

here



Sustainability Report 2024

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Executive sponsor opening letter

Two thousand and twenty-four marked a second straight year of record-breaking climate milestones. It was the first year where the average global temperature surpassed the threshold of 1.5°C above pre-industrial levels – a concerning event for the pace of climate change. In fact, 2024 will go down as the warmest year in recorded history. On a human level, people around the world were severely impacted by extreme weather events – including wildfires, floods and unprecedented heatwaves resulting from a changing environment.

But 2024 also delivered tangible signs of progress in combating climate change. Production of renewable energy continued to grow – with total capacity expected to nearly triple by 2030. Individuals are making personal decisions to make a difference as well, as global year-over-year sales of electric vehicles (EVs) grew by 25 percent during 2024.

At HERE, we are putting the newest technologies to work for everyone so that we can continue the progress we made in 2024. By collecting, processing and sharing transportation data more efficiently than ever before, artificial intelligence (AI) shows incredible promise in making our transportation networks more efficient and sustainable.

But we also need to ensure that we are using AI in a way that engenders trust with partners and end users. To that end, HERE created the Responsible AI Office and drafted a Responsible AI policy to protect the privacy of individual data. We also strengthened our Sustainable Procurement Program in 2024. This requires all our suppliers – including those providing AI services – to demonstrate that their operations are acting ethically and sustainably.

As we work with our suppliers to ensure that they are using sustainable practices, HERE is laser-focused on reducing its own environmental impact. Under the guidance of HERE's Sustainability Advisory Committee, aggressive decarbonization goals have been communicated across the organization and teams challenged to find ways to make measurable changes.

These changes included ones that are obvious (if not easy), such as transitioning our Chicago office to 100 percent renewable energy, but also less obvious ones as well, like the marketing events in which HERE participates. In 2024 we made a promise to reduce the environmental footprint left by our events through the principles of reducing, reusing and recycling – a promise that came to fruition at the most recent Consumer Electronics Show (CES) in Las Vegas.



Denise Doyle

Chief Product Officer and
Sustainability Executive Sponsor





But I am most proud of the ways in which HERE is serving its partners to help them reach their environmental goals. The positive impact that these innovations deliver is magnified exponentially as they become part of mass-produced vehicles and wide-reaching transportation networks around the world.

These include everything from fleet management systems that help the logistics industry find new efficiencies to EV routing innovations that are smoothing the transition to an all-electric future and even helping cities plan for the creation of more environmentally conscious services and infrastructure. Connected by a shared passion to not only map the world – but to improve it – the people of HERE are at the vanguard of building a more sustainable future.

Over the past year, the people of HERE have delivered numerous sustainability solutions for customers globally. For example, keeping supply lines flowing is critical to the global economy, and commercial fleets are the backbone of this vital transportation link.

And as the adoption of EVs accelerates, HERE is making the transition away from fossil fuels easier for consumers. In 2024, HERE partnered with Lotus to provide accurate, data-driven information that is helping to alleviate the “range anxiety” often experienced by first-time EV owners.

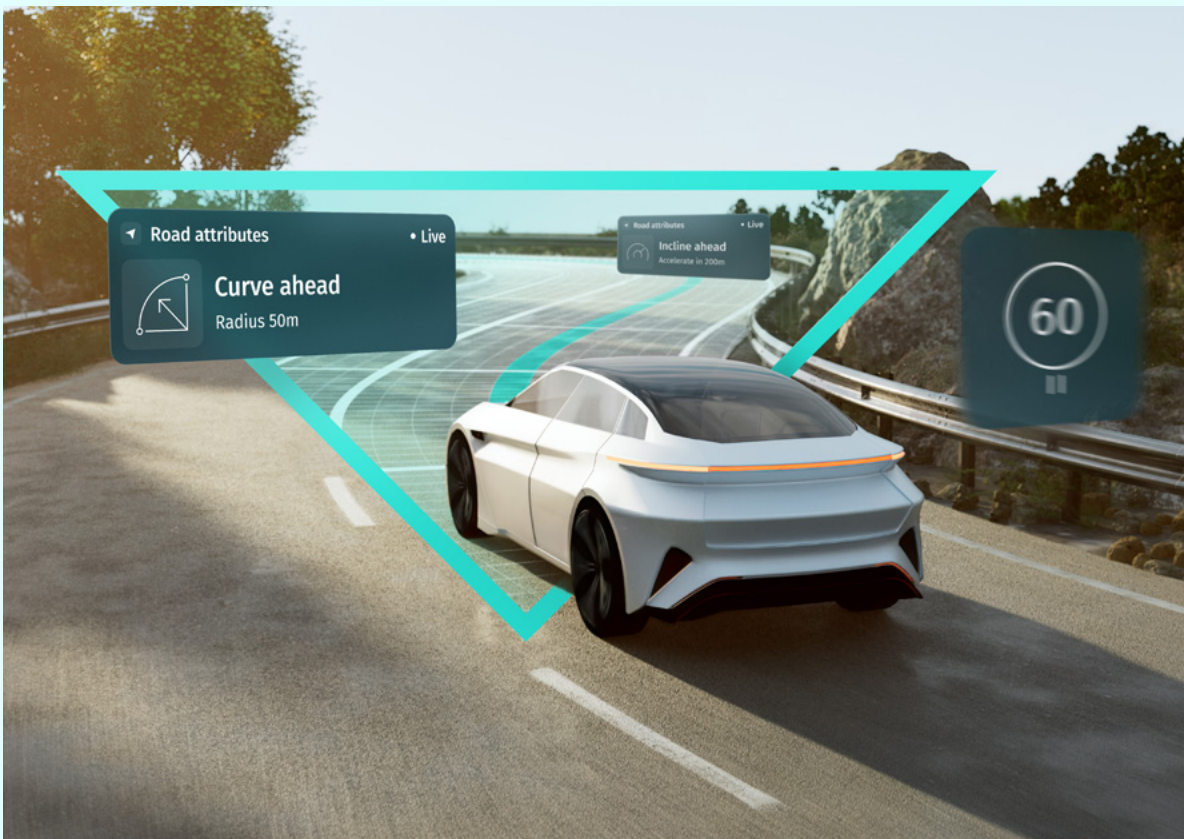
Over the past year, I have had the privilege of connecting with HERE employees located around the world. Many of them have shared with me their excitement about the role they play in helping our partners and customers achieve their sustainability targets.



The diversity of backgrounds and experiences that each HERE employee brings to their work is our strength. By leveraging every employee's unique perspective, we can better identify innovative solutions to our customers' most challenging problems. Recognizing these valuable differences, HERE has established a range of employee resource groups (ERGs) to recognize and strengthen the contributions of all employee communities. HERE's activities to foster an inclusive and diverse workplace are made in full compliance with the law, without engaging in any inappropriate discrimination or preferences.

Some 130 events were led by HERE ERGs during 2024, including a youth career day in Chicago, tree plantings in India and a school supply drive in Kenya. On the 2024 International Day of Persons with Disabilities, we established our newest ERG, Grace. Dedicated to people with diverse disabilities, Grace is focused on fostering an inclusive culture with equal access to opportunities and welcomes employees living with a disability as well as those who want to demonstrate allyship. By amplifying the voices of this community, HERE is better able to innovate through the sharing of unique perspectives that expand HERE's understanding of customers and communities.

We are only getting started on leveraging our data and technology as we partner with companies and governments across the globe to find solutions to the world's most pressing challenges. I am proud of what HERE accomplished on this front in 2024 and couldn't be more excited to see the progress that we will make in 2025.



Sustainability and ESG at HERE



At HERE Technologies, our unwavering commitment to environmental, social and governance (ESG) principles remains at the core of our business ethos. These guiding principles shape our operations, drive our dedication to customers, define our supplier standards and reinforce our responsibility to the world we share. We strive to minimize our environmental footprint, invest in our communities and workforce, and uphold the highest ethical standards.

Our technology empowers our customers to achieve their own sustainability goals. Logistics providers optimize routes to reduce emissions with HERE Tour Planning, infrastructure developers build resilient road networks with HERE Traffic, and drivers plan EV charges with HERE EV Charge Points. As a leading location data provider, we recognize our role in advancing a more sustainable future.



ESG is not a separate strategic initiative; it is integrated into our business strategy. HERE's management team is committed to:

- Achieving net-zero carbon emissions by 2035 for Scope 1 and Scope 2 emissions, and by 2050 for Scope 3 emissions
- Empowering our Sustainability Advisory Committee to implement changes across the organization
- Strengthening our Sustainable Procurement Program to ensure responsible supplier practices
- Implementing and maintaining sustainable practices among employees in both professional and personal capacities
- Upholding the highest ethical and social standards to ensure respect for fundamental human rights and fair working conditions
- Encouraging a more inclusive and balanced workforce, with a higher representation of women
- Ensuring compliance with applicable anti-discrimination legislation

Sustainability at HERE extends beyond reducing emissions and waste. We take a holistic approach that also integrates social responsibility and corporate governance across our value chain, helping to build a better future for all.



HERE ESG strategy



To maintain an impactful sustainability strategy, HERE continually reviews the most critical sustainability issues across our value chain, including our primary stakeholder groups:

- **Our customers:** seeking partnerships with their suppliers to enhance sustainable operations
- **Our investors:** incorporating sustainability factors into their evaluation of competitive strength
- **Our regulators:** introducing requirements across regions in which we operate to uphold high sustainability standards
- **Our employees:** investing in activities to demonstrate their passion for the planet and our communities



To address the needs of our stakeholders, our sustainability strategy is structured into seven core pillars:

External reporting

Communicating regularly through the HERE Sustainability Report and reporting via internationally recognized frameworks, such as the Greenhouse Gas (GHG) Protocol and the Sustainability Accounting Standards Board (SASB) Index to share progress on our sustainability journey.

Net-zero commitment

Achieving net-zero emissions is important not only for our stakeholder groups but also for the health of the environment.

Internal initiatives

Partnering cross-functionally on environmental, social and governance (ESG)-related initiatives to support efficient and sustainable business operations, ensure a fair and equitable work environment and invest in the communities in which we work and live.

Sustainable Procurement Program

Engaging suppliers on sustainability topics during onboarding and throughout the relationship via webinars and questionnaires to set expectations for conduct and reporting.

Customer/industry requirements

Meeting or exceeding customer sustainability requirements and enhancing our scores in industry surveys and rankings.

Sustainable products

Developing and marketing products that support broad emissions reductions goals, such as more efficient routing and EV charge point data.

Regulatory compliance

Ensuring compliance with local laws and adhering to strict global ethical standards.



Sustainability Advisory Committee

Established in 2021, the Sustainability Advisory Committee (SAC) is a cross-functional group representing nearly every business unit at HERE to bring a diverse range of expertise, perspectives and responsibilities. Overseeing the SAC is Denise Doyle, Chief Product Officer at HERE, who serves as the executive sponsor.

The SAC serves as the central hub for HERE's ESG strategy and initiatives, with representatives from: Accounting, Compute, Corporate Compliance, our employee resource groups (ERGs), Legal, Privacy, Procurement, Product, Quality Excellence, Security and Workplace (real estate). It plays a key role in driving HERE's sustainability commitments by:

- Ensuring accountability for the company's sustainability goals
- Providing frameworks to assist various business units in implementing sustainability initiatives
- Influencing company strategy at the highest levels to integrate environmental, social and governance (ESG) commitments

Broad representation across the organization ensures that corporate responsibility and sustainability are embedded into HERE's operations and decision-making.



HERE's science-based net-zero targets

HERE recognizes the urgent need to decarbonize. In 2023, we committed to achieving net-zero greenhouse gas (GHG) emissions by 2035 across Scopes 1 and 2. This commitment has been validated and approved by the Science Based Targets initiative (SBTi). We joined over 4,000 other businesses, including many of our customers and partners, in setting science-based climate targets. HERE's commitment is publicly available on the **SBTi website**.

