



# HERE Technologies Sustainability Report 2023

HERE International B.V.



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# Executive sponsor opening letter

2023 was a year of record-breaking climate developments and culminated as the world's warmest year ever recorded since temperature data started being tracked more than 170 years ago. Around the globe extreme weather events, from severe flooding to wildfires, to drought and extreme heat, affected citizens worldwide – everywhere from Northern Africa to North America, Southern Europe to South America, Asia to Australia and even Antarctica where ice levels further dropped.

At the annual United Nations Climate Change Summit (COP28), the first global climate “stock-take” was carried out, where it was acknowledged that fast action must be taken to expedite progress towards the Paris Climate Agreement, along with a strong call to action for governments to accelerate the transition away from fossil fuels to renewable energy sources, like solar and wind power.

In our increasingly complex and volatile world, what remains certain is that the climate crisis is going nowhere. Now, more than ever, governments, enterprises, organizations, and citizens must collectively take greater action to protect our planet today for generations to come.

At HERE, creating a sustainable future helps frame our strategy and drive innovation initiatives. As a global business dedicated to moving the world forward through



location data and technology, advancing HERE's Sustainability and ESG credentials was an important priority in 2023. Accordingly, I am pleased to share HERE Technologies' 2023 Sustainability Report.

During the year, HERE took several strides forward. We fortified our ESG strategy with a refreshed set of goals and an expanded Sustainability Advisory Committee. Our net zero emissions targets were validated and approved by the Science-Based Targets initiative (SBTi). We further formalized reporting mechanisms and delivered the highest standards of data security and privacy. In addition, we strengthened our sustainable sourcing program.



Equally important, we know partnerships are synonymous with progress. Over 2023, HERE collaborated with customers and partners across geographies and industries to help create more livable cities and facilitate the efficient and sustainable movement of people, goods, and services.

For example, in Asia-Pacific we partnered up with Murata Manufacturing to deliver traffic management insights and capabilities in Jakarta – one of the world’s most congested cities. Similarly, in the United States, we’re working with Iteris to create sustainable smart mobility solutions for an array of public sector agencies. In Europe, we’re collaborating with leading logistics company Hermes Germany for more efficient delivery routes and lower emissions.

Furthermore, these days collaboration is not just about one-to-one vertical partnerships, it also encompasses multi-party and horizontal alliances. A great example is our work with Continental and IVECO to increase safety and fuel efficiencies in commercial vehicles. Moreover, to support the increasing prominence of electric vehicles, we partnered with SBD Automotive to apply our data expertise to create an EV Index which provides an in-depth analysis of EV infrastructure in the United States and Europe.



HERE is a company that cares deeply about ESG. Social governance forms an integral part of our business ethos and corporate principles. Grounded in our cultural values of be bold, be true, learn fast, give back, and win together, we have a range of dynamic and dedicated Employee Resource Groups (ERGs) which help spur tangible progress and positive impacts in the many communities we are part of.

One highlight is our newest ERG, EARTH (Environmental Action Rising Through HERE) which implemented some fantastic efforts like tree-planting initiatives and wildlife conservation utilizing AI/ML. You can learn more about the inspiring activities of our diverse ERGs within this report.

While there is more for us to do as we further advance our ESG footprint, I am very proud of our accomplishments in 2023 and am excited for HERE’s sustainability journey ahead. For now, happy reading!

### **Denise Doyle**

Sustainability Executive Sponsor &  
Chief Data Officer,  
HERE International B.V.





# Sustainability and ESG at HERE

# ESG

At HERE Technologies, our commitment to environmental, social and governance (ESG) principles is integral to our business ethos. These principles not only form the foundation of our operations but also guide our dedication to customers and to the world that we share. Our commitment extends to the responsible management of business operations to exceed expectations for all stakeholders. To achieve this, we actively work on minimizing our environmental footprint, investing in our communities and workforce and upholding the highest ethical standards.

HERE is also dedicated to empowering customers to fulfill their own goals, providing them with important instruments which help them contribute to a sustainable future. For instance, logistics providers leverage real-time hazard data to optimize routing for emissions reduction, infrastructure developers use traffic patterns to construct resilient road networks and drivers rely on EV charge point information to plan their next charge. As a location data provider, we recognize our critical role in advancing sustainability.

Throughout 2023, we remained steadfast in our focus on sustainable practices and collaborative efforts to create a positive impact on the world. We are excited to share the following ESG highlights in this year's report:

- A new set of ESG goals with input from internal and external stakeholders
- A refreshed and expanded Sustainability Advisory Committee
- Validation and approval of our net-zero greenhouse gas emissions targets by the Science-Based Targets initiative (SBTi), an international standards-setting coalition
- Case studies on products that help customers achieve more sustainable outcomes
- Examples of employee efforts to make the world a better place
- An enhanced Sustainability Sourcing Program (formerly the Ethical Sourcing Program) to more deeply engage suppliers on sustainable business practices





# HERE ESG strategy

In 2023, we refreshed the HERE ESG strategy to prioritize the most critical issues for HERE and our stakeholders. We reviewed our value chain and identified the primary stakeholder groups:

→ **Our customers:** seeking partnerships with their suppliers committed to 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 about the planet and our communities

To address the needs of these stakeholders, we structured our activities into seven core pillars:

## 1. Net-zero commitment

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

## 2. External reporting

Regular communication (e.g., through the HERE Sustainability Report) and reporting using internationally recognized frameworks (e.g., the Greenhouse Gas [GHG] Protocol and the Sustainable Accounting Standards Board [SASB] Index) to share progress on HERE's sustainability journey.

## 3. Internal initiatives

Cross-functional partnerships on ESG-related initiatives to support efficient and sustainable business operations, ensure a fair and equitable work environment and invest in the communities where we work and live.

