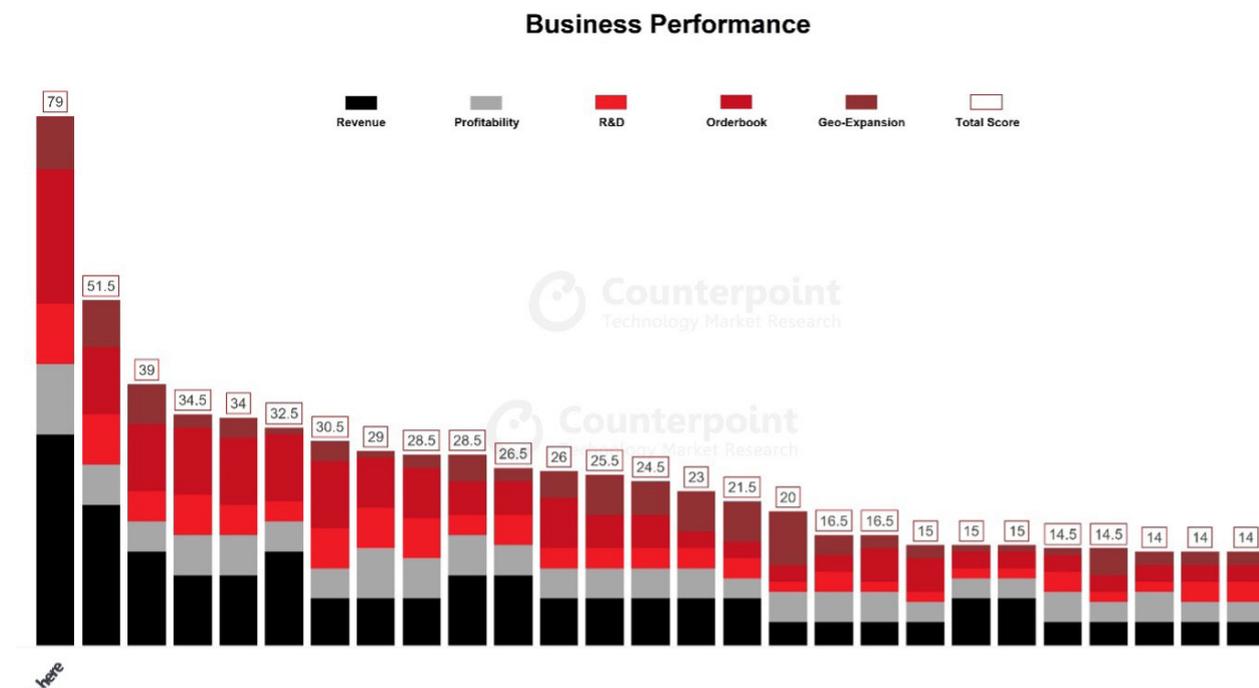


# Counterpoint CORE Scorecard 2024

## Capability Analysis

**Business Performance** is the ninth category. It focuses on the financial health of a location platform. The key to platform success is sufficient revenue, R&D investment, revenue growth, and an order book.



HERE topped the Business sub-category, scoring highest on all five parameters and achieving a total score of 79 out of 100.

- HERE achieved outstanding financial success in 2024, its best performance in nearly a decade. The company experienced impressive double-digit growth in bookings and EBITA for the year. These robust results reflect the strength of a clear vision combined with the right product and strategic direction. This momentum not only highlights HERE's resilience but also positions the company for sustained growth in the future.
- HERE maintains a strong order book in the automotive industry as well as the non-automotive industry. According to HERE, by the end of 2024, the order book totaled €4.4 billion, indicating strong revenue growth in the future.
- HERE boasts a robust cash position, empowering the company to significantly enhance its R&D efforts. This commitment to innovation not only keeps HERE ahead of the competition but also solidifies its role as a trailblazer in reshaping the industry landscape.

[Read the full report](#)

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