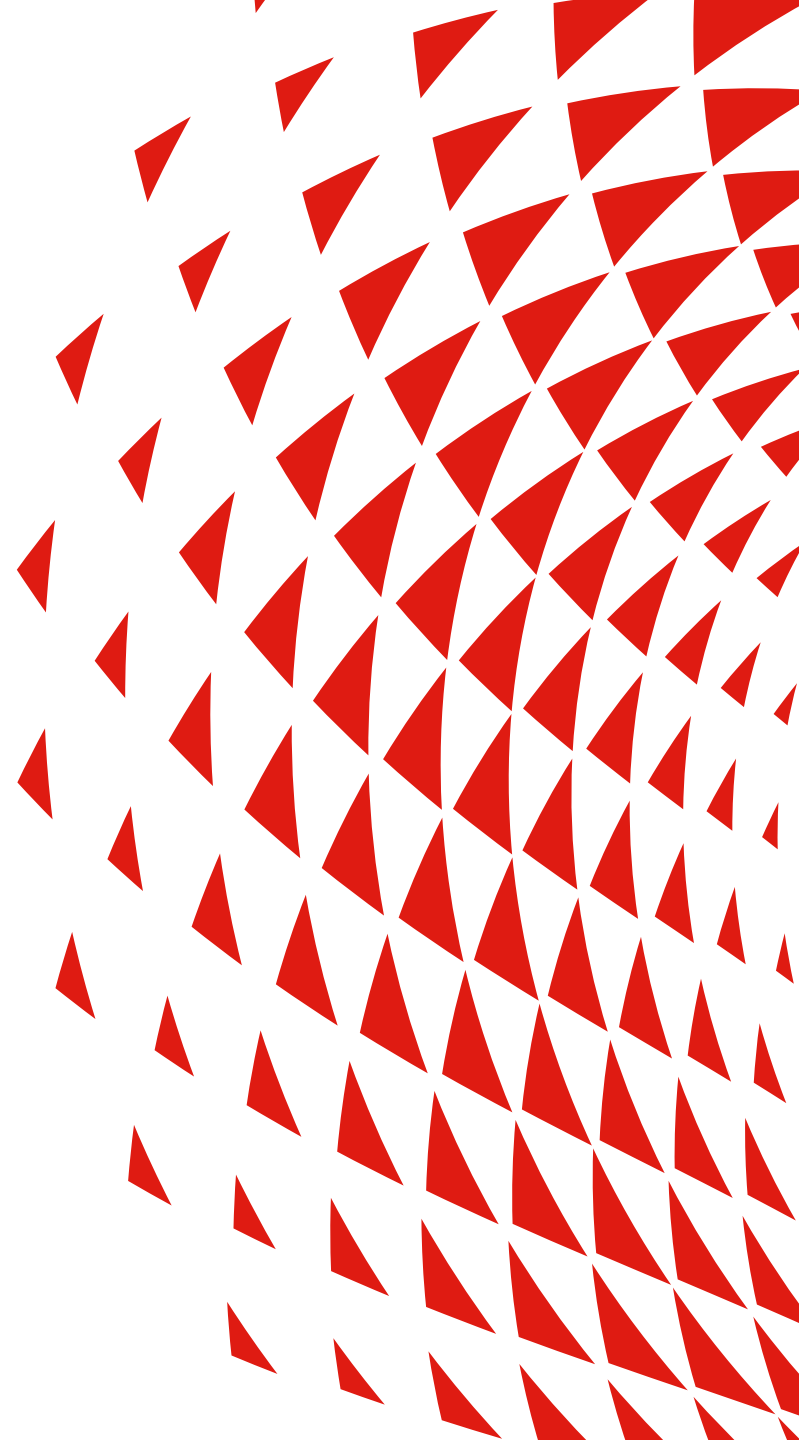
Michael Harrell | VP Engineering

Maps Platform, Directions & Search

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Maps Platform, Directions &
Autonomous Driving