Targets: HERE's near-term and long-term targets, as validated and approved by SBTi, are as follows (all measured from a 2019 base year):

- **Scope 1 and 2** emissions: 65 percent reduction by 2030, 90 percent reduction by 2050
- **Scope 3** emissions: 36 percent reduction by 2030, 90 percent reduction by 2050

To ensure that we are continuously moving toward our net-zero goals, we regularly measure and monitor our greenhouse gas emissions. We collect and report our data in accordance with the GHG Protocol, a globally recognized standard for greenhouse gas reporting.



Greenhouse gas emissions

To ensure that we are continuously moving toward our net-zero goals, we regularly measure and monitor our emissions footprint. We collect and report our emissions under the GHG Protocol, a set of standards for greenhouse gas reporting.

Our Scope 1 emissions decreased slightly from 2023. This improvement is driven primarily by decreases in combustible fuel usage in our offices, as well as a decrease in emissions associated with our HERE TRUE car fleet.

Our Scope 2 emissions decreased slightly from 2023 even as activity in our offices increased, driven primarily by a continued effort to optimize our office footprint and increased efforts to procure renewable energy. For example, our Chicago office transitioned to 100 percent renewable energy in 2024. Selected offices in The Netherlands and all offices in Germany and Finland continue to be operated on 100 percent renewable energy as well.

Our Scope 3 emissions decreased from 2023, as we continued to find more efficient ways of operating our business. For example, our cloud compute vendors continue to increase sourcing of renewable energy, reducing emissions even as business activity increases.



Scope 1, 2 and 3 emissions summary

This summary table describes HERE's scope 1, 2 and 3 footprint for 2023 and 2024.

GHG Emissions

% Change

2023

2024

2023-2024



Scope 1

1,699

1,598

-6%

1 Direct emissions

1,699

1,598

-6%

Scope 2

4,558

4,201

-8%

2 Purchased electricity, steam, heat, and cooling

4,558

4,201

-8%

Scope 3

81,691

80,436

-2%

3.1 Purchased goods and services

66,217

63,116

-5%

3.2 Capital goods

263

601

129%

3.3 Fuel and energy related activities

2,251

2,183

-3%

3.5 Waste generated in operations

292

214

-27%

3.6 Business travel

6,618

8,357

26%

3.7 Employee commuting

5,598

5,610

0%

3.8 Upstream leased assets

207

190

-8%

3.15 Investments

245

165

-33%

Scope 1+2+3 total

87,948

86,234

-2%

*Beginning in 2025, we optimized the methodology and technology by which our footprints are created through deeper mapping of suppliers and refining mapping categories with greater specificity. These efforts impacted the results of our inventories from previously reported figures, which have been restated from the information contained in previous reports. As we continue these optimization efforts, we expect further variations in the calculations of our annual inventories.

**All Scope 2 figures are market-based.



UN Global Compact

The United Nations (UN) Global Compact is a voluntary initiative that encourages companies and non-business entities to adopt sustainable and socially responsible policies. This involves aligning their strategies and operations with 10 universally accepted principles in areas such as human rights, labor, environment and anti-corruption.

HERE Mexico joined as a participant in 2022 and is now among nearly 20,000 entities committed to upholding these principles. By doing so, it actively contributes to fostering responsible business practices and working towards a more inclusive and sustainable global economy.



In 2023, we took a significant step in our learning journey by participating in the UN Global Compact's Target Gender Equality Accelerator Program. This nine-month initiative aims to help companies set and achieve ambitious targets for women's representation, equal pay and leadership roles. Through this program, we supported Sustainable Development Goals (SDG) 5.5 (equal women's representation) and SDG 8.5 (equal pay for equal work by 2030). Our representatives also refreshed their knowledge of the Women's Empowerment Principles (WEPs), which provide guidance on promoting gender equality in the workplace, marketplace and community.

In 2024, our employees again gained valuable insights and experience from participating in accelerator programs. They were able to access learning sessions, mentorship and networking opportunities with professionals from other businesses. For example, participants in the SDG Innovation Accelerator for Young Professionals were guided through five phases: exploring core concepts, identifying relevant SDGs, using impact assessment tools, generating ideas and refining project solutions. This engagement allowed them to explore sustainable business models, initiatives and products that enhance our company's sustainability efforts while delivering market value.





Sustainability at CES

In 2024, HERE increased its focus on enhancing sustainability at the in-person industry events and conferences we attend. At the Consumer Electronics Show (CES) 2025, we showcased this commitment, while still delivering striking design and engaging experiences.

- **Indoor booth transition:** Traditionally known for our outdoor pavilion, we moved indoors in 2023, which reduced environmental impact. By leveraging existing convention center infrastructure, we were able to cut down on construction materials and energy usage
- **Lighter-weight construction:** We embraced modular, light-weighting principles with an aluminum-base system to minimize the use of steel and other structural materials, while all the glass featured in 2024's booth has been reused in HERE's CES booths since 2017

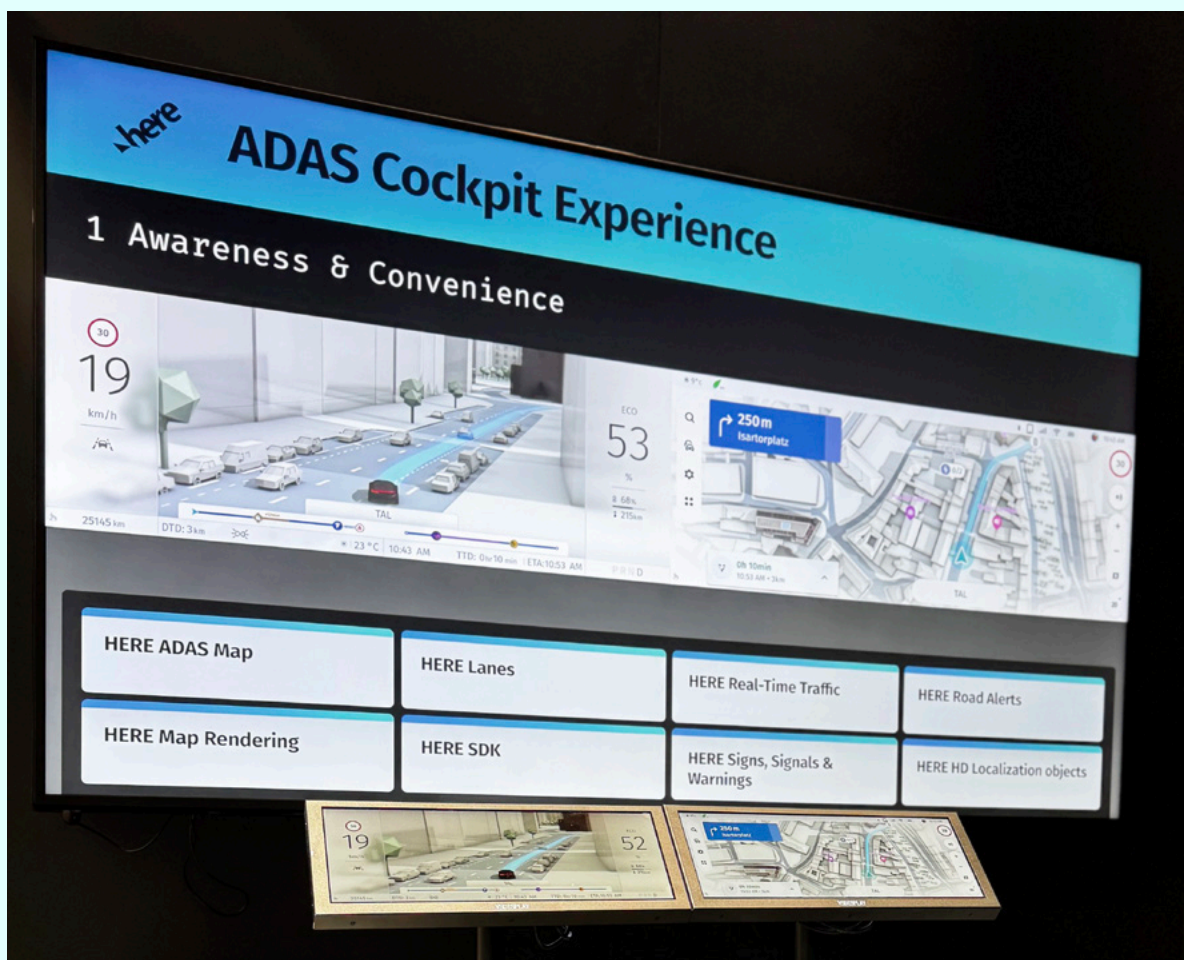
“It’s not about showing sustainability, it’s about being sustainable.”

Benjamin Arditti, Senior Director, Global Head of Brand



- **Lower-impact logistics:** Instead of shipping our booth components internationally, we partnered with a local production vendor to reduce transportation costs and environmental impact. Freight distances were reduced by over 90 percent
- **Reusing, recycling and renting:** Using a prefabricated, modular and re-usable booth construction system minimized waste, as the entire booth frame could be deconstructed and used again. In addition, all furniture and A/V equipment was rented locally, and we partnered with a furniture recycling organization to recycle our printed fabric walls and signage into furniture filling
- **Data and measurement for reducing carbon footprint impact:** Through early planning and smart decision-making, we significantly lowered our cost and carbon footprint per square foot compared to previous years

We have instituted a long-term commitment to event sustainability, with a focus on CES. We will be measuring and tracking our progress year on year, with a goal of minimizing environmental impact while continuing to produce compelling, award-winning experiences.



Making an impact through our products

Over the past decade, the digitization, visualization and analysis of our world have undergone significant transformations. This shift has been driven by the widespread availability of real-time location and positioning data from various connected devices, including automobiles, trucks and mobile phones.

Simultaneously, companies have placed increasing emphasis on adopting sustainable business practices. They are considering their impact on the environment and local communities when developing strategies and operations.

At the intersection of these trends lies a pressing need for sustainability-focused location products and services that support emerging sustainability use cases. For example, businesses managing fleets increasingly rely on map, traffic, curvature and elevation data to optimize routes, reduce fuel costs and minimize their environmental footprint.

At HERE, we understand our role in assisting our customers on their sustainability journey by offering solutions tailored to their needs.



HERE partnered with Gabb to launch Gabb Maps™, a kid-safe navigation app for Gabb® phones that prioritizes digital safety and privacy by filtering inappropriate content and avoiding the collection or sale of children's personal data.



HERE partnered with VMZ to bring real-time traffic and transit data to mobility monitors at Rome's Fiumicino Airport — its first deployment outside Germany — empowering millions of passengers to choose more sustainable transport options through accurate, adaptive routing information.



HERE and Lotus expanded their partnership to equip the fully electric Lotus Emeya with HERE Navigation, delivering intelligent EV routing, real-time traffic updates, and seamless mobile integration to enhance driving efficiency and reduce carbon emissions.



HERE partnered with PSA Singapore to launch OptETruck, a real-time, location-based optimization solution that enhances port logistics efficiency and enables up to a 50 percent reduction in empty truck runs — cutting carbon emissions by an estimated 10,000 metric tons annually.



HERE and Gabb: kid-safe mapping and data privacy

In 2024, HERE announced its collaboration with Gabb, the leading company in providing safe tech for kids, to launch Gabb Maps™. Gabb Maps is kid-safe mapping and navigation for all Gabb® mobile phones.