## 4. Sustainable Sourcing Program

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

## 5. Customer/industry requirements

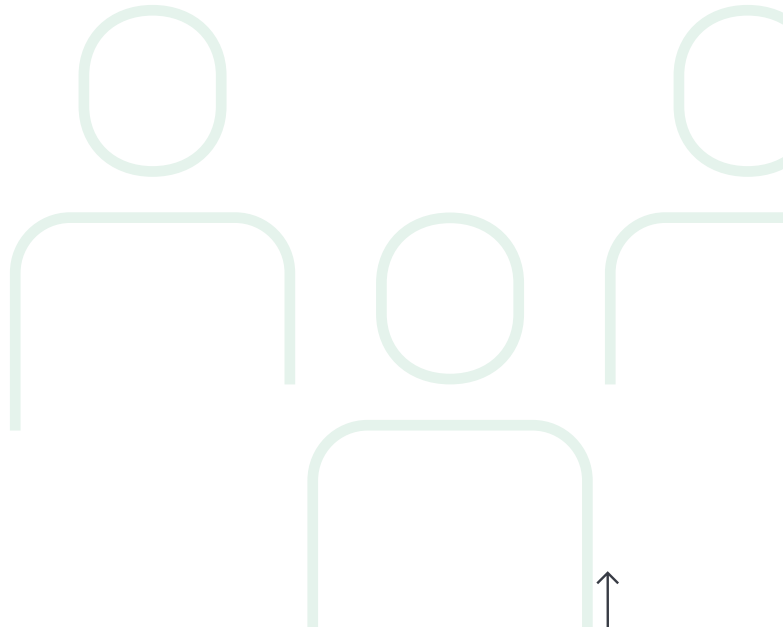
Ensuring we meet or exceed customer sustainability requirements and enhancing our scores in industry surveys and rankings.

## 6. Sustainable products

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

## 7. Regulatory compliance

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





# Sustainability Advisory Committee

The Sustainability Advisory Committee (SAC) serves as the central hub for HERE's ESG strategy and initiatives. Its role is pivotal in empowering HERE to fulfill its 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 seamlessly integrate ESG-related commitments

Established in 2021, the SAC was created to instill accountability and transparency on ESG topics throughout the company. The committee is a cross-functional group that brings a diverse range of expertise, perspectives and responsibilities. Overseeing the SAC is Denise Doyle, Chief Data Officer at HERE, who serves as the executive sponsor.

In 2023, we took a significant step by expanding the SAC to include a more extensive representation from various parts of the company. It now comprises individuals from nearly every business unit, including Product, Sourcing, Quality, Compute, Corporate Compliance, Legal, Real Estate, Accounting, Security, Privacy and our employee resource groups (ERGs). This expansion enables more comprehensive integration of corporate responsibility throughout the entire organization.

# sustainable development







# HERE's science- based net- zero targets

Improving the environment and the well-being of our communities is a responsibility we do not take lightly.

Last year, we announced a commitment to reach net-zero greenhouse gas (GHG) emissions by 2035 across Scopes 1 and 2. In 2023, the **Science-Based Targets initiative** (SBTi) validated and approved these targets. With this, we join over 4,000 other businesses who have done

the same, including numerous customers and partners. HERE's commitment can be found on their website [here](#).

**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% reduction by 2030, 90% reduction by 2050

→ **Scope 3 emissions:** 36% reduction by 2030, 90% reduction by 2050

While we intend to be net-zero across all emissions scopes by 2050, we also commit to a net-zero goal (90% absolute reduction) for Scopes 1 and 2 by 2035 (15 years earlier than our approved target), as we recognize the urgent need to decarbonize.

To achieve net-zero, the residual emission balance will be offset by participation in carbon credit and removal programs.





## 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. In 2023, we once again see an overall decrease in emissions compared to the previous year.

Our Scope 1 emissions decreased slightly from 2022. This improvement was driven primarily by a decrease in emissions associated with our HERE TRUE car fleet, although that was partially offset by an increase in natural gas consumption.



Our Scope 2 emissions increased slightly from 2022 as a few of our office sites reported dramatic increases in heating, cooling and/or electricity consumption. Going forward we will be increasing the sourcing of renewable energy across our footprint to bring these numbers down further. This is exemplified by our offices in Germany, which have already switched all of their electricity to renewable sources.

Our Scope 3 emissions decreased dramatically in 2023. This is primarily due to higher levels of supplier engagement and more accurate renewable energy data, especially in relation to cloud data providers (which historically have been one of the largest emissions sources of our overall footprint). While Scope 3 continues to be our largest source of emissions, we are encouraged that we are far ahead of where we currently need to be.



↓ <b>Scope 1, 2 and 3 emissions summary</b> This summary table describes HERE's scope 1, 2 & 3 footprint for 2019, 2022 and 2023.	↓ <b>GHG emissions (mt CO<sub>2</sub>e)</b>			↓ <b>Change</b>	
	2019 (base year)	2022	2023	2022-2023	2019-2023
<b>Scope 1</b>	1,605	1,643	1,405	-14%	-12%
S1 Leased cars (non-electric)	855	800	737	-8%	-14%
S1 TRUE cars	723	715	475	-33%	-34%
S1 Generators	4	3	2	-25%	-52%
S1 Natural gas	10	70	105	50%	1003%
S1 Fugitives	13	56	85	52%	567%
<b>Scope 2</b>	8,659	4,675	8,931	91%	3%
S2 Electricity (market-based)	8,003	4,003	8,509	113%	6%
S2 District heating	452	470	260	-45%	-43%
S2 District cooling	204	186	128	-31%	-37%
S2 Leased cars (electric)	N/A	16	34	112%	N/A
<b>Scope 3</b>	82,019	45,110	38,374	-15%	-53%
S3 Purchased goods and services	44,722	36,073	26,486	-27%	-41%
S3 Capital goods	2,999	1,269	887	-30%	-70%
S3 Fuel and energy related activities	2,520	1,760	3,886	121%	54%
S3 Waste generated in operations	3,634	451	332	-26%	-91%
S3 Business travel	22,450	2,422	2,332	-4%	-90%
S3 Employee commuting	2,913	1,661	3,028	82%	4%
S3 Upstream leased assets	2,328	1,221	1,132	-7%	-51%
S3 Downstream leased assets	N/A	89	201	126%	N/A
S3 Investments	453	162	90	-45%	-80%
<b>Scope 1+2+3 Total</b>	92,282	51,429	48,710	-5%	-47%

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 that demonstrate a commitment to upholding these principles. By doing so, they actively contribute to fostering responsible business practices and working towards a more inclusive and sustainable global economy.