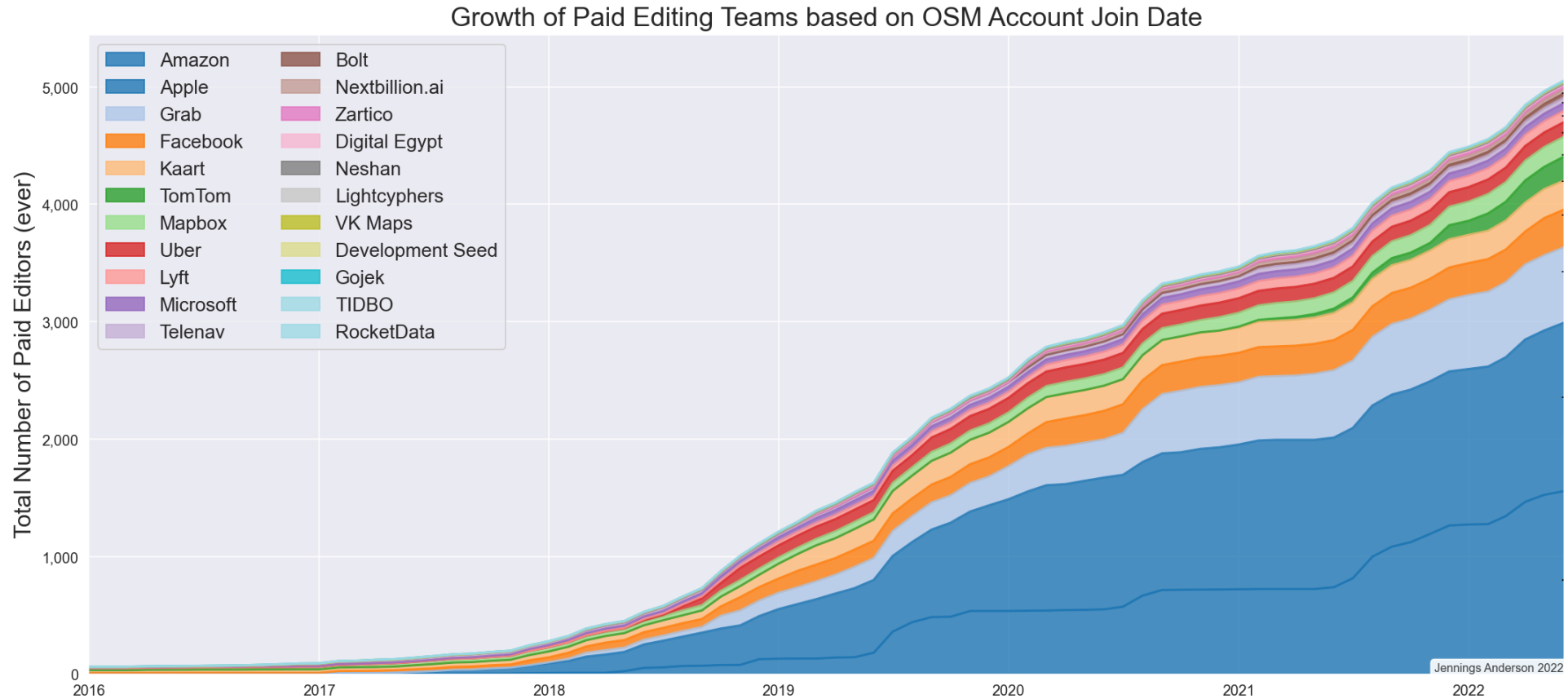
**Capital
Markets
Day 2022**



The world of mapmaking is
changing *dramatically*



Growing interest in OSM



Limitations of Current Map Options

Build it Yourself

Costly and time-consuming
€ billions

Not a differentiator
Resources not focused on core business

Proprietary Map

Limited control
Difficult to add features and fix the map

Limited collaboration
Unable to combine efforts

Limited integration
Difficult to add your own data

Limited pace of advancement
Progress bound by the priorities and resources of a single firm