Gabb Maps leverages the HERE SDK (software development kit), along with real-time data and services, to develop a customized, in-app map and routing solution with kid digital safety as the top priority. Gabb Maps is customized to provide smart filtering that blocks out business information for age-inappropriate businesses (e.g., liquor stores) and blocks kids from “backdoor” access to the internet, through internal web browsers on business pages, or user-uploaded photos and reviews on business listings that could expose children to explicit content.



To ensure safety and privacy protection, Gabb Maps does not gather or sell any child’s information. Users can opt-in to send data to HERE, but the child’s data is anonymous and is only used to improve navigation, never for advertising. Data privacy is fundamental to HERE. The company is one of the first mapping technology companies to achieve HITRUST Risk-based, 2-year (r2) certified status, ISO/IEC 27701:2019 certification, in addition to its ISO 27017 and 27018 certifications for the provision and use of cloud services.

“Kids’ digital safety was the number one priority when rolling out Gabb Maps and we wanted to be sure to create a solution that was safe for kids and didn’t collect or share any of their personal data,” said Isaac Jacobson, SVP of Strategic Partnerships and Services at Gabb. “This unique offering gives kids the ability to use the location services everyone has come to expect on phones, without exposing them to any of the dangerous content from age-inappropriate businesses or users.”

The partnership between HERE and Gabb gives parents some peace of mind when sending their children out into the world.





HERE and Lotus: enabling a fully electric experience

HERE and Lotus extended their collaboration to power the Emeya, Lotus' fully electric hyper-GT, with its HERE Navigation application. The Lotus Emeya comes equipped with HERE Navigation's EV Range Assistant package, including charge point POI search, multi-stop routing, range-on-map and range-on-route.

Additionally, HERE Navigation provides fresh and accurate maps, online and offline search, real-time traffic and turn-by-turn voice guidance. All of these are updated over-the-air to ensure that drivers have access to the freshest content and information.

Taking the Lotus Emeya's battery consumption model into account, HERE Navigation supports accurate battery range estimates while calculating the most optimal routes, with the most efficient number of charging stops.

For the calculation of routes and ranges, road topography and geometry, as well as historical and real-time traffic data, are considered. Charge point information is provided by HERE EV Charge Points, a global database of EV charging locations, plug characteristics and near real-time availability.

The Lotus Emeya also includes predictive routing through HERE Navigation. Over time, the artificial intelligence-based feature learns individual driving patterns, such as regular departure times, destinations and routes, to offer a more personalized driving experience. The feature incorporates real-time information on traffic and road conditions for optimal routing and automatic route alternatives.

Through HERE SDK (software development kit), Lotus integrated navigation capabilities into the Lotus Hyper OS mobile application to deliver drivers a seamless, end-to-end navigation experience, which enables them to pre-plan trips and routes on their phone before stepping into their vehicle.

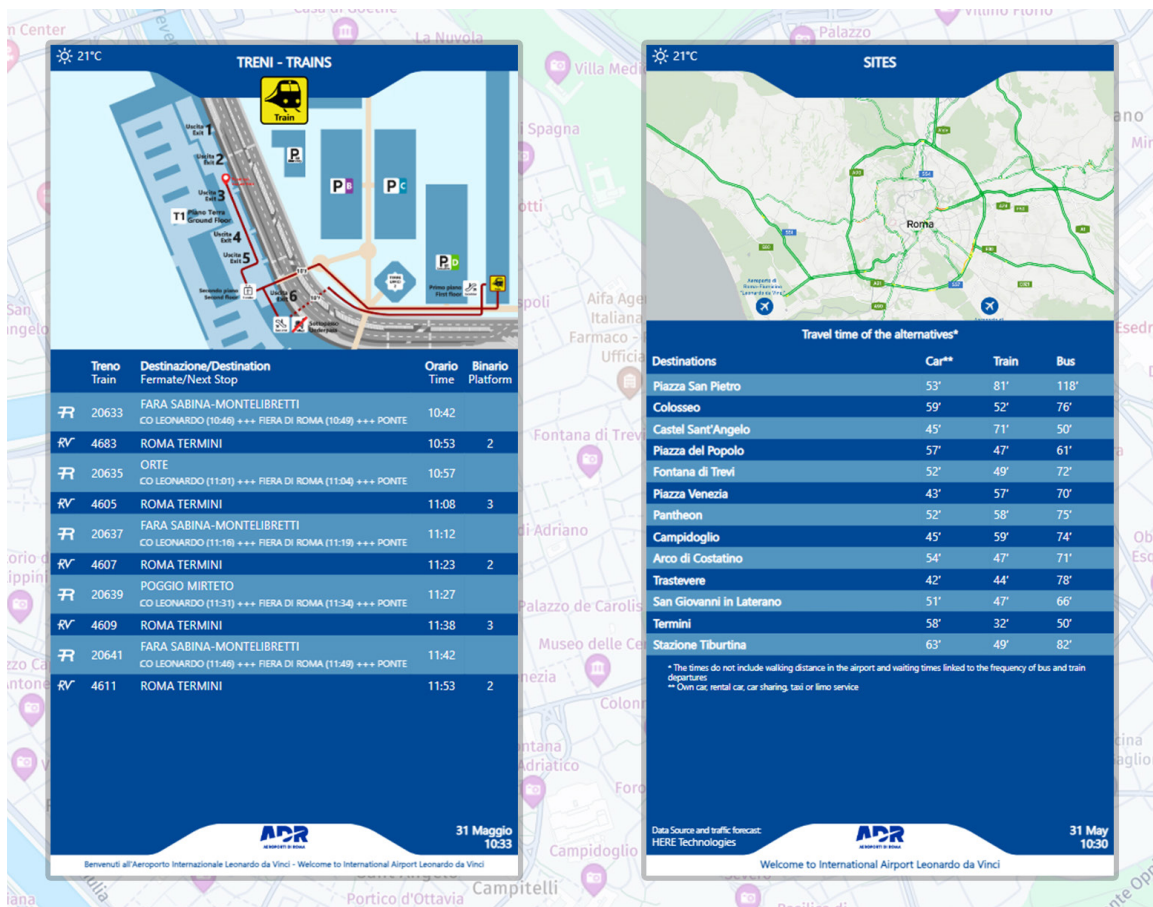
Together, Lotus and HERE are using leading edge technology to reduce carbon emissions and improve the driver experience.

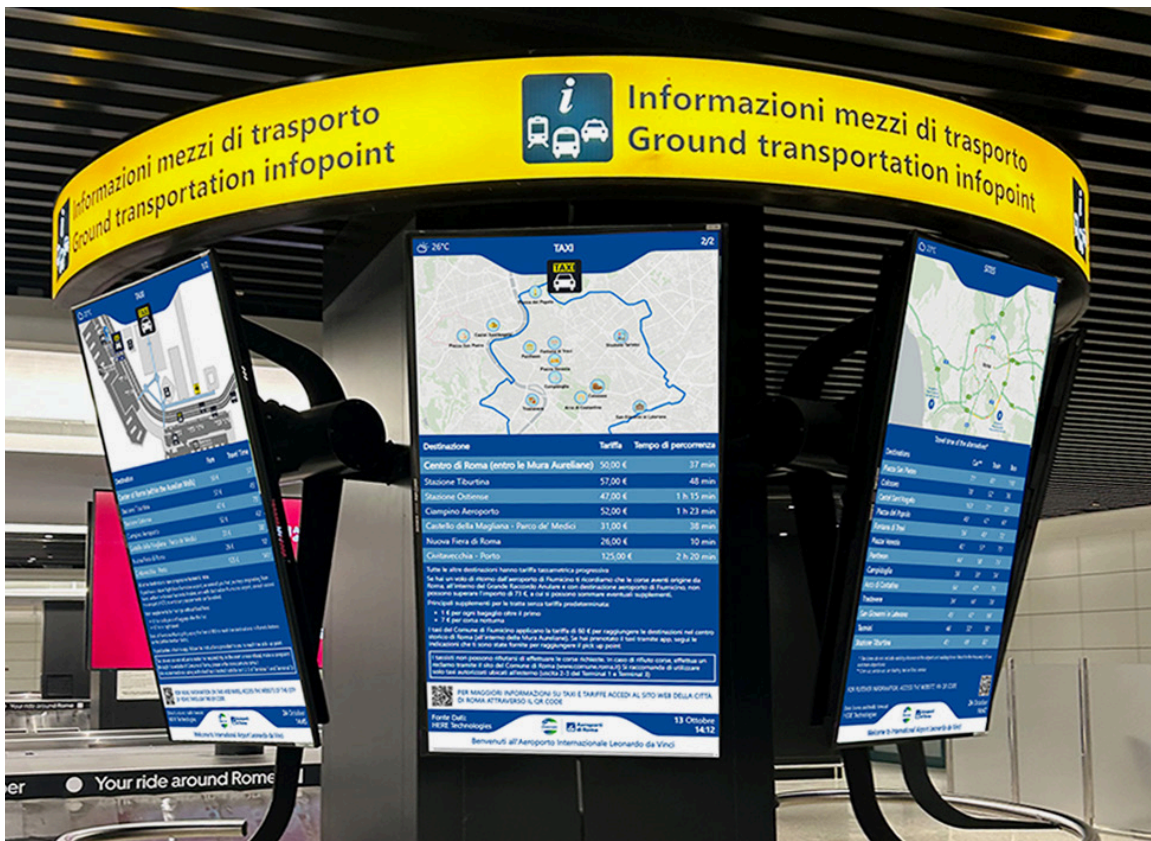


HERE and VMZ: transforming airport mobility in Rome

At HERE, we understand that precise location data enables people to navigate new environments. It gives them the confidence to choose more sustainable transportation, even in new cities.

VMZ, a subsidiary of Yunex Traffic, has worked with German airports for over 10 years to provide customers with “mobility monitors.” These screens display classic transportation options, along with accurate public transportation times and real-time city traffic updates. Through our collaboration, Rome became the first airport outside of Germany to have these screens installed.





To deliver this level of precision, each mobility monitor that displays the traffic flow and congestion around Rome relies on HERE Real-Time Traffic. VMZ also uses HERE Routing to provide up-to-date public transportation journey times.

A key component of carbon footprint reduction is reduced fuel consumption. In 2024, Rome's Fiumicino-Leonardo da Vinci Airport welcomed 49.2 million passengers, a new record for the airport. Accurate transit times tell passengers when they can expect to make it to the city and empower visitors to use shared or public transit.

“We’re using HERE more and more,” said Tom Schilling, Head of Mobility Services at VMZ. “Not only because of the accuracy of the data, but also the personability. Teaming up with HERE feels more like a collaboration than simply working with a supplier.”

The mobility monitors at Rome’s airport have been such a success, VMZ is already setting their sights on installing them at other major air travel hubs around the world. “What’s more,” Tom said, “the newest mobility monitors they are currently developing will make traveling even smoother and easier.

They will be a lot more flexible and react faster to customer needs. As you can imagine, large infrastructure sites such as airports are often undergoing improvement works. If certain points of interest have been moved, it is crucial that your system is able to adapt quickly.”



HERE and PSA: transforming Singapore's port operations

In a transformative collaboration, HERE and PSA Singapore (PSA) have joined forces to redefine smart infrastructure, advancing sustainable mobility solutions. PSA, a global leader in port operations and supply chain management, sought to optimize the movement of trucks, drivers, and shipping containers in and out of Singapore's ports, the world's largest transshipment hub.

Powered by HERE Tour Planning and Location Services, PSA implemented OptETruck, a groundbreaking solution that allocates jobs to drivers in real time based on their location, offering ongoing optimization of routes and truck assignments. This innovation minimizes empty runs, decreases time-in-transit and wait times, and has the potential to significantly reduce carbon emissions when adopted by hauler companies in Singapore. Adopting OptETruck can allow the container truck ecosystem in Singapore to reduce empty runs by a remarkable 50 percent, equivalent to an annual decrease of approximately 10,000 metric tons of carbon emissions or planting 300,000 trees.