Throughout 2023, our employees volunteered their efforts to accelerate HERE's contribution to the UN's Sustainable Development Goals (SDGs). For example, HERE's local chapters of Pride and Women's Initiative Network (WIN) in Latin America played a significant role in supporting SDG 10 "Reduced Inequities" and SDG 5 "Gender Equality". To do so, our employees participated in a Target Gender Equality accelerator program and developed best practices to reduce inequities associated with labor and women's rights.





# Human Rights Campaign Foundation

The Human Rights Campaign Foundation, the educational arm of Mexico's largest lesbian, gay, bisexual, transgender and queer (LGBTQ+) civil rights organization, recently unveiled the seventh annual "Índice HRC Equidad MX 2024." This index assesses over 300 participating companies based on various human rights criteria, including organizational competence regarding LGBTQ+ issues, training and education initiatives and non-discrimination/ equal employment opportunity policies.

HERE was honored with the certification of "Mejores Lugares para Trabajar LGBTQ+ 2024," or "One of the Best Places to Work for LGBTQ+ 2024." This recognition underscores HERE's ongoing commitment to cultivating an inclusive environment for all.



# Making an impact through our products

## The need for sustainability-focused location products

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

Simultaneously, there has been a growing emphasis among companies on adopting sustainable business practices, taking into account 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 environmental footprint.

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



## Impactful products in the market

Throughout 2023, we proudly announced several new and expanded collaborations with customers and partners to create real-world impact.

### iteris®

HERE partnered with **Iteris** to create innovative smart mobility solutions, providing contextual awareness to address dynamic, real-world traffic challenges faced by public agencies, transportation engineers, transportation planners, infrastructure operators and roadway construction teams.

### **Hermes**

**Hermes Germany**, a leading logistics service provider, used location services from HERE to enable vehicle-specific routing and intelligent navigation, supporting more efficient routes and lower emissions.

### **IVECO**

**Continental** and HERE partnered with **IVECO** to increase safety and fuel-saving features in commercial vehicles using HERE maps designed for Advanced Driver Assistance Systems (ADAS), including data to comply with the EU's Intelligent Speed Assistance (ISA) requirements.

### **Bettermile**

**Bettermile**, a provider of smart geospatial SaaS solutions, extended its partnership with HERE for dynamic route calculation and real-time tracking for last-mile parcel delivery, resulting in improved delivery rates and operational efficiency.

### *muRata*

**Murata Manufacturing Co., Ltd.** integrated HERE map and traffic data into its traffic counter system to support traffic management efforts in Jakarta.

### **R G N T** MOTORCYCLES

**RGNT** collaborated with HERE to create an exclusive electric vehicle-focused motorcycle route planning and navigation system, enhancing the efficiency and range of RGNT's all-electric motorcycles.

### **SBD**

HERE launched an interactive index, in conjunction with **SBD Automotive**, a global automotive research firm, that shows the developing state of electric vehicle (EV) demand and infrastructure readiness across the United States and Europe.







## HERE and Iteris: Innovating for sustainable cities

At HERE, we empower our partners with data and software to build better systems that reduce emissions and contribute to livable cities. This commitment is particularly visible in our long-standing strategic partnership with Iteris, a leader in smart mobility infrastructure management. In 2023, we further strengthened this collaboration through a new five-year agreement, with the goal to create innovative smart mobility solutions.

Iteris is dedicated to creating safer, more efficient and sustainable road networks through its precise, enterprise-grade mapping and real-world digital representation models. Their flagship mobility intelligence application, ClearGuide®, integrates HERE's extensive location data solutions to offer actionable insights to transportation engineers, planners and infrastructure operators globally. More than 50 government agencies, municipalities and commercial entities across the US trust ClearGuide® for its accuracy and reliability. The integration of HERE Maps including features like speed

# iteris®

limits, lanes and mile markers, along with HERE Real-Time Traffic and HERE Traffic Analytics data enhances the quality of services provided by ClearGuide®.

A key component of carbon footprint reduction is reduced fuel consumption. Through complex data analytics and reports, ClearGuide® and HERE reduce arrivals on red at traffic signals and therefore reduce corridor congestion and emissions. HERE data within ClearGuide® provides reliability metrics that can help stakeholders make better fuel-based calculations and directly understand the impact of delay on air pollutant emissions.

With this partnership, we offer contextual insights to address dynamic, real-world traffic needs for public agencies, create efficient transport networks that increase the reliability of public transit systems and enhance infrastructure responsiveness. Through these advancements, we're not only improving lives but also shaping more sustainable and resilient cities.





## HERE and Hermes: Optimizing deliveries for sustainability



In 2023, HERE Technologies announced its collaboration with Hermes Germany, one of the leading logistics service providers in Germany, to power HERNAV. HERNAV is a driver application that comes with automotive-grade maps, real time traffic and geocoding and navigation software provided by HERE through a seamless integration of the HERE Software Development Kit (SDK). Giving access to these features to delivery drivers, all in a centralized location, ensures that Hermes can carry out deliveries across Germany, the largest economy in Europe, more reliably and sustainably.

