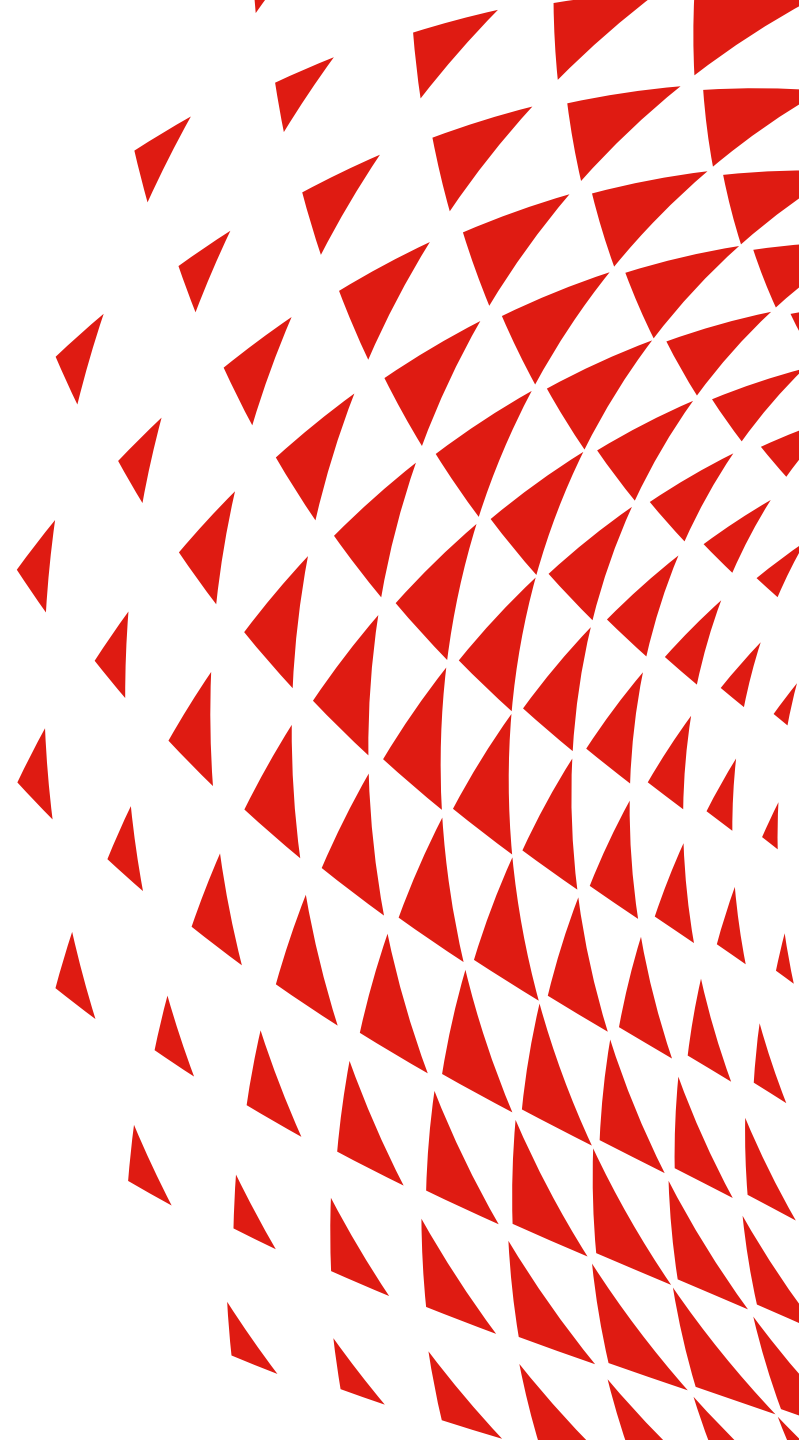




New Opportunities

Mike Schoofs | Managing Director Enterprise

**Capital
Markets
Day** 2022



1 The growing location technology market and customer needs

2 How will the new TomTom Maps solve these needs?

3 What does it mean for TomTom's opportunities and growth?

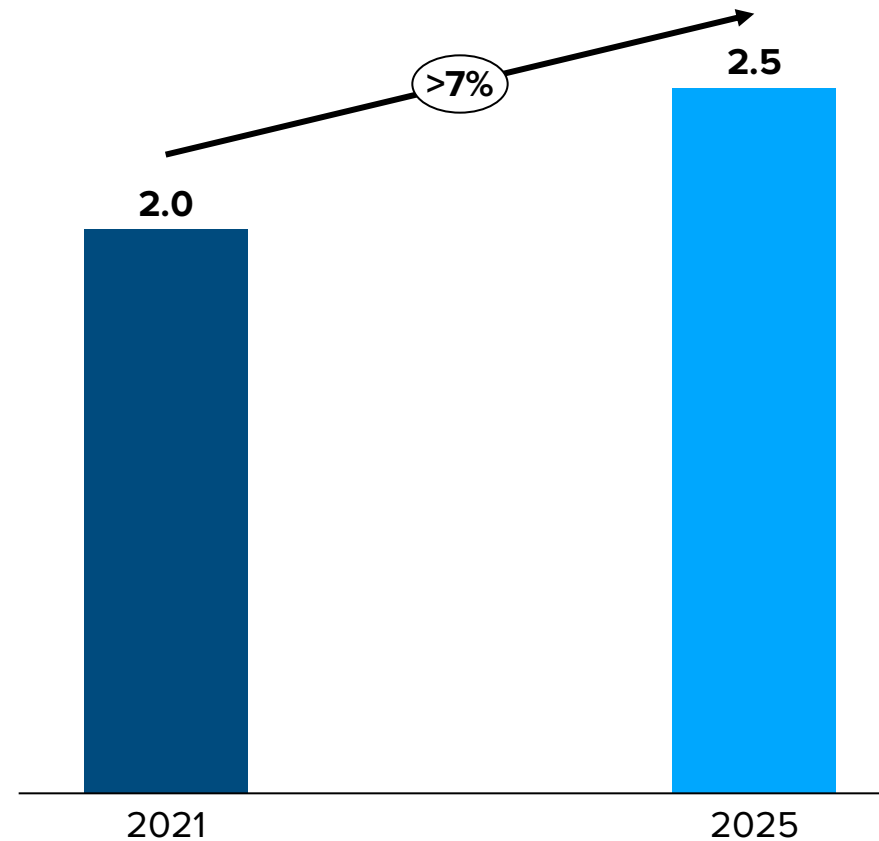
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The location technology market

Location technology market size excluding Automotive
(in € billions)



Location is needed everywhere

At least **7** out of **10** most downloaded apps use location technology



Ride-hailing



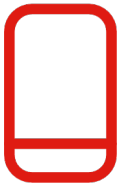
Where's the pick-up point?



What's the best route?



How do I drop you off?



Food delivery



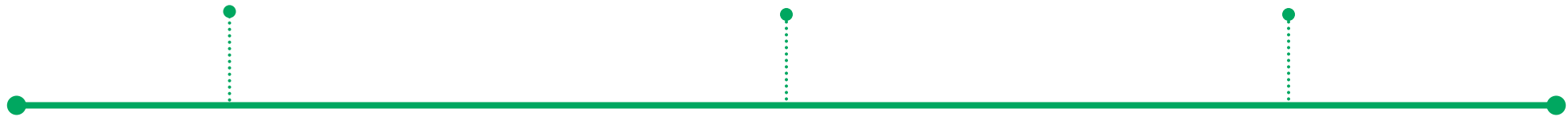
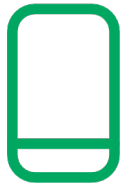
Where's the entrance?



What's the best route for bikes?



How do I locate the apartment?



Rising expectations require a **smarter** map



Continuous quality improvements



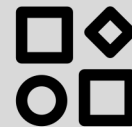
Global coverage



Up-to-date



More accuracy and higher precision



Feature rich

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New TomTom Maps

Richer features