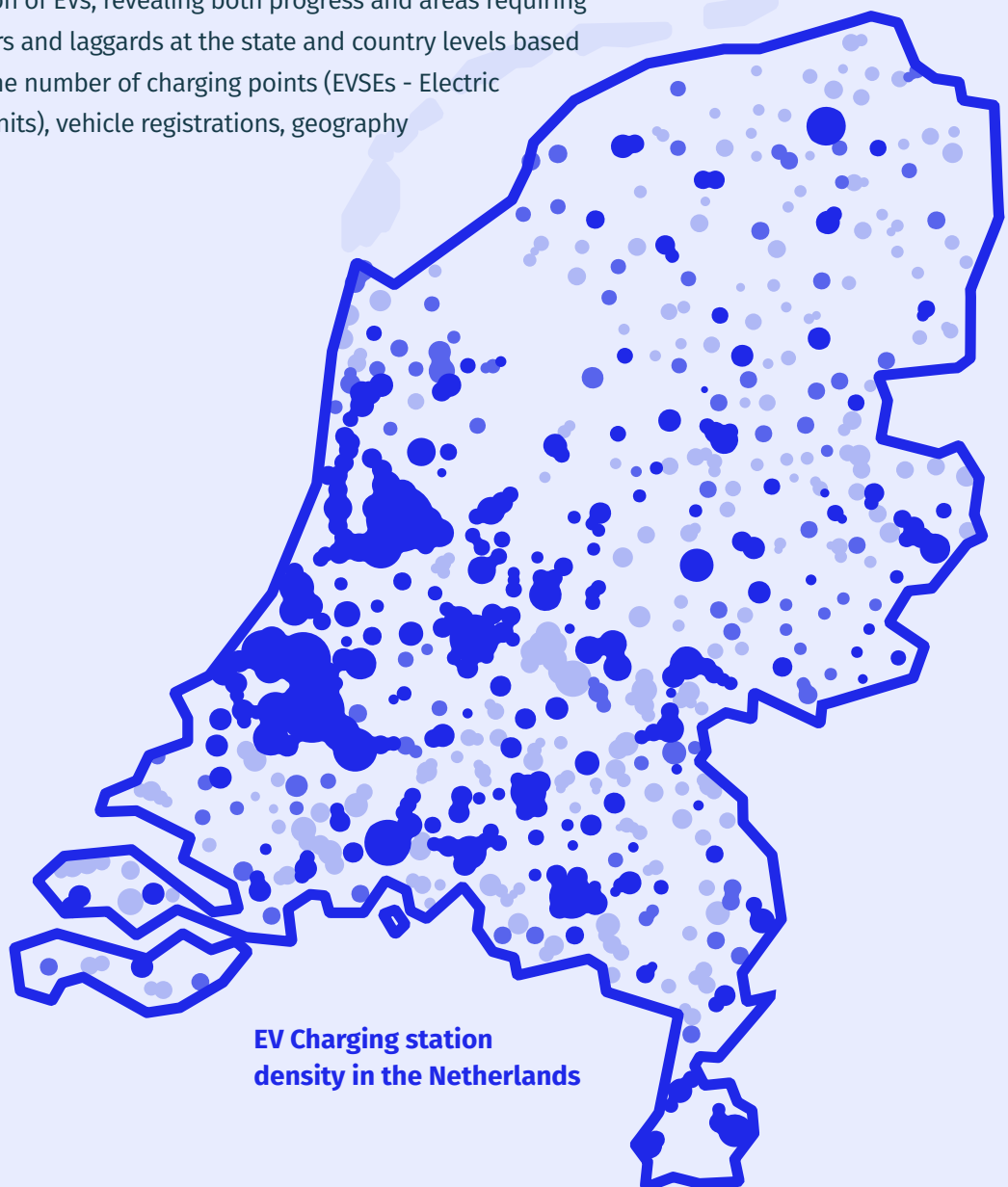
This partnership underscores the crucial role of location technology in creating sustainable solutions aimed at reducing on-road traffic movement and the management of truck tours and loads. As a result, HERE and PSA dramatically improved operational efficiencies, resulting in a substantial reduction in carbon footprint, considerable cost savings, and overall improvement in drivers' well-being.



HERE and SBD Automotive EV Index 2024: mapping global EV infrastructure progress

Marking its second edition, HERE Technologies partnered with SBD Automotive, a global automotive research firm, to publish a data-driven perspective on the evolving landscape of electric vehicle (EV) infrastructure across the United States, Europe and, for the first time, India. Released to coincide with World EV Day 2024, the HERE-SBD EV Index offers a year-over-year analysis of EV infrastructure growth, regional disparities and emerging challenges as nations work to accelerate the transition to more sustainable mobility.

With EV adoption growing worldwide, a robust and accessible public charging ecosystem is critical to long-term adoption. The 2024 EV Index captures key developments shaping the readiness of national and regional charging networks, alongside consumer adoption of EVs, revealing both progress and areas requiring attention. It identifies leaders and laggards at the state and country levels based on critical metrics such as the number of charging points (EVSEs - Electric Vehicle Supply Equipment units), vehicle registrations, geography and road network length.



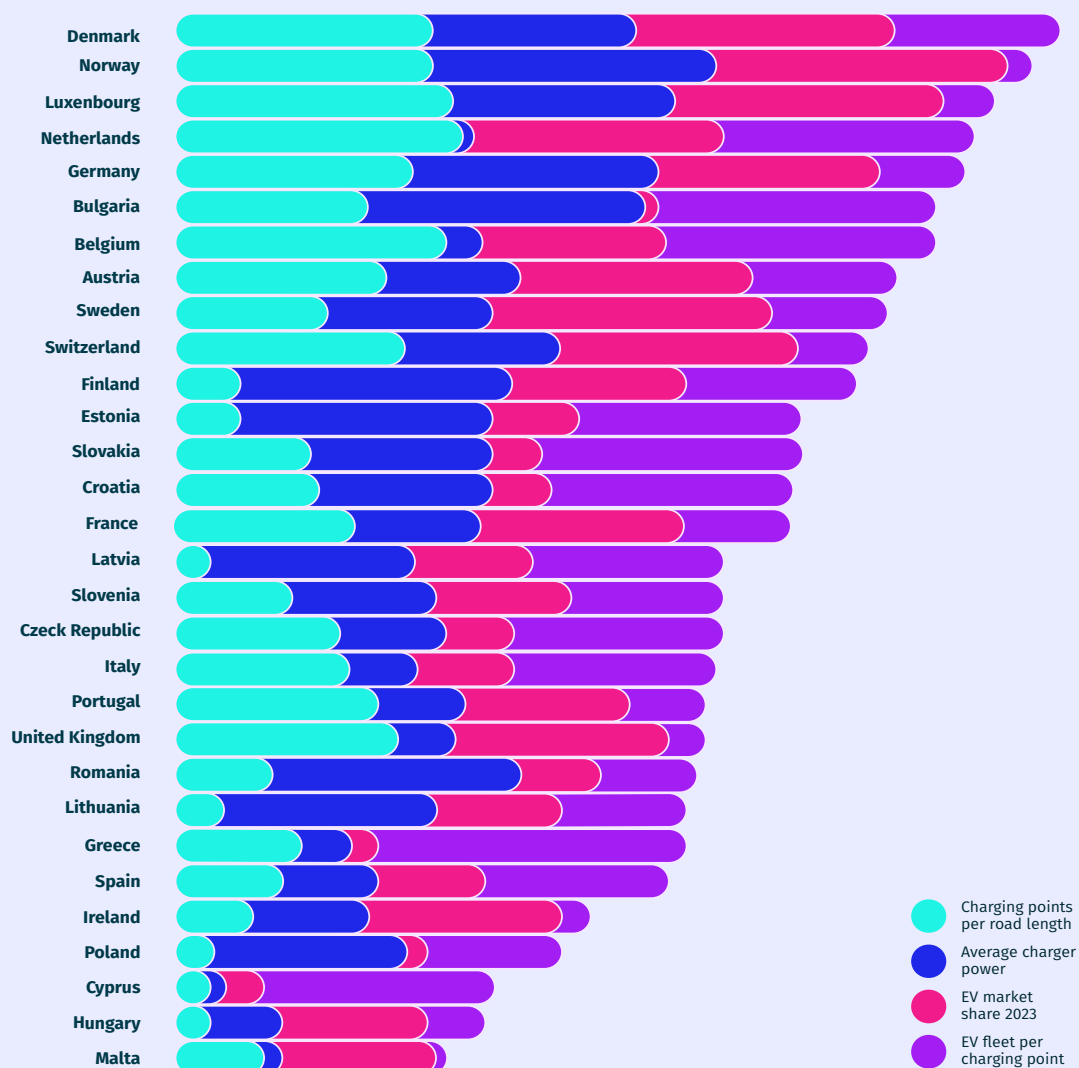
HERE-SBD EV Index: key findings

The United States: a strong infrastructure expansion with persistent gaps

- The US saw a 32 percent increase in public charging stations nationally, marking a notable improvement in development, but state-level disparities remain
- Delaware surged from 15th to 1st place, reflecting targeted investments in high-power charging and increased EV adoption among residents
- Washington, DC, Massachusetts, Nevada and Connecticut ranked among the top-performing states, demonstrating how infrastructure expansion can support higher EV penetration
- Michigan and other states experienced ranking declines, largely due to lower-than-expected charging power increases and widening EV-to-charger ratio gaps, highlighting the need for strategic deployment, rather than just increasing charger numbers

HERE-SBD Index 2024

Growth in EV adoption and infrastructure development in Europe across multiple directions



Europe: leading in charging capacity growth but facing uneven development

- With a 115 percent year-over-year surge in public EV charging capacity, Europe outpaced the US in infrastructure expansion, reinforcing its global leadership in EV readiness
- Denmark claimed the top spot, thanks to substantial infrastructure investment and widespread EV adoption
- Norway, Luxembourg, The Netherlands and Germany followed closely, benefiting from longstanding government incentives and a mature public-private charging ecosystem
- However, regional variations remain, with some countries still struggling to balance rural charging accessibility against increasing urban EV density

India: a new market with rapid but uneven infrastructure growth

- Making its debut in the HERE-SBD EV Index, India's ranking offers the first data-driven assessment of its regional EV infrastructure readiness
- Chandigarh leads the country, excelling in both EV fleet share and public charger availability, with Goa, Delhi, Maharashtra and Karnataka also ranking among the top performers
- Rajasthan boasts the highest EV penetration rate, while Uttar Pradesh holds the largest registered EV fleet, underscoring diverse adoption patterns across states
- As a rapidly growing market, India faces a distinct set of challenges, including charging infrastructure standardization, power grid readiness and urban vs. rural accessibility gaps

HERE's role in advancing EV infrastructure

HERE Technologies is working with automakers to integrate location intelligence into next-generation electric software-defined vehicles. By leveraging high-precision mapping and location-based services, HERE enables:

- Pre-trip EV range planning to optimize charging stops
- Dynamic, real-time range prediction based on geography, weather and traffic conditions
- Charge-aware navigation that incorporates charger availability and power levels
- Seamless integration of charging networks into in-car routing systems

As nations refine their EV infrastructure policies, actionable insights from the HERE-SBD EV Index will continue to serve as a critical benchmark for decision-makers, shaping the future of more sustainable transportation. Explore the full rankings, interactive maps and insights: **HERE-SBD EV Index 2024**



Passionate employees at HERE

HERE purpose principles

Within each of us lies a drive to discover — a fundamental need to understand our place in the world. At HERE, this drive goes beyond documenting and delivering data; it's about uncovering deeper meaning and transforming insights into impact. This relentless pursuit of exploration and discovery inspired us to update our purpose in 2024, capturing our commitment to “Reveal the promise in every path.”