Today, HERNAV is used by more than 10,500 delivery drivers within Hermes

Germany. Through HERE's maps and services, these drivers are offered a highly accurate navigation solution with vehicle-specific routing that, along with optimized suggestions for multi-stop routes, increases tour efficiency and leads to more streamlined deliveries. The result is decreased emissions associated with each delivery made.

In addition, the unique offline capabilities of the HERE SDK allow drivers to rely on HERNAV to complete their deliveries wherever they go, even when not connected to the internet. This guarantees reliability for efficient and sustainable routing as well as a more satisfied end customer.







## HERE, Continental and Iveco: Enhancing safety and sustainability in EU commercial vehicles

HERE is proud to showcase our partnership with Continental and IVECO, as we take decisive steps to increase safety and reduce emissions in commercial vehicles. Starting from 2023, all new IVECO commercial vehicles in the EU market will be equipped with Intelligent Speed Assistance (ISA) and prominent fuel-saving functions, significantly enhancing their safety and sustainability profiles.

With the integration of HERE map content into Continental's eHorizon solution, we are paving the way to meet the EU's ISA guidelines and further our development in Advanced Driver Assistance Systems (ADAS). HERE ADAS Map's speed limit data, combined with vehicle positioning, sensors, data aggregation and scalable 4G/5G telematics control unit ensures drivers are consistently informed about speed limits across EU roadways, contributing to a safer driving experience.

**Continental** 

**IVECO**

In addition to ISA capabilities, HERE Technologies and Continental have joined forces to enhance the eHorizon feature with fuel-saving functionality, incorporated into IVECO vehicles for the EU market since 2016. This synergetic effort utilizes data from both HERE and Continental, processed through the eHorizon system, informing IVECO's Cruise Control algorithm to adjust driving patterns based on road conditions. This innovative approach results in a significant reduction in fuel consumption.

Since its inception in 2012, the eHorizon technology has played a pivotal role, helping customers conserve over six billion liters of fuel, equating to a remarkable reduction of over 17 million tons of carbon dioxide emissions. This initiative firmly establishes our dedication to prioritizing safety and sustainability in the ever-evolving automotive industry.







# Bettermile

## HERE and Bettermile: Accelerating parcel logistics

Customers have increasingly high expectations for their orders. Yet, companies often struggle to meet these demands due to the challenges of the shipping process, largely driven by the complexities of last-mile delivery. Urban congestion, diverse customer preferences and high costs all present challenges in this process, making achieving faster delivery times difficult. In a continued effort to improve the last mile-delivery experience, HERE is proud to partner with Bettermile, a provider of smart SaaS solutions for last-mile parcel delivery.

As part of this collaboration, drivers around the world utilizing Bettermile can now access detailed location data and

geocoding from HERE, tailored for fleet delivery on their devices. HERE location data services are directly integrated into the Bettermile app to power Bettermile's dynamic route calculation and real-time tracking, enabling more efficient route planning, improved delivery rates and precise real-time tracking.

Every day, more than 25,000 delivery drivers, and over two million parcel recipients, in 13 countries benefit from the technology provided by this partnership, which integrates seamlessly with parcel carriers' existing infrastructure with a suite of applications and application programming interfaces (APIs). This integration enables drivers to make safe, effective and efficient last-mile deliveries, while also providing a superior delivery experience.





## HERE and RGNT: Innovation for EV motorcycles

HERE and RGNT have teamed up to build a 100% EV-focused motorcycle route planning and navigation system.

RGNT, a Swedish pioneer in hand-built all-electric motorcycles, is committed to making the industry cleaner and quieter. Powered by the HERE SDK, RGNT developed an exclusive solution that uses isolines to identify the most efficient routes for maximized motorcycle battery life and indicate the longest distance possible on a single charge. Displayed on the bike itself, the system enables drivers to enjoy a seamless navigation

## RGNT MOTORCYCLES

experience without attaching their phone or worrying about running out of charge.

Making the technology in electric bikes more functional and compelling also helps incentivize more riders to switch to electric. This aligns directly with HERE and RGNT's objectives to lower vehicle emissions and noise pollution, contributing to a cleaner and quieter environment for bikers.

Partnering with HERE supports RGNT's vision of being a leader among motorcycle brands in Europe and North America.







***muRata***

## **HERE and Murata: Paving the way for Jakarta's sustainable traffic**

In a transformative collaboration, HERE and Murata Manufacturing Co., Ltd. (Murata), a leader in advanced electronics design and manufacturing, joined forces to redefine the roadway infrastructure in Jakarta, Indonesia, addressing a variety of traffic-related challenges.

Notorious for traffic jams, Jakarta is the largest metropolis in Southeast Asia with 10.67M people and is second in scale only to Tokyo, Japan, worldwide. Because of the strain put on the city's aging roadway infrastructure due to this overwhelming population, authorities in the city sought to gain roadway congestion insights to predict and address roadway challenges in the nation's capital.

By integrating map and traffic data from HERE with Murata's traffic counter system that uses Lidar technology, city authorities in Jakarta are going to analyze traffic patterns – including real-time traffic data such as vehicle count, classification, flow direction and speed – to monitor, predict and proactively address a wide array of urban mobility challenges. The traffic management system is also capable of predicting environmental conditions such as identifying areas that could be or are flooded/impassable by predicting rain based on carbon dioxide and atmospheric pressure sensors. This allows for a better visualization and management of road traffic, including adjusting traffic light cycles depending on traffic conditions, to reduce traffic bottlenecks in the city's busiest corridors.

The collaboration between HERE and Murata will pave the way for smarter and more sustainable traffic management by not only analyzing traffic issues but also providing commuters with efficient travel routes that avoid traffic congestions, reduce fuel consumption and lower carbon emissions.