Ride Hailing



- > Signboard information
- > Accurate pick-up points
- > Up-to-date road network

Food Delivery



- > Precise entry points
- > Two-wheeler features
- > Latest building footprints

Travel



- > Rich map visualization
- > Pedestrian features
- > Precise address points and accurate POIs

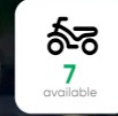
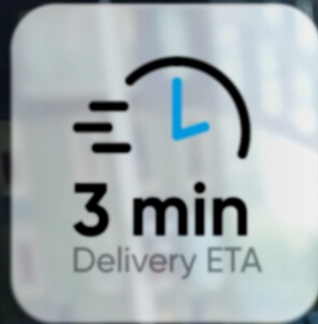
New TomTom Maps

More coverage

Jakarta, Indonesia
Current Map

Jakarta, Indonesia
New Map

Coordinates: -6.20759,106.75786 at 1:100m scale



A collaborative map

An ecosystem of partners to create the smartest map on the planet together

- > Open ecosystem
- > Strategic partnership enabler
- > Feedback
- > Traffic experience

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Unlock growth through **Increased market share in existing segments**

A 3D isometric map of a city, likely San Francisco, showing a dense grid of buildings. A blue line traces a delivery route through the city streets, with several yellow trucks positioned along it. The route starts in the lower left, moves north, then east, and then south, visiting several locations marked with red dots. The city is situated next to a body of water, with a bridge visible in the background.