To further strengthen this purpose, HERE has evolved its core values into purpose principles. While the essence of these values remains, the new purpose principles more clearly and accurately capture who we are at HERE.

Purpose principles represent a set of shared characteristics that define us at our best. They have been carefully developed using stories and documentation from our past, employee feedback across functions, geographies and levels, and engagement from customers representing our largest segments and product applications.



They are actionable guidelines for how we strive to fulfill our purpose and provide a more action-oriented, specific approach. Our new purpose principles are:

- **Rise to the challenge:** welcoming debate, testing assumptions and exchanging ideas is how we achieve our best thinking and arrive at the brightest answers
- **Channel curiosity:** united by a deep desire to understand the world, we travel, seek and discover, staying open to new perspectives
- **Chart new frontiers:** we have the vision to see what doesn't yet exist, the courage to do what's never been done and the grit to get there
- **Advance by listening:** always learning while listening, we build close relationships and broaden our knowledge to help our people and customers go further
- **Earn trust at every turn:** we focus on details and protect our customers' information like our own, with a passion for precision and empathy in every action

Purpose Week

To bring HERE's new purpose and principles to life, we launched Purpose Week — a series of local and virtual activities designed to demonstrate how we can embody our purpose through meaningful impact on our people, communities and customers. Throughout this week, over 2,500 HERE employees across the globe came together with the aim of:

- Bringing HERE's purpose statement and principles to life in meaningful ways
- Strengthening employee connections and increasing engagement across our employee resource groups (ERGs)
- Embedding purpose through ongoing programs like social impact and corporate citizenship

More details about Purpose Week can be found in the "Inclusion, diversity and belonging" section of the report.



HERE principles in action

Our purpose principles not only define who we are but also how we act. In line with our new principles, HERE has engaged in various initiatives to foster innovation, drive sustainability and create meaningful solutions that empower our employees, businesses, nonprofits and the communities in which we operate.

HERE Lean In

During Purpose Week, HERE introduced the **Lean In** initiative in partnership with **Leanin.org**, a globally recognized organization dedicated to fostering workplaces where women of all identities are supported and empowered. To date, they have helped over 100,000 women in 183 countries achieve professional growth and leadership success.

At HERE, we're committed to helping employees achieve their ambitions while building an inclusive and equitable workplace. Partnering with **Leanin.org** aligns with our broader goal of creating an environment where women and all employees feel valued, supported and empowered to reach their full potential. Central to this initiative are **Lean In** Circles, small peer groups designed to foster connection, learning and growth. These circles provide a safe and collaborative space where members can share experiences, exchange expertise and access valuable resources. Circle members typically meet monthly to engage in discussions that promote mutual support and professional development.



To further enhance these interactions, HERE provides participants with skill-building meeting guides, curated resources and other tools to facilitate meaningful engagement.

Through our collaboration with Leanin.org and launching the Lean In initiative, HERE is investing in the development of future leaders. By empowering our employees and fostering an inclusive culture, we are rising to the challenge of creating a workplace where everyone can thrive based on individual merit and chart new frontiers in their careers.

The NAPSG Foundation

For the past decade, HERE has proudly sponsored local and state officials to attend InSPIRE, an annual summit organized by the National Alliance for Public Safety GIS (NAPSG) Foundation. This event brings together disaster preparedness representatives and first responders to learn about the latest strategies and tools in geospatial technology.

Attendees have experienced first-hand how location technology has revolutionized emergency response. From outdated paper map books to advanced geographic information systems (GIS), the digitization of emergency services has significantly improved the efficiency and effectiveness of first responders.

The InSPIRE summit provides a vital platform for sharing innovative methods that enhance disaster preparedness and response. HERE contributes important content and training sessions, helping public safety officials gain hands-on experience and valuable connections. As Peter O'Rourke, Executive Director at NAPSG, emphasized: "GIS is the glue that brings us together."

One notable advancement showcased at InSPIRE is the Search and Rescue Common Operating Platform (SARCOP), a series of interconnected apps designed to share information throughout all levels of incident response. SARCOP has proven invaluable in real-life situations, such as tornado damage assessments or swift water rescue operations.

InSPIRE's impact extends beyond the conference, as attendees return to their communities with new tools and strategies to improve public safety. The support from HERE, through travel scholarships, ensures that even small emergency management departments can participate and benefit from this essential event.





Inclusion, diversity and belonging

At HERE, inclusion, diversity and belonging (IDB) is deeply embedded in our company ethos, enriching our culture and driving our mission forward. In 2024, we made significant strides in three key areas: enhancing gender equity, increasing employee resource groups (ERG) engagement, and amplifying social impact.

We achieved over 33.4 percent gender diversity across the company and exceeded our senior leadership target at 19.9 percent. To further equity, we introduced new inclusive policies such as parental leave and refined the return-onboarding processes for caregivers, ensuring all employees have a fair path to success.

Improving gender equity

To support this momentum, we launched Rise, a career accelerator designed to build senior women leaders of tomorrow. Our first cohort included 22 female senior leaders, supported by 10 dedicated VPs offering their mentorship and guidance. Their involvement underscores HERE's deep commitment to gender balance and leadership development.



Strengthening ERG engagement

Employee resource groups (ERGs) continue to drive inclusion at HERE, with six ERGs, 15 chapters, and 120+ engaged leaders organized 130 events worldwide — fostering connection, advocacy, and professional growth. All employees are encouraged to participate in ERGs and attend ERG events, which celebrate themes based on an ERG's focus area. In 2024, we also introduced Grace, our newest ERG supporting employees with disabilities and allies.

Key ERG initiatives included:

- International Women's Day Give-Back Photo Challenge – raised funds for Technovation, empowering young women in science, technology, engineering and mathematics (STEM)
- HERE Fest and Purpose Week – featured ERG success stories and leadership support, inspiring greater employee participation
- Allyship Pledge – encouraged employees to commit to inclusion, with each sign-up funding 10 hours of education for Impact Hero

Scaling social impact

Purpose Week 2024 marked our largest internal engagement activity in a decade, uniting 31 sites, 19 nonprofit partners and 600+ employees in 43 volunteering and social impact activities.

To further amplify our impact, 65 donation vouchers were distributed via GlobalGiving, supporting speakers and teams behind key Purpose Week sessions.

Highlights included:

- **HERE Career Day (Chicago):** partnered with Phalanx Family Services to introduce local youth to careers in location technology
- **Livelihood Plantation (Mumbai):** planted trees with Green Yatra to benefit the environment and support local communities
- **School Supplies for Kenya (Athens):** collected and delivered essential supplies to students in need

Another highlight of Purpose Week, the Voices of HERE series brought 32 inspiring speakers to major HERE locations, sharing personal stories of resilience and reaching over 2,000 employees. Additionally, 175 employees joined education and equity events, 179 participated in sustainability activities, and 260 engaged in community-focused initiatives.

Building on this momentum, HERE continues to foster an inclusive culture and drive meaningful impact. By strengthening our inclusion efforts and deepening community engagement, we are creating a workplace where everyone can reach their full potential, grow and create positive change.



EARTH



The Environmental Action Rising Through HERE (EARTH) group continued to lead HERE's sustainability efforts, mobilizing employees worldwide to take local action with a global impact.

Through innovative and impactful programs in 2024, the EARTH group planted over 1,800 trees, dispersed 1,700 seedballs and collected 97kg of garbage.

By engaging in workshops, cleanups and tree-planting drives, EARTH fostered a strong sense of community and environmental responsibility.

Key initiatives included:

- Recycling programs, such as Global Recycling Day, Plastic-Free July and clothing donation drives
- Energy awareness, with the Turning-off-the-office-lights campaign
- Waste reduction, including forest cleanups in Witkowiec and beach cleanups in Chicago
- Sustainable living workshops and climate change sessions supporting eco-friendly individual choices
- The Zero Emission Day event promoting carbon footprint reduction and environmental consciousness
- Large-scale tree planting events in Berlin, Mumbai and Melbourne, along with seedball dispersal to promote tree regeneration and biodiversity

By engaging employees in hands-on sustainability efforts, EARTH continues to make a lasting impact, one initiative at a time.





Grace

In 2024, we reached a significant milestone with the launch of Grace, our employee resource group (ERG) dedicated to empowering individuals with disabilities and their allies. Officially launched on December 3, International Day of Persons with Disabilities, Grace was founded to foster inclusivity, celebrate diverse abilities and amplify the voices of those who have long been underrepresented in professional spaces.

A memorable launch

Grace's inaugural event was a powerful moment for our community. The group introduced its vision and commitment to fostering an inclusive workplace, but the most powerful moments came from colleagues who bravely shared their personal stories. Their heartfelt accounts provided insight into the challenges and triumphs of living with disabilities, resonating deeply with all attendees and setting the tone for Grace's mission — to amplify these voices and foster greater understanding.

Taking action

Though newly established, Grace has already started building momentum. A key upcoming initiative is its participation in a job fair targeted at persons with disabilities, where they will connect with talent, showcase their commitment to inclusion and demonstrate that they are ready to create opportunities for everyone to thrive.

Looking ahead

Grace is not just a platform but a movement within our organization. With the passion and dedication of its members, it will break down barriers, challenge perceptions and ensure everyone feels seen and valued.

These first steps mark the beginning of a brighter, more inclusive future, and we look forward to sharing more milestones in the years ahead.





PRIDE

HERE Pride is committed to fostering a more inclusive world by uniting allies and members of the LGBTQ+ community. Its efforts center on giving a platform to the voices of LGBTQ+ colleagues and cultivating an environment that supports and nurtures pride in our diverse spectrum of identities.

During Pride Month, we reaffirmed our commitment to inclusion through training sessions, personal stories and leadership messages. Denise Doyle, Chief Product Officer and Pride Executive Sponsor, and Werner Buskermolen, Chief Human Resources Officer, played a key role in underscoring the importance of LGBTQ+ inclusion at HERE. Their active involvement emphasized that being able to show up to work as your true self is fundamental to creating an environment where everyone feels valued and empowered to reach their full potential. By leading conversations on authenticity and allyship, they reinforced that inclusion, diversity and belonging (IDB) is not just a principle but a business imperative — one that leadership is committed to embedding at every level of our organization.



Regional HERE Pride highlights

HERE Pride Mexico

HERE Pride Mexico promoted an inclusive workspace through educational sessions and creative activities. These initiatives make sure that all employees, regardless of their gender or identity, feel seen and respected. Looking ahead, HERE Pride Mexico remains committed to organizing meaningful events that strengthen diversity and inclusion at HERE.

HERE Pride India

HERE Pride India kicked off 2024 with the “Safe spaces, strong minds: mental health matters” session, providing a supportive environment for 460 participants. Building on this momentum, they introduced the “Learn with PRIDE: say it right – HLC learning pathway,” setting the stage for series of impactful initiatives during Pride Week.

Pride Week began with a launch town hall, drawing 850 virtual attendees and 480 in-person participants across four India offices.

The week featured:

- Pride Conversations, where LGBTQ+ members and their families shared inspiring stories via the HERE intranet, receiving widespread appreciation
- The Pride Carnival, which welcomed 900 attendees and included engaging activities like jute bag painting, the Pride & Popcorn - Pride movie trivia quiz, the Coffee Connect event and a mug painting workshop
- Breaking Barriers, an awareness session designed to educate employees about Pride and foster inclusivity





UNITY + POWER

Unity + Power (U&P) continued its commitment to the representation and advancement of Black and African culture, communities and talent. Throughout the year, the group organized multiple events to educate and bring staff together in support of U&P's mission.