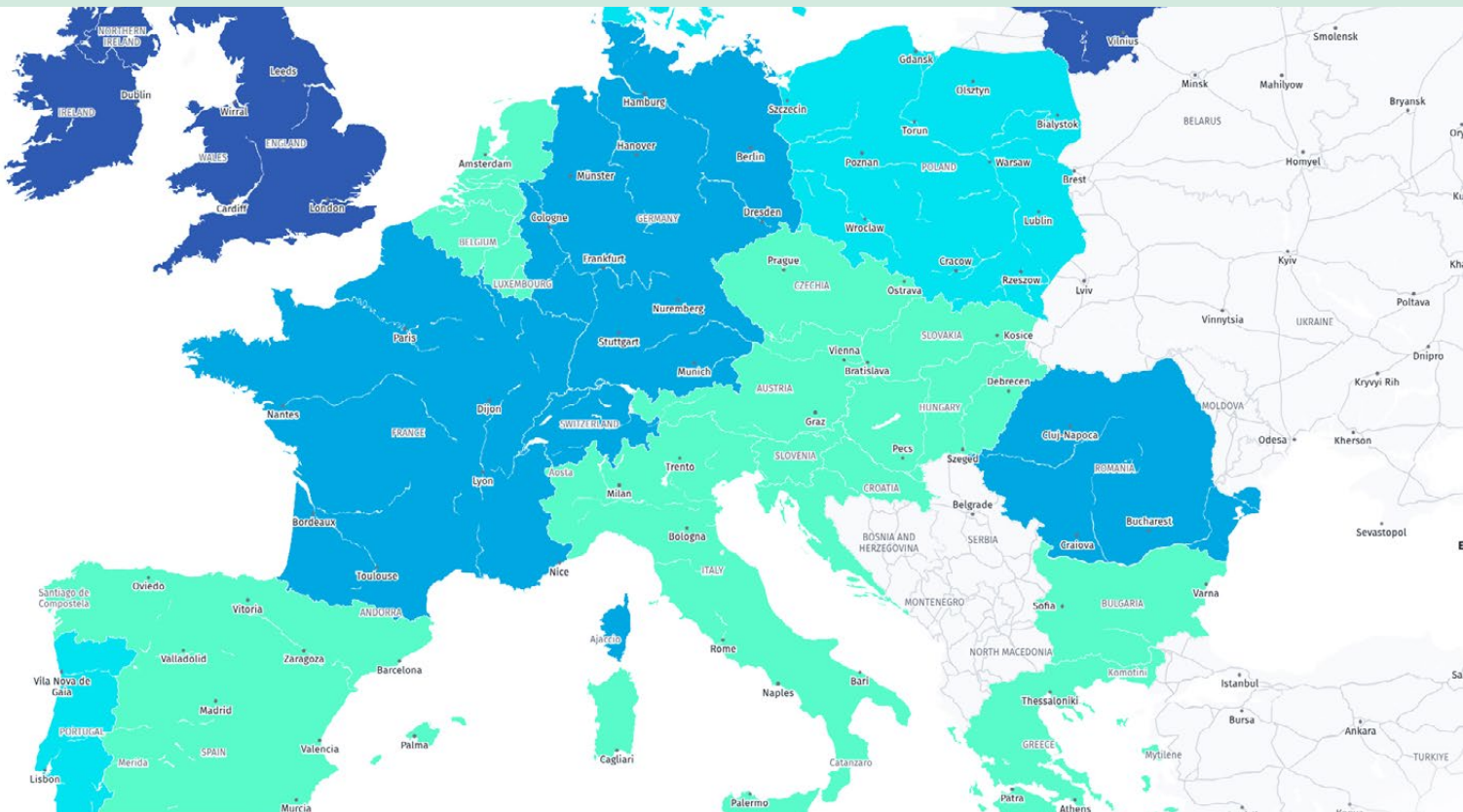
# HERE-SBD EV Index

To commemorate World EV Day 2023 on September 9, HERE Technologies launched an interactive index that shows the developing state of electric vehicle (EV) demand and infrastructure readiness across the United States (US) and Europe. Developed in collaboration with SBD Automotive, a global automotive research firm, the HERE-SBD Automotive EV Index provides an in-depth and historical analysis of EV infrastructure in the US and Europe. It identifies leaders and laggards at both state and country levels based on various critical metrics, including the number of charging points (EVSEs, or Electric Vehicle

Supply Equipment), vehicle registrations, geography and road network length.

Covering all 50 US states (and Washington, D.C.) and 30 European countries, the HERE-SBD EV Index aims to offer insights into the state of EV infrastructure. According to SBD Automotive's analysis, an ideal ratio of eight to 12 EVs per public charging point is crucial for seamless, convenient public charging. As the market matures, this ratio should increase as geographic coverage becomes less critical. The index shows that only 12 US states and 15 European countries have achieved this optimal ratio.

As EV sales continues to rise, HERE is working together with automakers to help solve location-based challenges such as EV range anxiety. Solutions include pre-trip planning, on-route EV range prediction, charge-aware route planning, charging stop data and search capabilities integrated into high-precision EV routing and navigation solutions.