Open Data

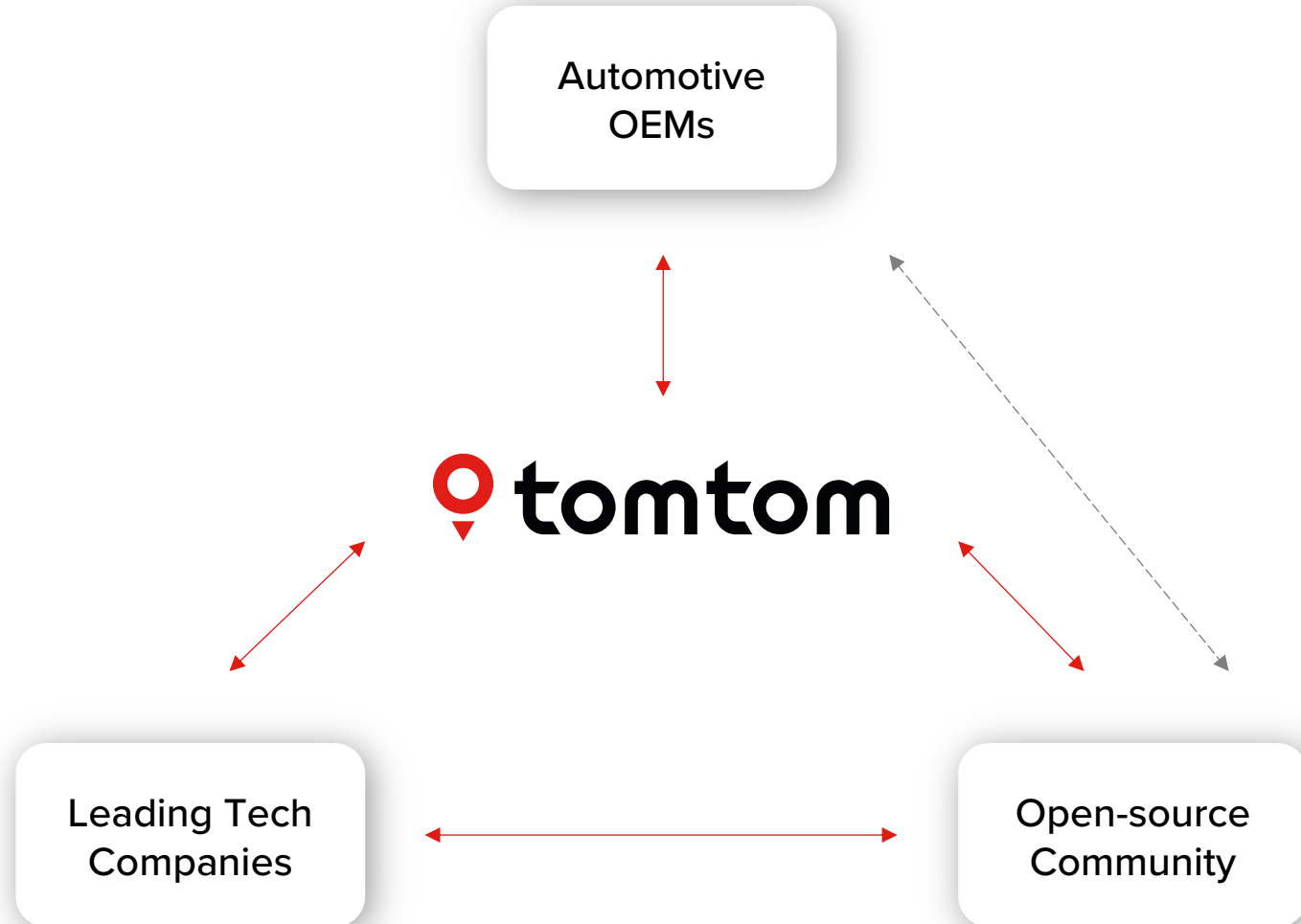
Slower quality checks
Lacks the speed and rigor of proprietary solutions

Limited commercial routing
Built for individual users

Lack of standardization
Peer-produced, no central authority

Limited automation

**Bringing the best
resources of the
world together**





Rising expectations for maps

- ... richer map features
- ... with global coverage
- ... at higher accuracy and quality levels
- ... provided in minutely updates

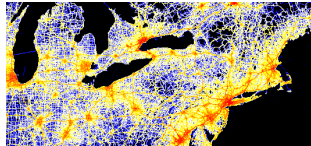
TomTom Maps Sources

Faster, fresher content ensures the rapid ingestion and publishing of map changes