The Black Creativity Career Showcase at the Museum of Science and Industry in Chicago provided an opportunity for our employees to speak with children and families about their careers and engage in discussions with local African American artists, scientists and engineers. Through dynamic demonstrations, hands-on activities and one-on-one conversations, attendees explored the power of digital maps location content.

In honor of the 2024 Black History Month theme, "Exploring the Arts", U&P hosted events that focused on the essence of Afrofuturism in relation to data and technology, while also highlighting Black artists, musicians and innovators committed to radical change and community impact. Other initiatives included the U&P Movie Club, Chicago Office Olympics and more.

For our Juneteenth, U&P celebrated black innovators and change makers shaping "their wildest dreams."

During Purpose Week, U&P collaborated with Phalanx Family Services, a community organization focused on job readiness and career preparation, to host a career day. Students from Phalanx's program visited the Chicago office to learn about the innovative work being done at HERE, explore careers in technology and gain insight into various paths within the industry. Attendees participated in sessions on professional branding, résumé writing and job interviewing — equipping them with the essential tools necessary to confidently navigate the job market.



VAMOS

Vamos' mission is clear: to promote, support and nurture talent growth within the Latinx community, providing mutual benefits for both employees and the organization. Throughout 2024, Vamos led a series of initiatives focused on career development, empowerment and community engagement, open to all employees.

Key highlights included:

- Casual networking sessions to share career insights and foster connections
- Inspiring guest speakers who shared their journeys and career empowerment advice
- Give Back initiatives to support the Latinx community through mentorship and volunteerism
- Internal career development sessions offering resources and guidance for professional growth
- Workshops on leadership and career advancement to help employees build new skills
- Funding for certifications and courses to enhance career prospects
- Virtual networking events that strengthened community and collaboration within Vamos

These activities underscore Vamos' commitment to career empowerment, skill development, networking and community-building for all employees at HERE.





The Women's Initiative Network (WIN) empowers women at HERE to pursue their professional goals while celebrating their diverse identities beyond work. Through events, resources and collaborations, WIN fosters gender equality and creates opportunities for employees to showcase their talents, knowledge and passion. With a global presence, WIN also operates local chapters to address regional needs and aspirations, with participation open to all employees.

2024 WIN highlights:

WIN US

WIN US continued its Power Speaker series and Lunch with Leaders program, featuring female leaders like Nell Scott, HERE's VP Legal Counsel. Additionally, the group partnered with LinkedIn to provide best practices for career growth.

WIN Berlin

Re-established in mid-March 2024, WIN Berlin focused on professional growth with a self-branding workshop, Lunch with Leaders program and networking meetups. Members also partnered with Caritas Berlin for charity initiatives, including holiday gift donations.

WIN León

WIN León marked International Women's Day with nine impactful sessions and encouraged employee participation in a local protest. In partnership with the Guanajuato government, a mobile health unit provided over 70 Pap smears to employees and their families as part of a breast and cervical cancer awareness campaign.



WIN India

With 13 events and over 1,775 participants, WIN India supported women's leadership through Shenomics Lead with Courage, SheLeads Summit, the National Association of Software and Services Companies (NASSCOM) Women Product Champions Roadshow, and the Women in Tech Awards. Health-focused sessions promoted cervical and breast cancer awareness, and creative and wellness workshops encouraged positivity and well-being.

WIN LATAM

Committed to gender equity through the Women Empowerment Principles (WEPs), WIN LATAM advanced efforts with a gender gap analysis and events like the Speak Without Fear workshop. Over 100 employees attended their March 8 talk, demonstrating their progress in building a more equitable organizational culture.

WIN Singapore

During Purpose Week, WIN Singapore hosted the Advancing Gender Equity event, featuring local leaders and customers, as well as SG Her Empowerment (SHE). Their Dignity Outreach program included simple sign language learning for better communication and meal distribution for elderly individuals. Additional activities included a book donation drive for Dignity Mama supporting young adults with special needs and an art project called United Colors of Equity.

WIN Oceania

WIN Oceania raised cancer awareness with the Cancer Council Biggest Morning Tea fundraiser, helped restore and revegetate habitats for native fauna and supported conservation efforts by planting over 500 indigenous plants. The team also celebrated 'R U OK? Day' to encourage mental health conversations and attended the Tech Diversity Awards celebrating achievement and diversity in technology workforces.



Supplier management and sustainable procurement

HERE's Sustainable Procurement Program – strengthening supplier sustainability

In 2024, we intensified our efforts to promote sustainability across our supply chain through several key initiatives.

We introduced a new policy to ensure HERE sources raw materials responsibly, adhering to ethical, environmental and social standards. HERE's commitment includes preventing human rights abuses, bribery and environmental harm in our sourcing practices.

As part of our supplier due diligence, all suppliers must comply with the HERE Supplier Code of Conduct and accept our Responsible Sourcing of Raw Materials policy upon onboarding.

Suppliers are also expected to maintain a Quality Management System (QMS), ideally certified under internationally recognized standards like ISO 9001. We assess compliance during onboarding and routine audits, working closely with critical suppliers to uphold strong environment, health and safety (EHS) standards.



- German Supply Chain Act (Lieferkettensorgfaltspflichtengesetz or LkSG)
- European Supply Chain Directive (CSDDD)
- Corporate Sustainability Reporting Directive (CSRD)

The platform allows us to assess suppliers more effectively, identify deviations from HERE's standards and provide guidance for corrective actions.

Looking ahead to 2025

Our objectives for the upcoming year include:

- Expanding our Sustainable Procurement Program to engage our entire supply chain
- Conducting a full risk assessment of the complete HERE supply chain
- Improving supplier ESG performance through continuous monitoring and corrective actions
- Providing training and insights to suppliers on HERE's ESG strategy and mission

By strengthening supplier sustainability, we ensure ethical and responsible sourcing while driving continuous improvement across our supply chain.

Environment, health and safety

In 2024, HERE achieved official certifications for ISO 14001:2015 (Environmental Management) and ISO 45001:2018 (Occupational Health and Safety), while building a robust global environment, health and safety (EHS) management system. These certifications ensure our facilities align with international standards for environmental responsibility and workplace safety.

Key 2024 initiatives

Throughout the year, HERE's EHS team implemented several initiatives, including:

- Enhancing and documenting our EHS management system in collaboration with the Quality team and key stakeholders
- Transitioning our Chicago office operations to 100 percent renewable energy
- Optimizing our office footprint to reflect evolving work patterns
- Launching a mandatory EHS awareness training module to educate employees on workplace safety and security



Looking ahead to 2025

In the upcoming year, HERE's EHS team will continue to drive corporate responsibility by:

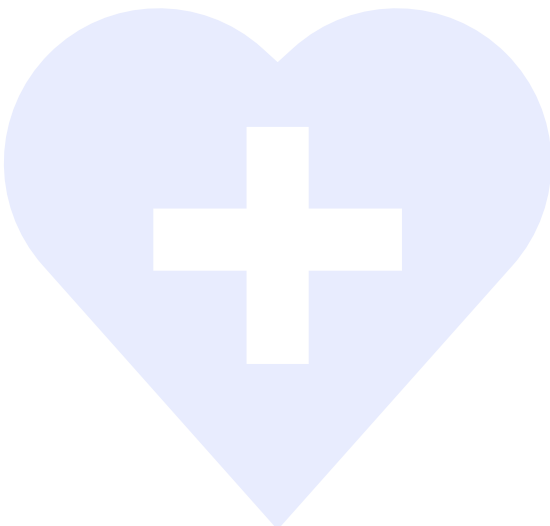
- Conducting ISO 14001/45001 surveillance audits in Bangalore, Schwalbach, Amsterdam and Berlin
- Exploring additional ISO certifications to support business growth
- Educating employees through EHS awareness training
- Introducing an ergonomic assessment tool for remote and hybrid workers
- Negotiating utility contracts to increase renewable energy sourcing

Addressing environmental risks

HERE proactively evaluates and mitigates its environmental risks. In 2024, we identified key risks in the following areas:

- Climate change adaptation – addressing risks from extreme weather events (e.g., draught, hurricanes) that could disrupt our facilities and supplier operations
- Water consumption – monitoring supplier dependance on freshwater for data facility operations
- Waste management, energy consumption and emissions – tackling challenges related to electronic waste, natural gas consumption and air conditioning

To mitigate these risks, HERE has implemented measures such as partnering with licensed waste management firms, improving greenhouse gas (GHG) reporting, integrating sustainability clauses in facility contracts and transitioning to lower-impact refrigerants.



Human rights and modern slavery

At HERE, respecting and protecting human rights is fundamental to who we are. Our approach is guided by the principles of the Universal Declaration of Human Rights and the United Nations Global Compact. We are committed to ensuring that our operations, partnerships and business practices uphold these rights, rejecting any actions that could undermine or violate them.

HERE extends these standards to our entire supply chain through the HERE Supplier Code of Conduct and Sustainable Procurement program. We annually assess potential human rights risks or breaches, including a standardized questionnaire to suppliers.



- Operates to the standard of international human rights law and applies these standards when local law falls short of international human rights standards or when there are no relevant national laws. Where local laws conflict, HERE aims to honor the principles of international human rights
- Trains our employees on international human rights standards and what they mean in practice
- Conducts self-assessments based on environmental, social and governance (ESG) factors to identify gaps and remedy known impacts.
- Assesses ESG factors across key suppliers within our supply chain, makes recommendations for remediation, as needed, and participates in HERE customers' supplier audits
- Recognizes the right to freedom of association and promotes the humane treatment and non-harassment of our employees and those in our supply chain
- Commits to non-discrimination and respects the rights of individuals belonging to groups or populations which may be particularly vulnerable to adverse impacts, including indigenous people, national or ethnic, religious and linguistic minorities, children, LGBTQ+ people, people with disabilities, and migrant workers and their families
- Believes women's rights are human rights and commits to providing liberty, dignity, and equal rights, regardless of gender
- Promotes the inclusion, diversity, and belonging of under-represented groups of people within our company and in society
- Practices ethical recruiting by hiring workers lawfully and in a fair and transparent manner that respects human rights
- Works with relevant public and private security entities to protect HERE facilities and employees in a manner that supports and reinforces respect for human rights
- Expects suppliers who do business with HERE to uphold human rights and business ethics practices
- Prohibits the hiring of child labor. The minimum age for full-time employment with HERE is the higher of 15 years old or the legal minimum age for employment under applicable law. HERE further prohibits the hiring of individuals that are under 18 for positions in which hazardous work is required
- Adheres to fair working hours, wages and benefits in alignment with local law
- Prohibits any form of forced labor including bonded labor, prison labor, indentured labor and slave labor, or human trafficking
- Respects land, forest and water rights in the communities in which HERE operates and commits to no forced evictions
- Complies with all applicable sanctions

HERE also expresses its commitment to human rights through compliance with the United Kingdom Modern Slavery Act 2015, publishing a **Modern Slavery Statement** to report on our efforts to combat forced labor and human trafficking.