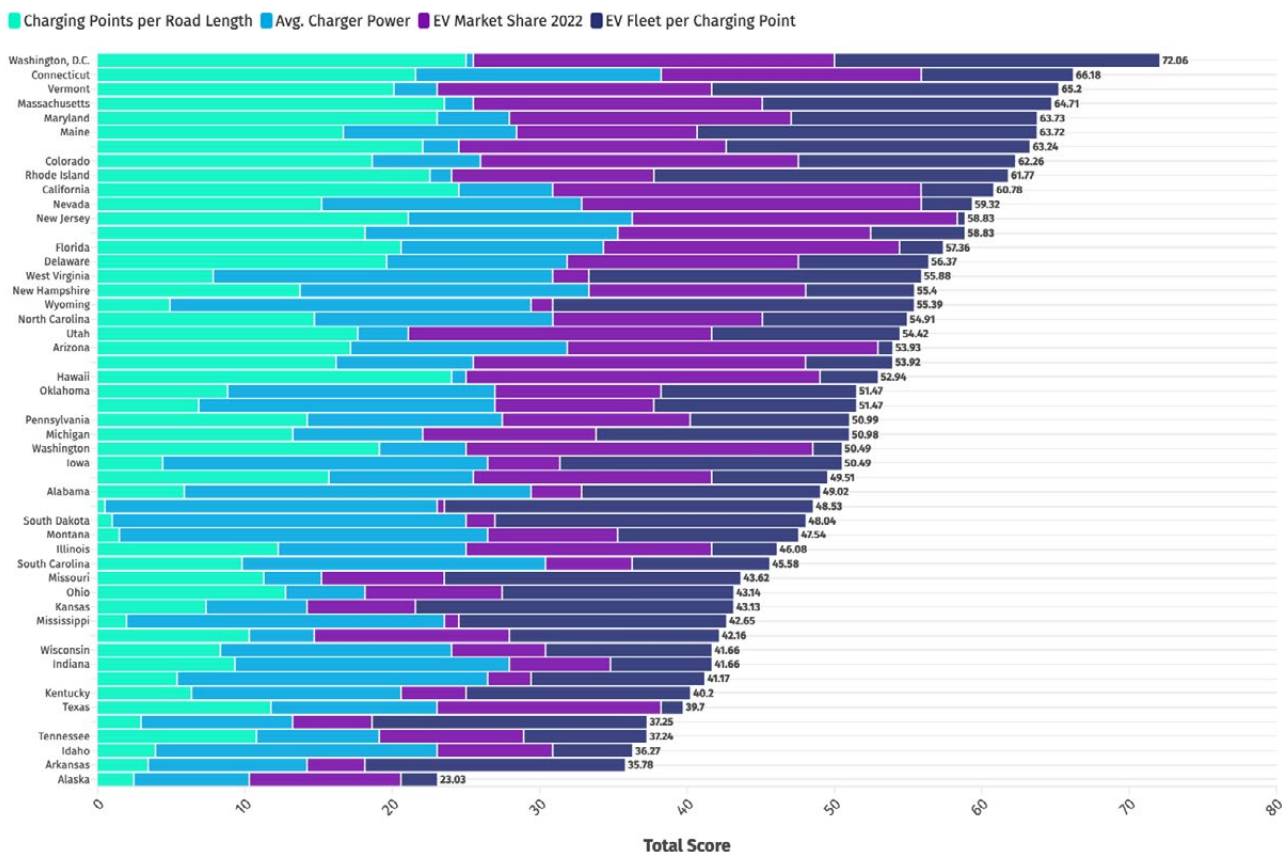


# HERE-SBD EV Index key findings

## The United States

### EV Index Ranking United States

EV market and charging infrastructure maturity on multiple dimensions since 2020 – presented by HERE Technologies and SBD Automotive.



With a 2022 EV market share of just over seven percent, US states should ideally have eight to nine EVs per public charger, with each state having its own ideal ratio based on several market maturity metrics.

California, despite being a market leader with large population and geographic size, almost a million registered EVs by 2022 and one of the most developed EV charging networks (more than

46,000 chargers), ranks among the bottom 10 states in terms of EVs per charger, with a ratio of nearly 20:1.

As the market-leading state in the US, California’s ideal ratio would be close to 12 EVs per charger. On the other hand, North Dakota, with a large land area and very small EV fleet size, would need to aim for closer to two EVs per charger.