Open Data including OSM

>40k active monthly OSM contributors and >2k corporate editors



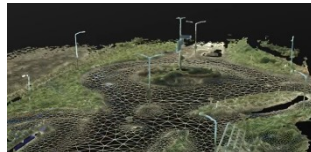
Probes

from >600 million connected devices



Sensor Derived Observations

covering 70 million kilometers and 630 million signs daily



Sensor Ground Truth

Survey vehicles (with 360° road images) satellite and aerial imagery



Data Acquisition

>10k point engagement sources, millions of monthly map updates

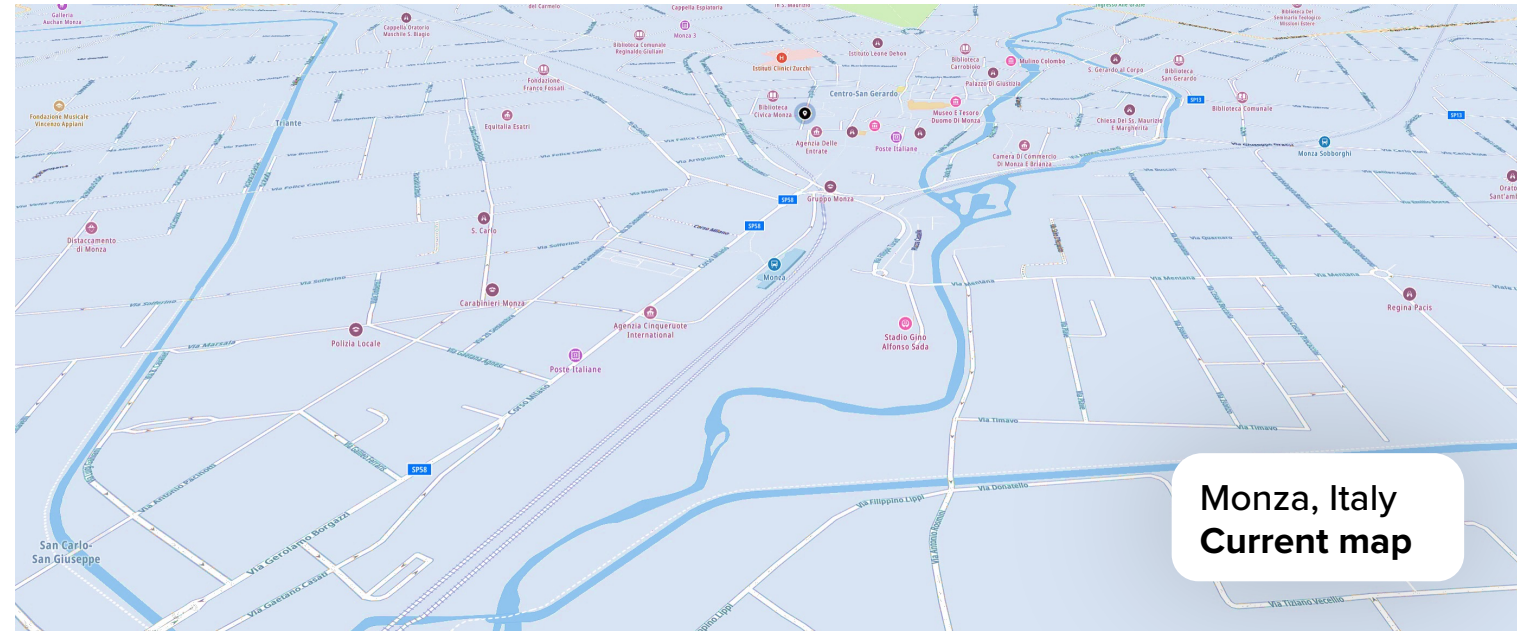


Automated Feedback Loops