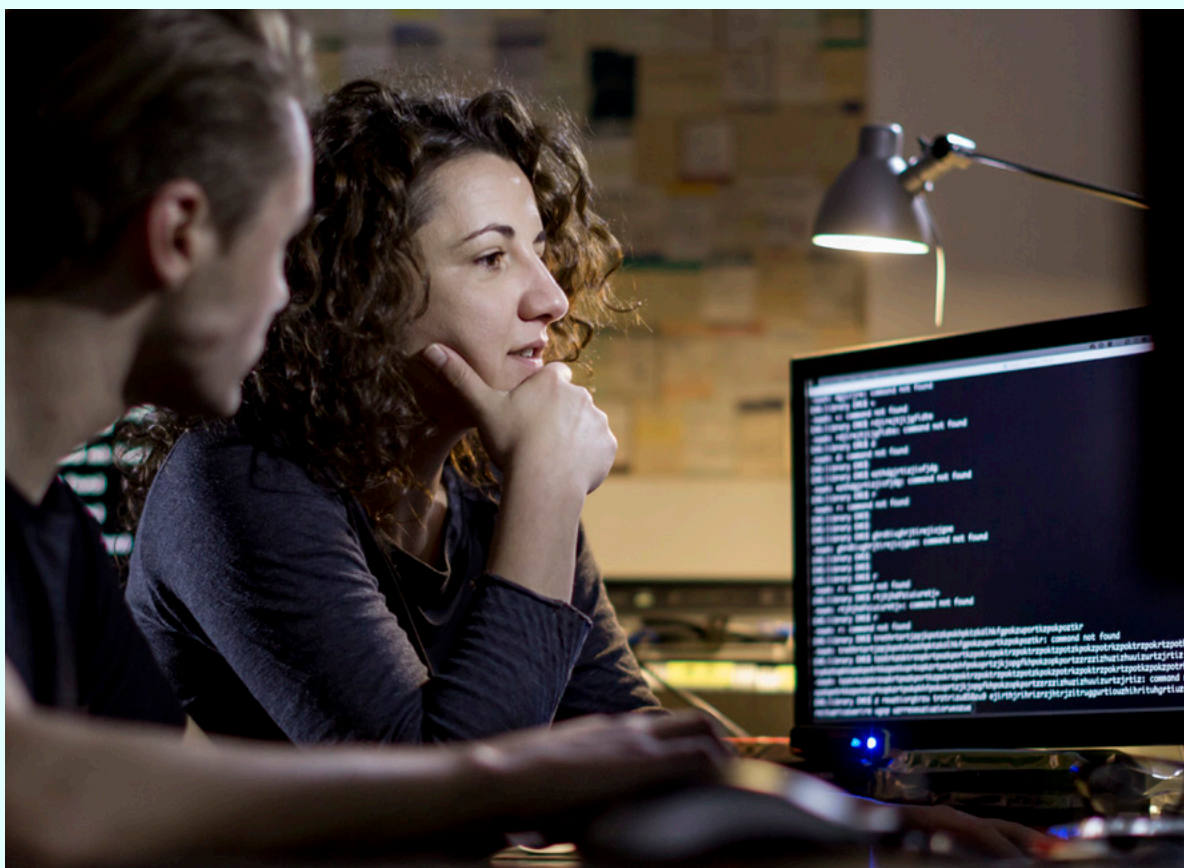
Data security and privacy

At HERE, we take a holistic approach to security and privacy, exceeding customer and regulatory requirements to manage risk within the organization. Our by-design implementation approach and robust security controls support an industry-leading compliance program, including certifications/attestations for ISO 27001, ISO 27701, ISO 27017/18, SOC 2 Type 2, HITRUST r2, GDPR attestation and additional sector- or country-specific certifications.

Enhancing security and privacy

In 2024, HERE strengthened its cybersecurity and privacy posture by:

- Expanding the deployment of our next-gen identity management and network security defenses
- Enhancing security and privacy by design across our software portfolio
- Launching new AI governance and compliance initiatives
- Further developing our Enterprise Risk Management (ERM) program
- Improving security, privacy, open-source software compliance/ engineering and enterprise governance, risk and compliance (GRC) domains



Beyond compliance, HERE embeds security and privacy principles and controls into product development. Our dedicated teams of privacy and security engineers work to align security and privacy requirements with product functionality and data value preservation.

Recognizing the unique privacy challenges of location data, we offer HERE Anonymizer, a self-hosted cloud or hybrid software product that processes real-time and historical location data. This enables customers across industries to:

- Preserve data privacy
- Comply with regulatory requirements
- Maintain location intelligence while unlocking business value

Our anonymization portfolio includes over 30 patent applications.

Proactive security and privacy initiatives

HERE integrates security and privacy safeguards at the earliest stages of product development, ensuring our solutions remain compliant with the evolving regulatory landscape.

In 2024, HERE:

- Established the Responsible AI Office and drafted a Responsible AI policy in preparation for EU AI Act compliance and AIMS certification
- Completed an ISO 42001 (AI Management System) readiness audit to ensure portfolio compliance
- Optimized secrets detection and code dependency scanning capabilities to proactively identify and resolve vulnerabilities in production code
- Enhanced security and privacy awareness training to keep these priorities top of mind throughout the year
- Designed and launched a fraud monitoring project to detect and respond to abuse of HERE services and customer accounts on the HERE platform
- Implemented Data Loss Prevention (DLP) capabilities to reduce the risk of data exfiltration and leakage
- Introduced transport layer security (TLS) expiry management in transit accompanying document (TAD), external penetration testing (EPT) and direct attached storage (DAS), to prevent customer-impacting outages
- Advanced Enterprise Risk Management (ERM) with:
 - Quarterly ERM reports to investors, executive leadership and frontline employees
 - Development of an opportunities framework to strengthen the risk treatment decisions





Maintaining key certifications

HERE upheld its core security and privacy certifications with minimal nonconformities:

- ISO 27001 - Information Security Management System (ISMS)
- ISO 27017 - Security Controls for Cloud Services
- ISO 27018 - Protection of Personally Identifiable Information (PII)
- ISO 27701 - Privacy Information Management System (PIMS)
- SOC 2 Type 2 – The HERE platform and related services
- HISTRUST CSF – Information risk management and compliance for health data
- TISAX AL 3– Information security for European automotive services
- CSA STAR Level 2 – Security assessment for cloud providers

Security and privacy roadmap for 2025

Looking ahead, HERE will:

- Certify against ISO 42001 – Artificial Intelligence Management System (AIMS)
- Align HERE processes with ISO 21434 – Cybersecurity requirements for road vehicles

By continuously enhancing security, privacy and governance, HERE remains committed to protecting data, ensuring compliance and delivering secure and trustworthy solutions for our customers.



Corporate compliance

Commitment to ethical business practices

HERE is committed to maintaining the highest standards of integrity in all aspects of our business. Our Corporate Compliance Program ensures adherence to legal and regulatory requirements, ethical business conduct and internal policies that protect our employees, stakeholders and the communities we serve.

Code of Conduct

The foundation of our Corporate Compliance Program is our Code of Conduct, which sets clear expectations for ethical behavior, legal compliance and professional integrity. The Code of Conduct applies to all employees, officers and directors and serves as a guide for making ethical decisions in day-to-day operations. Key areas covered in the Code of Conduct include:

- Fair competition
- Bribery and improper payments
- Conflicts of interest
- Accurate books and records
- Export and trade compliance
- Privacy and data protection
- Employment matters and human rights
- Environmental responsibility and workplace safety
- Working with suppliers, partners and third parties



Training and awareness

To maintain a strong culture of compliance, HERE provides mandatory training programs for employees at all levels. These training programs cover topics such as ethical decision making, anti-bribery and anti-corruption, conflicts of interest, antitrust laws, workplace conduct and anti-harassment, data privacy and cybersecurity. Employees also have access to compliance resources and guidance materials to reinforce their understanding of policies and best practices.

Whistleblower reporting and anti-retaliation policy

HERE encourages employees, business partners and stakeholders to report any concerns about unethical behavior, misconduct or legal violations.

Our Speak Up program provides multiple confidential reporting channels, ensuring concerns are swiftly reviewed and addressed. These include the HERE Ethics Hotline, a secure and anonymous reporting system available 24/7, 365 days a year via an online portal or toll-free hotline.

We maintain a strict anti-retaliation policy, protecting individuals who report concerns in good faith from any form of retaliation or adverse action. All reports are thoroughly investigated, with appropriate corrective actions taken when necessary.

Commitment to continuous improvement

Corporate compliance is an evolving field, and HERE is committed to continuous improvement by:

- Regularly reviewing and updating policies
- Enhancing employee awareness and training
- Leveraging technology to strengthen our compliance framework

By fostering a culture of integrity and ethical decision-making, HERE ensures the long-term success and sustainability of our business.





Gender and diversity at HERE

HERE believes innovation thrives in a diverse workforce, and the HERE community shares a fundamental belief in equality for all employees. We are committed to a diverse workplace founded on merit-based practices, encompassing diversity of nationality, age, gender, education, religion, sexual orientation, professional experience and socio-economic background. In 2024, we continued to implement actions to advance gender equality, increase underrepresentation in leadership roles and promote a diverse workforce in general.

When filling open positions or evaluating promotion opportunities, we seek a diverse slate of candidates with a broad range of experience, skills, educational and professional background and diverse characteristics. We had a generally stable cadre of senior leaders during 2024. We conducted searches for leadership team members in finance, marketing, quality, HR and sales through internal and external searches. In the external searches for these candidates, we worked closely with employment recruiters to seek and evaluate a broad range of potential candidates representing a diverse range of experiences and backgrounds, resulting in diverse candidate slates from both internal and external sources presented to management, directors and our shareholders for consideration. In addition, the Supervisory Board director nominated by our shareholder NTT, Daisuke Nagatsuma, was replaced by Yasutaka Tadakoshi.



Overall, the percentage of female employees at HERE slightly increased in 2024, from 32.9 percent on December 31, 2023, to 33.4 percent on December 31, 2024. With respect to technical and engineering roles, this year we refined the methodology we've used in previous years to provide a more accurate representation of 'technical roles' by analyzing technical roles directly rather than functions. Based on this new methodology, 31.0 percent of our employees working in technical roles are women.

Improving the number of women in our technical and engineering jobs is a key priority, given that the number of women in engineering-related fields globally trends low, while the demand for these jobs is substantial, making it harder to recruit a balanced workforce.

We hosted several events during 2024 to raise awareness of the role of women in technology.

- Publishing an external blog post showcasing HERE women in tech, highlighting them as role models and giving them visibility to inspire others and promote diversity in technology
- Hosting a Women Leaders in Technology Meetup at our Chicago office during the autumn of 2024 for 50 attendees on the topic "Mastering influence: power dynamics and decision-making in tech," aimed at attracting and engaging more women in the tech field by providing a platform for networking, knowledge sharing and inspiration
- Organizing a fundraising campaign during Women's History Month to support Technovation, a nonprofit organization that empowers girls to learn tech skills and apply them to solving real-world problems, driving social impact and innovation
- Empowering our female technology and engineering talent through the Women in Technology team, with initiatives like the "Break the Perception" workshop that brought together 40 engaged participants in our Mumbai office

We defined gender representation targets for our Supervisory Board, Management Board and senior leadership in line with the Dutch requirements for gender diversity. During 2024, the number of female members of our Supervisory Board (one) and Management Board (none) remained unchanged, and the percentage of women among our senior leaders, which we define as Job Grade 12 (director-level position) and above increased by more than two percent from 17.4 percent to 19.9 percent.

Our goals for 2024 were to emphasize diverse candidate slates in response to any vacant position that may arise within the Management Board or the Supervisory Board, which remains unchanged in 2025. Our 2025 goal is to increase our female senior leaders to 20 percent, and our longer-term goal is to reach 33 percent female representation in our Management Board and Supervisory Board.



It should be noted that while no immediate alterations are anticipated, the landscape of potential developments remains dynamic. Central to our strategic planning is the commitment to advancing internal career progression opportunities, particularly enhancing female representation in our talent development efforts. In accordance with Dutch legislation, HERE's Management Board has adopted a concrete action plan of measures to meet our target goals for increasing female representation in leadership positions by nurturing a pipeline of talent at senior levels, which HERE continued to implement during 2024. In addition to existing action plans of measures, we defined our gender equity initiatives for 2025 and beyond to foster an even stronger focus on increasing our female representation.