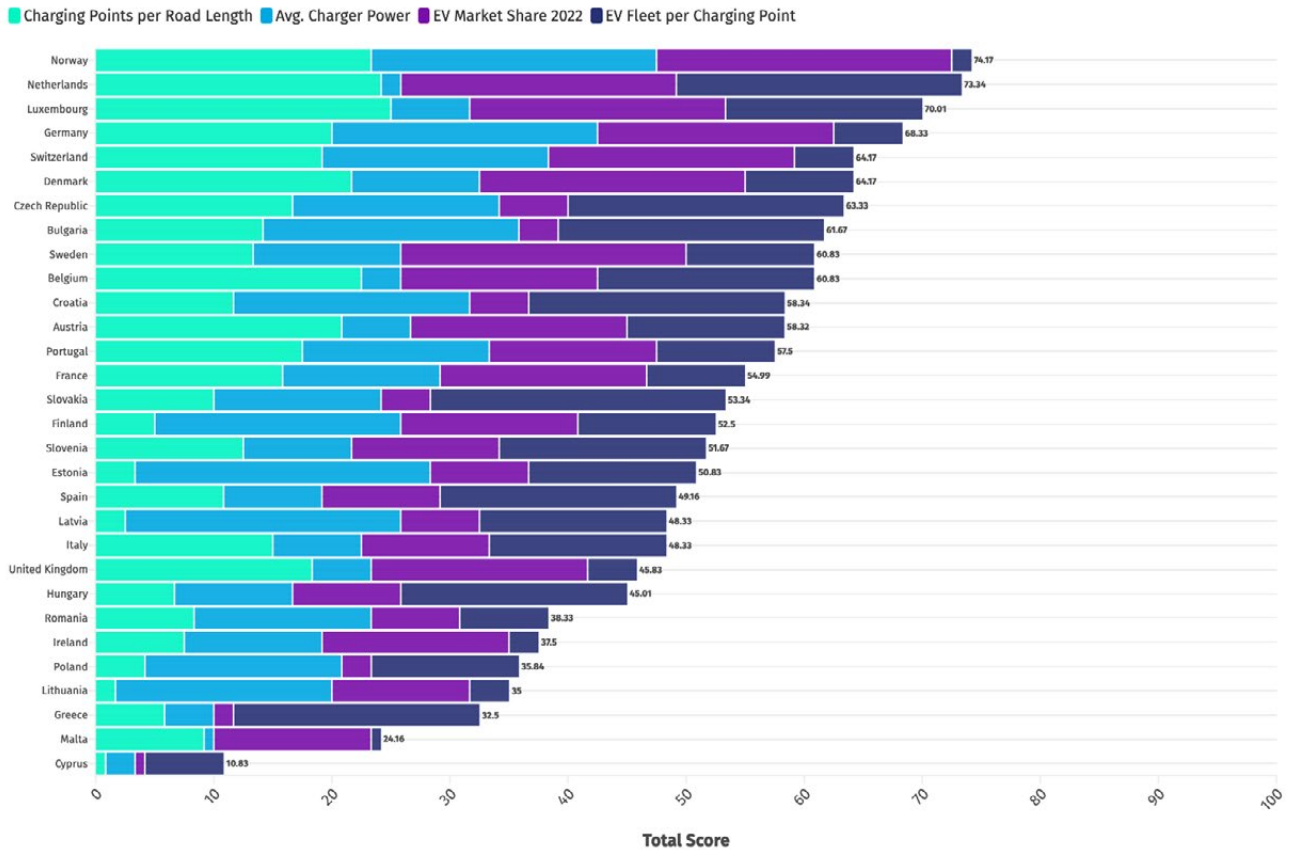


# HERE-SBD EV Index key findings

## Europe

### EV Index Ranking Europe

EV market and charging infrastructure maturity on multiple dimensions since 2020 – presented by HERE Technologies and SBD Automotive.



Europe is a great example of how each country approaches charging infrastructure in a different way and exists at a different point in time in the maturity of its EV market.

The Netherlands is one of the most mature EV markets in Europe, having more than a decade of strong government support. This led to a proliferation of AC charging since DC charging had not

yet been standardized. Meanwhile, Malta has very few DC chargers because, as a small island country, charging would rarely be necessary.

Explore the full rankings, interactive visuals and maps for all 50 US states and 30 European countries here:

[HERE EV Index](#)





# Artificial intelligence and machine learning

**Artificial intelligence (AI) and machine learning (ML) are revolutionizing how companies operate and serve their customers. Within HERE, we are using AI and ML as an integral part of our mapmaking system and to enhance the quality and functionality of our products. This integration enables our customers to build even more impactful solutions for their sustainability use cases. Here are some examples:**

→ UniMap, HERE's AI-powered mapmaking system, is our core content factory. By rapidly fusing large quantities of data from diverse sources, like vehicle cameras, industrial lidar and satellites, UniMap generates a fully aligned and unified global map stored in a single environment. This comprehensive representation of the real-world helps address sustainability use cases, offering data on electric vehicle charge points and occupancy, route elevations, real-time traffic levels and more data to optimize routing engines.

→ In the context of electric vehicles, AI and ML also play an important role. By discarding the assumption of ubiquitous and instantaneous refueling, routing engines evolve into range engines that require AI and ML capabilities to consider diverse factors.

→ HERE employs ML algorithms to detect road closures in real-time using vehicle sensor data. Once detected, the HERE traffic engine equipped with additional ML algorithms, continues to monitor the situation and notifies drivers once the conditions return to normal.

→ HERE uses ML to identify and automatically correct errors introduced into HERE traffic data from ambiguous data inputs. This ensures accurate reporting of current traffic and road conditions in 75 countries every minute and provides hazardous condition alerts every 30 seconds.





# Passionate employees at HERE

## HERE Core Values

At HERE, we uphold a set of core values that guide our actions and define our culture. These values are the foundation of our business, enabling us to operate with integrity and fostering trust among our colleagues, customers and shareholders. They are not just words on a page; they are our compass, supporting our vision and reflecting our principles and beliefs. By embracing these core values, we are confident in our ability to succeed and make a difference in the world.

- **Be Bold.** We are driven by a fearless determination to create groundbreaking products that have a positive impact on the world
- **Be True.** Trust, integrity and respect are the cornerstones of our relationships with partners, customers and each other
- **Learn Fast.** We are adaptable and responsive, constantly working to stay ahead in the rapidly evolving technological landscape
- **Give Back.** We acknowledge our responsibility to protect the environment and actively contribute to the betterment of society
- **Win Together.** We are a united team, drawing strength from the collective passion and talent of every individual



# HERE values in action

## Tree-Nation

As part of our commitment to giving back, our People team collaborated with a leading nonprofit organization, Tree-Nation. In November 2023, they led an initiative where one tree was planted for every non-mandatory hour that employees invested in courses through our HERE Learning Campus.

We are delighted to share that our employees dedicated over 9,000 hours to learning and development in just two months. As a result, more than 9,000 trees were planted, helping to reforest 8.38 hectares across various regions, including Mexico, India, the United States, Nepal, Indonesia, Tanzania and France. Details on trees provided by HERE can be found on [Tree-Nation's website](#).

Much like our global footprint, we've made a positive environmental contribution to regions around the world that need it most. This initiative is anticipated to capture approximately 948.32 tonnes of CO<sub>2</sub>, underscoring our dedication to environmental responsibility<sup>1</sup>.

<sup>1</sup> Tree-Nation's CO<sub>2</sub> offset methodology can be found [here](#).



**9,014**  
trees planted



**8.38**  
hectares reforested



**948.32**  
tonnes of CO<sub>2</sub> captured







## National Alliance for Public Safety GIS (NAPSG) Foundation

A further demonstration of HERE's commitment to our core values is HERE's partnership with the National Alliance for Public Safety GIS (NAPSG) Foundation, a nonprofit organization aimed at overcoming the challenges faced by federal, tribal, state and local public safety agencies in adopting geographic information systems (GIS) as a tool to protect their citizens.

Central to this effort is NAPSG's annual summit – INSPIRE – which brings together disaster preparedness representatives and

first responders from across the United States (and often from several other countries). The aim of the summit is to train these individuals in disaster response practices and educate them on the use of the latest geospatial tools, in order to help them prepare for, and respond to, devastating natural disasters nationwide.