Customer data contributions for continuous improvement

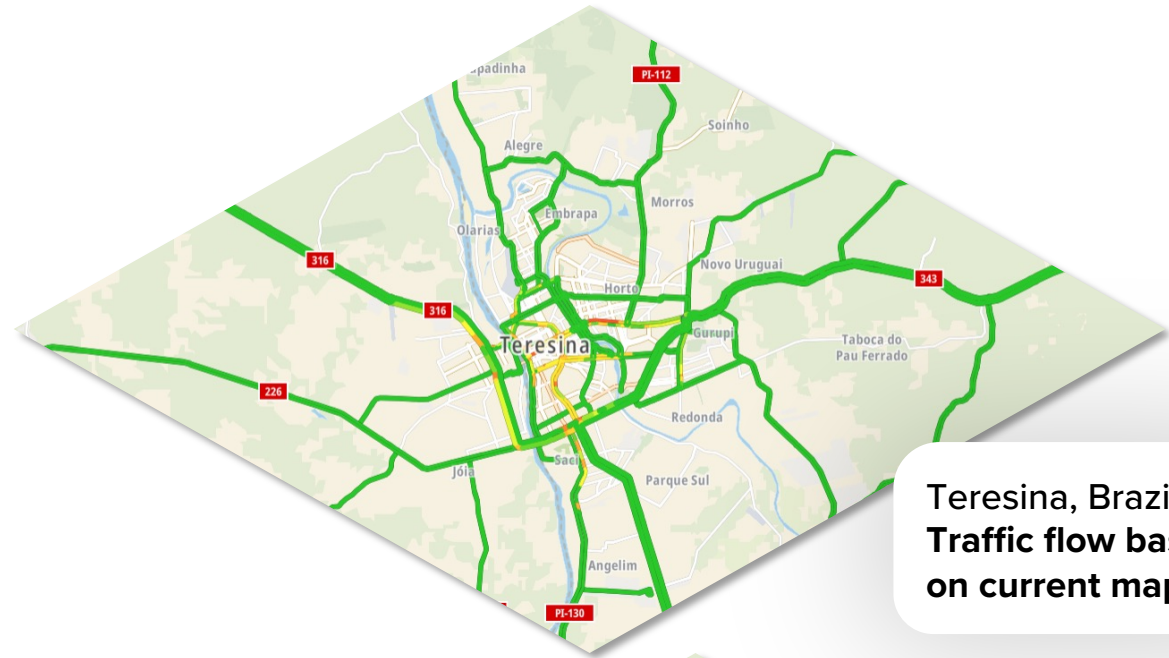
Map data improvement on visualization

- > Open data bring new levels of richness to the map
- > Updated buildings, parks, urban zones, water features



Better map, better traffic

- > A significant improvement for derived products like traffic
- > More complete and accurate roads across even more geographies



Daily Automated Observations from Vehicles

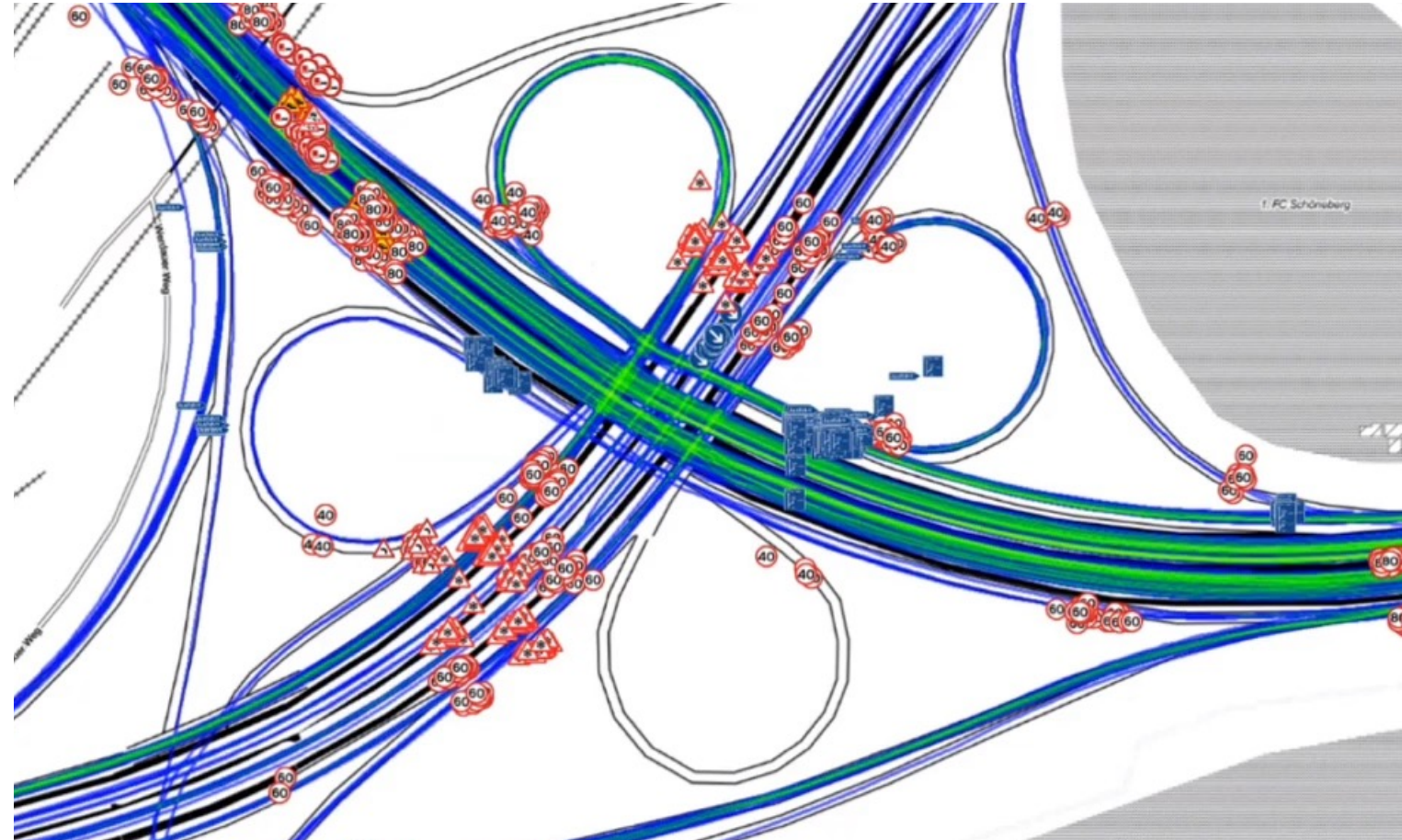
Sensor-derived observations improve ADAS and ISA content, for instance