Some key achievements and initiatives during 2024 include:

- Expanding our Women Initiative Network (WIN) by launching three new chapters, bringing the total to eight chapters across all regions, further strengthening our global reach and impact
- Achieving measurable success with our Career Accelerator Program for top-performing female talent, which received exceptional feedback and demonstrated a tangible impact on participants' professional growth and career progression
- Enhancing our HR processes, such as refining our re-boarding program, to make returning from extended breaks smoother and more supportive for both employees and managers
- Launching a partnership with Lean In, a global community dedicated to empowering women and fostering leadership through peer mentorship, skill-building circles and resources designed to break down barriers for women in the workplace
- Hosting a panel discussion during International Women's Day, featuring executive leadership representation, to address the critical role of caregivers in the workplace and explore ways to create a more inclusive and supportive environment
- Highlighting women's voices during Purpose Week through our Voices of HERE events, where the majority of speakers were women sharing their career journeys and inspiring others with their stories
- Collaborating with women-focused non-profits during Purpose Week, such as SG Her Empowerment ("SHE") in Singapore, the Caritas Women Shelter in Berlin and NGO Amor Philia in Sao Paulo

At the core of these initiatives is our commitment to maintaining a HERE culture that reflects our Purpose: to reveal the promise in every path. This purpose statement means embracing diversity in all its forms, recognizing that every path is shaped by unique backgrounds, experiences and perspectives. "At HERE, we believe that diversity drives innovation and belonging fuels impact.



By embracing every path, we create an environment where everyone can thrive, contribute and make a difference — both within HERE Technologies and in the communities we serve,” says Svenja Dietrich, who leads our inclusivity, diversity and belonging programs and initiatives.

Specifically, HERE’s Management Board has committed to the following gender equity initiatives for 2025:

- Launching the second cohort of our Career Accelerator Program for top-performing female talent in management positions, aimed at supporting their growth into senior leadership roles. This program includes mentorship opportunities through our VP community network, access to external career coaching and participation in tailored development programs to enhance leadership skills
- Introducing a year-long awareness campaign focused on women’s health, featuring a variety of educational and informative sessions to foster understanding and support
- Expanding leadership training and awareness initiatives to promote inclusive leadership behaviors supported by our new purpose principles and actively reduce unconscious bias across the organization

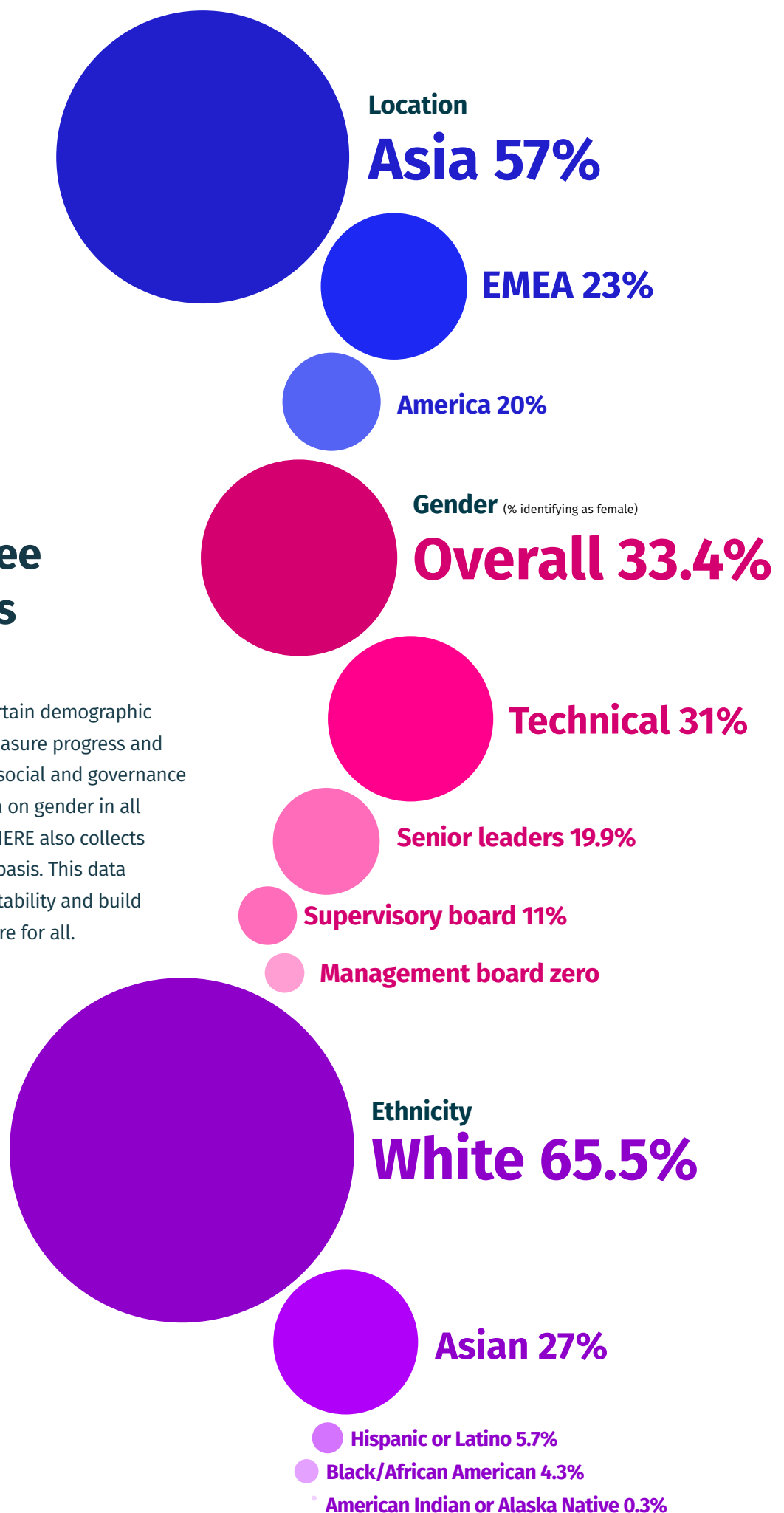
We intend to regularly review and monitor the effectiveness of our initiatives to ensure we are making progress towards our goal of increasing the number of senior female leaders.



HERE employee demographics

(as of December 31, 2024)

HERE collects and analyzes certain demographic data to drive transparency, measure progress and align with our environmental, social and governance (ESG) goals. HERE collects data on gender in all regions; in the United States, HERE also collects ethnicity data, on a voluntary basis. This data empowers us to foster accountability and build a stronger, more inclusive future for all.



SASB Index 2024

“Software & IT Services” industry standard.
All reported data is for the year ended December 31, 2024.



Environmental Footprint of Hardware Infrastructure

Code	Metric	Disclosure
TC-SI-130a.1	1 Total energy consumed	1 70,564 GJ
	2 Percentage grid electricity	2 100%
	3 Percentage renewable	3 29%
		Consumption data used in the GHG footprint was gathered primarily from site-specific utility bills. Where data was missing, estimates were made based on a variety of factors, including site type, size, and location.
		Values were converted from liters and kWh to GJ using the US EIA's conversion tools as it is listed in the SASB standard to be one of the preferred sources for energy conversion factors.
TC-SI-130a.2	1 Total water withdrawn 2 Total water consumed Percentage of each in regions with High or Extremely High Baseline Water Stress	HERE does not currently report out on water usage
TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	We consider the carbon emissions from our cloud provider and services we consume from their product catalog when making technology decisions. Since 2021, HERE has included sustainability as one of the primary pillars of our cloud sourcing strategy. HERE plans to reduce our Data center facility footprint further over the next three years as we close down the last applications running in our legacy hosting platforms.

Data Privacy & Freedom of Expression

Code	Metric	Disclosure
TC-SI-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	HERE has defined and documented various policies and practices that provide details about how HERE collects, processes and stores personal data. Marketing information, details about new products and services, personalized promotions are sent to individuals only after they have consented to receive the same. Detailed information is available in our Privacy Policy at https://legal.here.com/privacy/ .
TC-SI-220a.2	Number of users whose information is used for secondary purposes	HERE does not process personal data for secondary purposes. We maintain strict policies to ensure that user consent is acquired for any processing purpose not compatible with the original purpose of processing. For additional information, refer to our Privacy Policy at https://legal.here.com/privacy/ .
TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	None
TC-SI-220a.4	1 Number of law enforcement requests for user information 2 Number of users whose information was requested 3 Percentage resulting in disclosure	1 0 2 0 3 0%
TC-SI-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	We are not aware of targeted measures that apply to HERE.

Data Security

Code	Metric	Disclosure
TC-SI-230a.1	1 Number of reportable data breaches 2 Percentage that are personal data breaches 3 Number of users affected	1 0 breaches involving HERE Technologies products or services 2 0% 3 None



Data Security

Code	Metric	Disclosure
TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	<p>HERE uses a risk-backed approach to the governance, implementation, maintenance, and continual improvement of a global, certified Information Security and Privacy Information Management System (i.e., ISO 27001 and 27701 certified ISMS and PIMS).</p> <p>HERE demonstrates its commitment to security and privacy through several compliance certifications and attestations including ISO 27001, ISO 27701, ISO 27017, ISO 27018, TISAX AL3, CSA Star Level 2, SOC 2 Type 2 for platform services and HITRUST for certain platform services.</p> <p>HERE contracts with an external third-party penetration test partner at least annually to conduct penetration tests of its platform products and services in addition to an active bug bounty program. Controls supporting both best practices and HERE's compliance portfolio are based on OWASP, NIST, MITRE, ISO, COSO, and other industry/ governmental frameworks for technical security controls. Among those controls, HERE regularly conducts SAST, DAST, dependency scanning, and secret detection scanning for services.</p> <p>HERE utilizes a 24x7x365 SOC (security operations center). The SOC monitors alerts for security incidents, which can be from scanners, internal emails, external emails, etc. When an alert or notification is confirmed, it is prioritized. Each priority level has SLA's for responding. SOC also maintains playbooks for various incidents to handle them quickly.</p> <p>For more information about data security at HERE, please refer to our Information Security page at legal.here.com/en-gb/security.</p>

Recruiting & Managing a Global, Diverse & Skilled Workforce

Code	Metric	Disclosure
TC-SI-330a.1	Percentage of employees that require a work visa	<p>As a truly global company, our teams are made up of diverse talent drawn from our different locations. Exact metrics of nationality of workforce were either not available at the time of reporting or not reportable. For example, in the European Union, employees who hold citizenship of a member state or of EEA are not considered 'foreign nationals'.</p> <p>Our workforce percentage distribution can be found in the Gender and Diversity at HERE section in our Sustainability Report 2024, p. 50.</p>



Recruiting & Managing a Global, Diverse & Skilled Workforce

Code	Metric	Disclosure
TC-SI-330a.2	Employee engagement as a percentage	80% as of 2025 HERE Pulse internal survey, conducted Q1 of 2025.
TC-SI-330a.3	<p>Percentage of gender and diversity group representation for:</p> <p>1 executive management 2 non-executive management 3 technical employees 4 all other employees</p>	<p>1 executive management (management team 7 people incl 1 female end of 2024) -> 14 % 2 non-executive management (supervisory board 9 people incl 1 female end of 2024) -> 11% 3 technical employees -> 31.0% 4 all other employees -> 33.4%</p> <p>Refer to the Gender and Diversity at HERE section in our Sustainability Report 2024, p. 50.</p> <p>Note: Ethnicity statistics are not collected in geographies other than the United States, per local law.</p>



Mike Nefkens

Chief Executive Officer/Managing Director

Adeel Manzoor

Chief Financial Officer/Managing Director

Werner Buskermolen

Chief Human Resources Officer/Managing Director



We'd love to hear from you. Drop us a line.



About HERE

HERE has been a pioneer in mapping and location technology for 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy. Find out how HERE is moving the world forward at here.com