Increase value to our existing customers

Win new customers

Unlock growth through New markets



Food Delivery

Coverage

Two-wheeler routing



Travel

Search

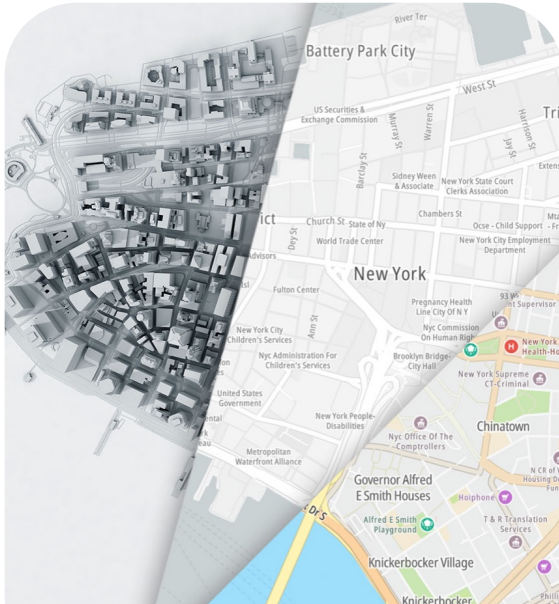
Visualization



Social

Search

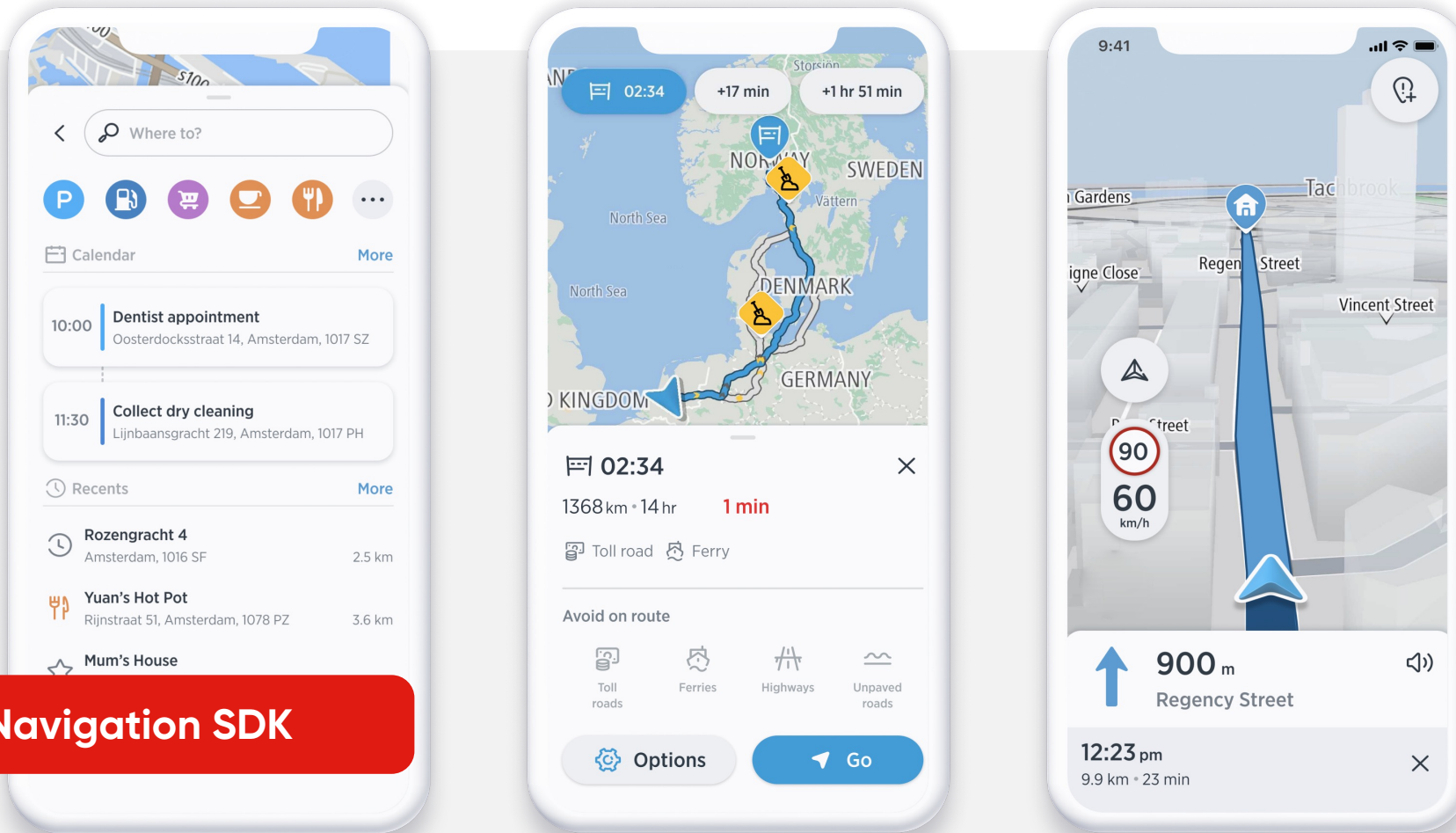
Visualization



Future Segments

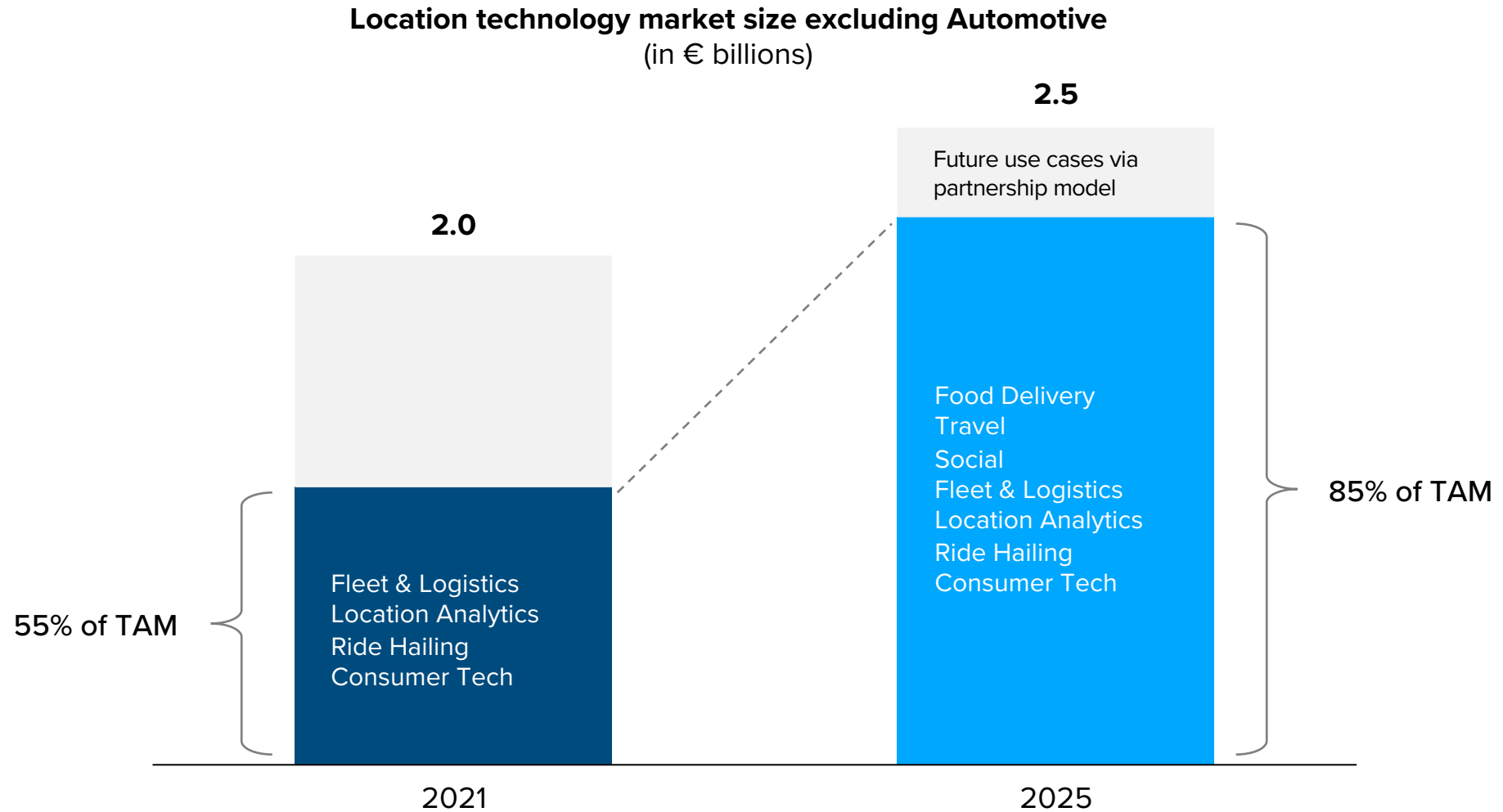
Unlocked through
partnership model

Unlock growth through A broader developer audience



Maps APIs and Navigation SDK

Resulting in a significant expansion of our addressable market



1 The rising expectations in our industry require a smarter map

2 We are building the smartest map together through global partnerships, unlocking endless new use cases

3 Significant expansion of our addressable market and consistent growth