Daily Camera Detections

- > 650 million signs
- > 70 million kilometers of roads
- > 60 countries

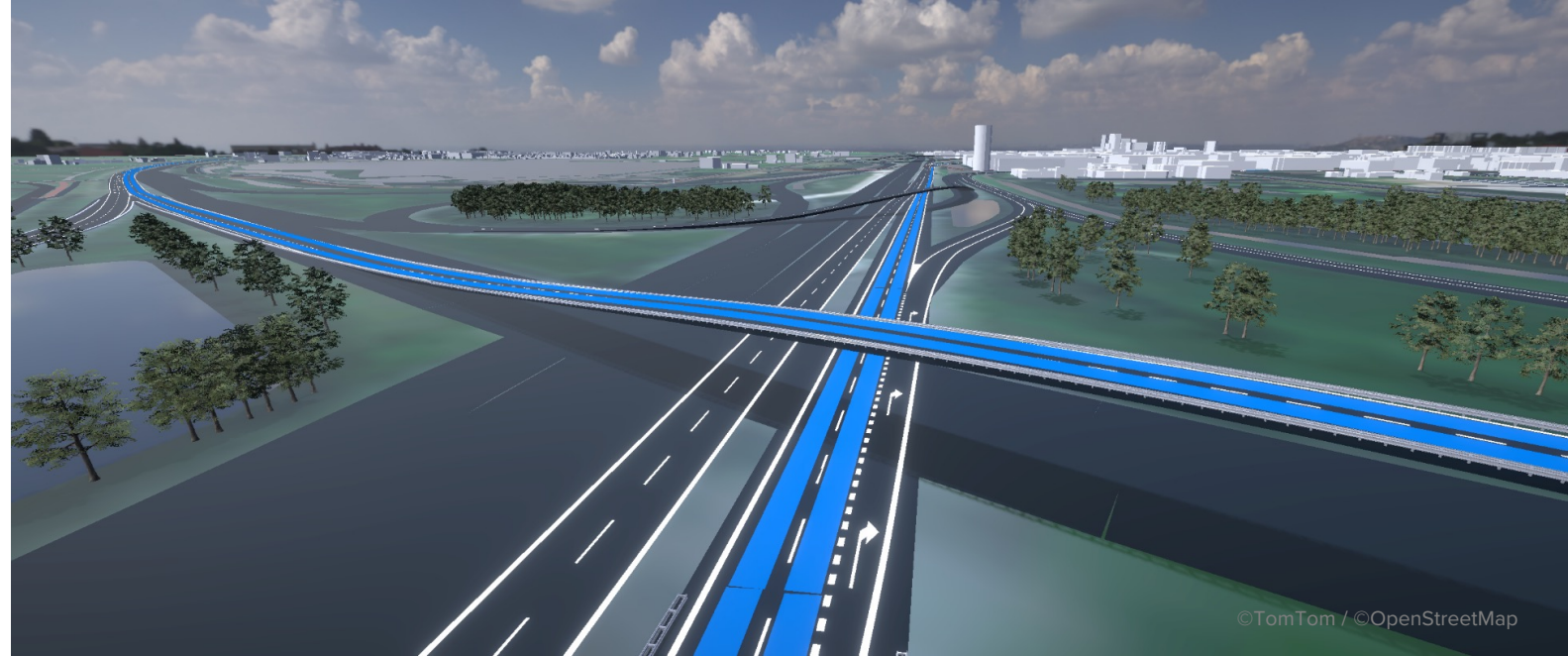
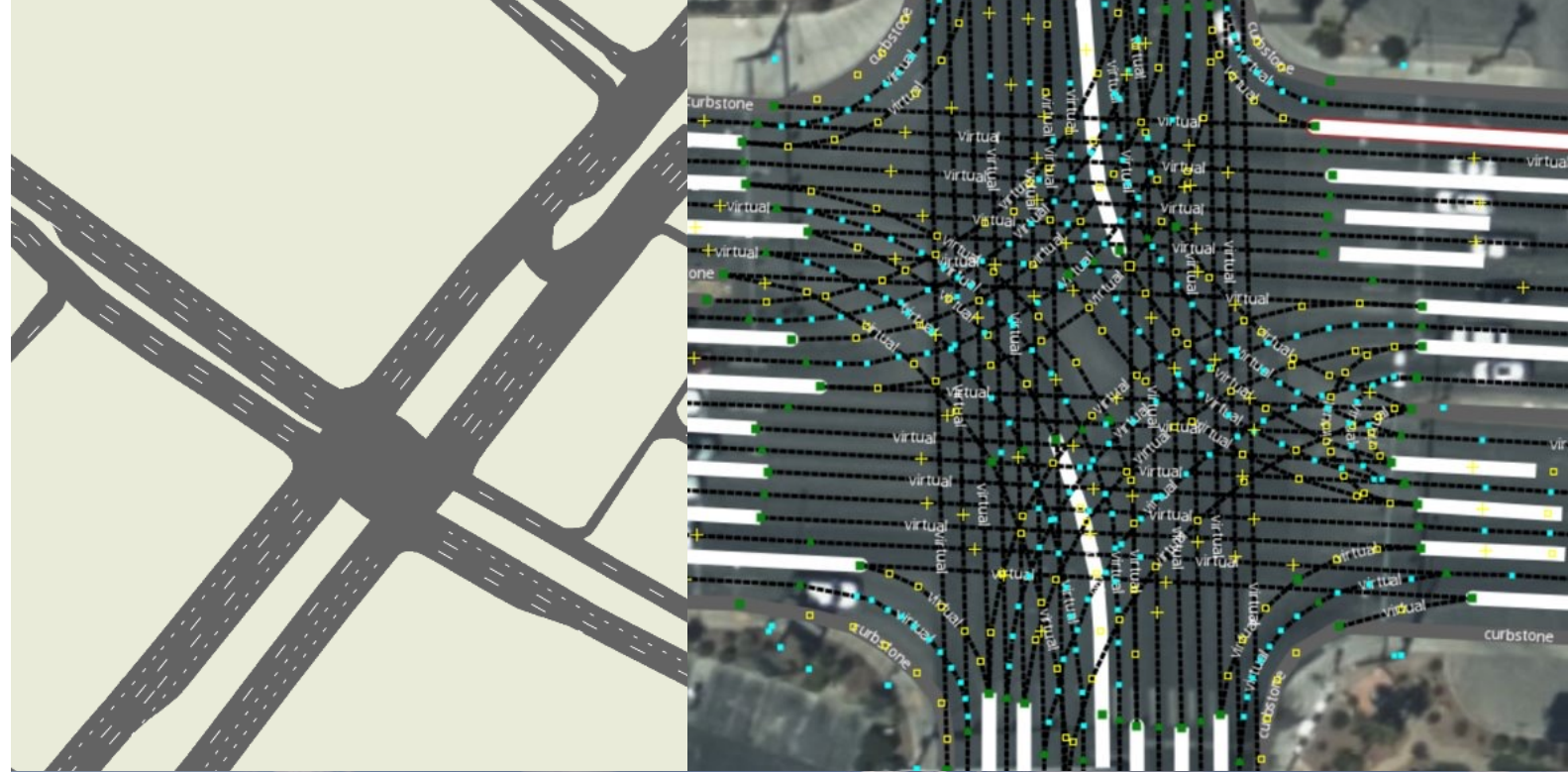
Rapid Growth

