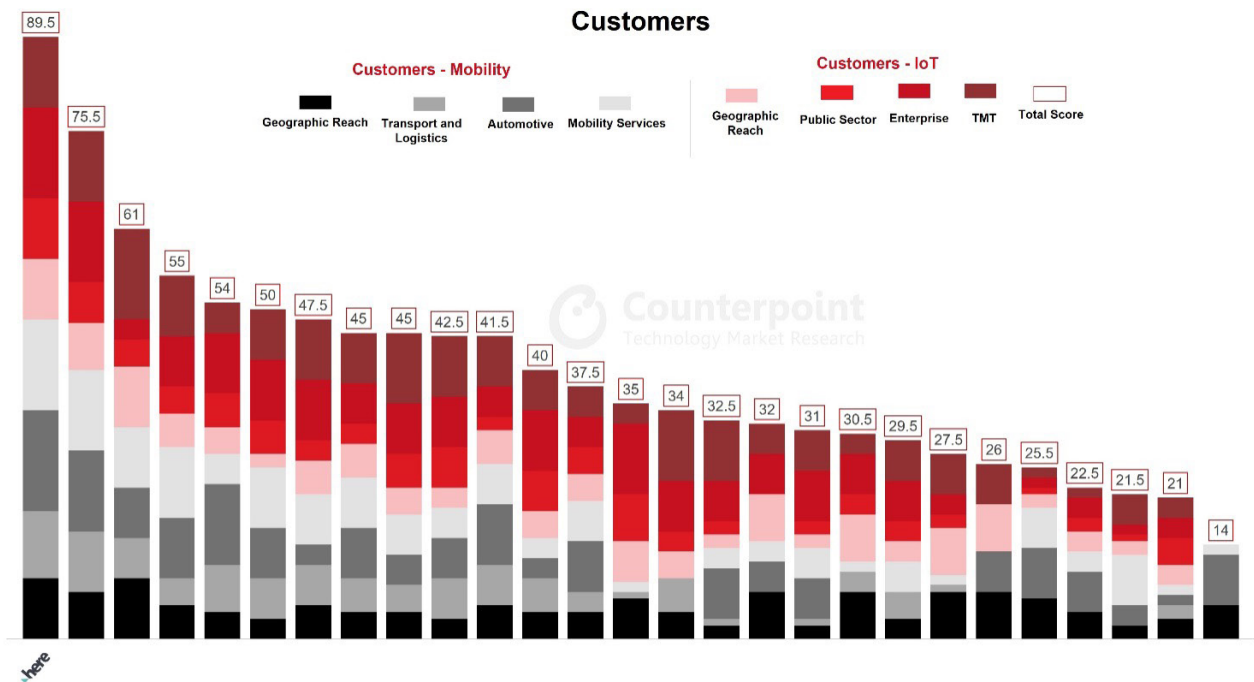


Counterpoint CORE Scorecard 2024

Capability Analysis

Customers is the tenth and final category. It determines the success of a location platform. Customers are the source of revenue for any platform and, therefore, a key factor in determining the applicability, effectiveness and maturity of any platform.



HERE topped the Customers sub-category, scoring highest on six out of eight parameters. HERE secured a total score of 89.5 out of 100.

- In the Customers category, HERE leads in both Mobility and IoT. In particular, HERE dominates the mobility segment, which includes automotive, T&L and services like ride-hailing, ride-sharing, e-bikes and e-scooters.
- In 2024, HERE gained new automotive clients such as Dacia and Togg, joining an impressive lineup that already includes Lotus, Mercedes-Benz, BMW, VinFast, and Scania, as well as Volta Trucks, Isuzu, Daimler Trucks, Arrival, and Traxen.
- HERE continues to play a vital role in promoting urban mobility products and services. HERE has signed a deal with two-wheeler company Kawasaki and Pioneer to expand its business in the two-wheeler market.
- In 2024, HERE added more brands and automakers to its HERE ISA Map. This brings the total to over 70 brands from more than 30 automakers that have chosen HERE to comply with EU Intelligent Speed Assistance (ISA) regulations.
- HERE stands at the forefront of automated driving technology, being the first map provider to support Level 3 automated driving. Currently, more than 53 million vehicles depend

on HERE's map data for ADAS and automated driving applications, solidifying HERE's position as the unmatched leader in HD maps.

→ HERE strengthened its position in the transportation and logistics industry by attracting new customers in supply chain management. Its offerings include truck navigation with real-time traffic updates, optimized fleet planning tools, and yard management planning for efficient logistics operations.

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