- > Partnerships with major OEMs
- > Doubling of data volumes in 8 months



Lane-Level Geometry

- > SDO-derived lane geometry at scale
- > Key enabler for ADAS and automated driving applications

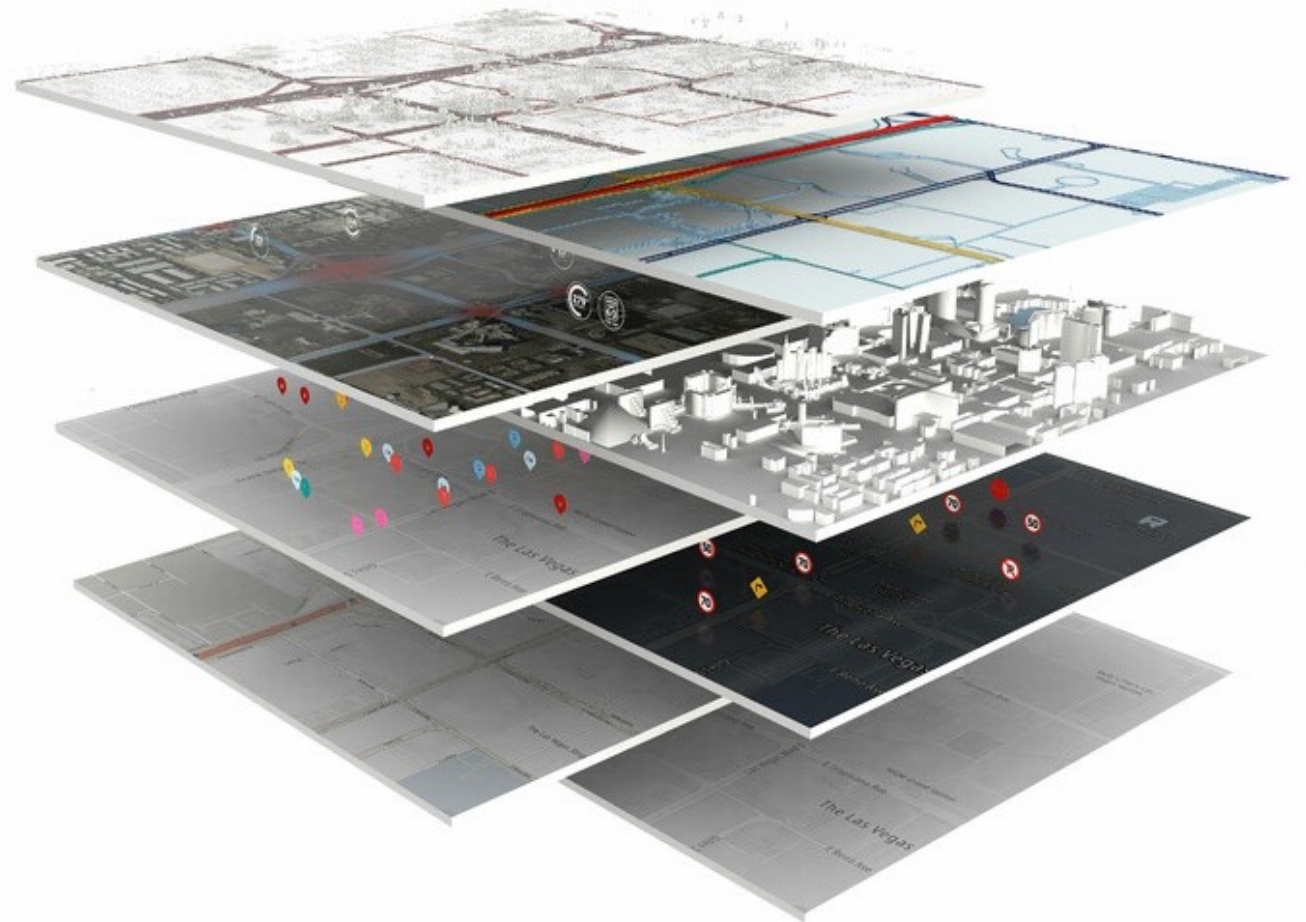


Build for Collaboration

feedback loops, private & shared layers

Launching custom layers in 2023

- > A base map, quality-controlled and standardized
- > Value-add layers & feedback loops
- > Private and shared layers
- > Features and software work natively with private layers





TomTom's New Maps

accelerating businesses &
enabling collaboration