In 2023, we continued our sponsorship of INSPIRE by supporting travel scholarships for local and state officials. This sponsorship enables these individuals, many who are from underfunded areas, to be able to attend the conference, equipping them with the necessary expertise and insight into the latest GIS tools to be able to support disaster response efforts across the country. In addition, HERE has conducted several training sessions during INSPIRE, covering topics ranging from more basic skills, like route-time analysis, to more advanced ones included in HERE capabilities that are being used by states for post-incident management.



## Inclusion, diversity and belonging

At HERE Technologies, we strive to cultivate a sense of belonging for everyone. We're dedicated to developing location-based products and services that are inclusive, catering to individuals from all walks of life. Our conviction is that achieving such a goal is only possible with a team as diverse as the global community we serve, one that embraces varied perspectives, backgrounds and life experiences.

Our commitment extends to fostering equity within our organization, ensuring all employees have the support and resources they need to thrive. By actively listening to our workforce and leveraging their feedback, we can pinpoint areas for improvement and implement data-driven strategies to champion diversity and inclusion.

We liken our efforts to mapping, emphasizing the importance of connections and guidance. Together, we aim to create a work environment where every employee can confidently say, "I belong at HERE."

Our Employee Resource Groups (ERGs) help encourage the inclusive working experience we value for HERE employees. They allow us to see the world through different lenses, learn from diverse perspectives and better understand our colleagues' unique challenges and opportunities. ERGs are critical in creating a sense of belonging, supporting underrepresented groups and advocating for change. They not only drive a positive impact for our people but also for their local communities and our customers. In 2023, HERE had five ERGs: EARTH, Women's Initiative Network, Pride, Vamos and Unity + Power.





# EARTH

In an era defined by increasing environmental concerns, a community of over 350 HERE employees has emerged as the driving force behind a transformative change aiming to identify real climate solutions for HERE and society at large via our customers.

This group, known as EARTH (Environmental Action Rising Through HERE), officially became a sponsored HERE employee resource group (ERG) in 2023. Formerly known as the Employees for Environmental Sustainability (EES), EARTH has a unique identity at HERE and is comprised of passionate people who recognize the urgent need to address environmental challenges and view themselves as catalysts for change. They work towards achieving the strategic objectives of EARTH by serving as enablers of sustainability for diverse groups, organizing local initiatives and fostering engagement activities that have positive effects across our broader communities.



In 2023, the EARTH group undertook incredible efforts, including:

- Members of the Berlin office teaming up with a nonprofit association to plant beech and other deciduous trees, contributing to healthy forests, increased climate protection and maintained biodiversity
- A global EARTH team partnering with researchers and biodiversity experts to devise an ML methodology that identifies certain migratory birds and monitors their habitat sites using drone imagery, helping us understand the overall health of wetland ecosystems
- Members of the EARTH India community, in collaboration with the HERE India People Engagement (HIPE) team, working together to organize a major tree plantation drive in Mumbai
- Recycling initiatives and waste reduction programs across multiple HERE offices, such as the “BYO Cup” (Bring Your Own Cup) campaign, promoting the adoption of reusable cups as a sustainable practice to contribute to a plastic-free environment
- Collaboration between EARTH and the facility team in the HERE Berlin office to introduce oat milk as a planet-friendly alternative to cow milk in coffee machines

These community-driven initiatives played a vital role in fostering a sense of collective responsibility and belonging, encouraging more individuals to actively participate in reshaping their relationship with the environment.

# EARTH





## Improving wildlife conservation with advanced technology

As part of our commitment to environmental sustainability, HERE's environment-focused employee resource group, EARTH (Environmental Action Rising Through HERE), partnered with a team of Greek researchers and biodiversity experts specializing in conducting wildlife surveys in wetlands. Wetlands are crucial ecosystems that provide habitat for thousands of plants and animals species, including birds. They also play a crucial role in flood protection, water quality improvement and shoreline erosion control. The partnership aimed to leverage a HERE-developed artificial intelligence and machine learning-powered object detection model to improve wetland bird monitoring, taking a step towards understanding how to preserve these vital ecosystems.

HERE joined forces with Nature Conservation Consultants (NCC), a team of researchers and biodiversity experts collaborating with Greek institutes and NGOs. NCC has a rich history of conducting surveys for wetland birds, seabirds, marine mammals and sea turtles.

Traditionally, researchers manually identify species and populations using conventional tools and methods that are time-consuming, disturb target species and are often inaccurate due to the vast size and complexity of terrains.

In this partnership, NCC provided HERE with drone imagery with high-resolution images of wetland habitats and bird populations collected over large areas quickly and efficiently without causing disturbance.

HERE developed a tool that leverages machine learning to automatically detect wetland birds, enabling NGOs and national agencies to monitor population trends, breeding success across species and evolution of nests and colony sizes in a more systematic manner.

During our initial trials, the tool performed well and achieved a detection accuracy of over 89%. The insights generated by this project have significant implications for wildlife conservation and environmental health, showcasing an innovative use of HERE's technology.



## Vamos

Vamos stands by its empowering motto – to promote, support and increase talent growth within the LatinX community as a mutual benefit to both the employee and HERE. In 2023, Vamos continued to focus on three key areas: Talent Enrichment, Market Development and Community Impact and Communications.

For Talent Enrichment, Vamos collaborated with the HERE Learning Operations team by inviting several of its members to the Career Canvas Program, the purpose for which is to provide career development to those that are underrepresented. Additionally,

Vamos partnered with Latinas in Tech and hosted a panel discussion focusing on customer-facing roles in tech and the unique perspectives that Latinas bring to the table. This effort not only enriched our participants but also brought fresh perspectives to our organization, including a new hire into the HERE Customer organization. Lastly, Vamos highlighted one of their team members for HERE once a month, in order to elevate and create awareness of key talent among their members.

To support its focus area of Market Development, in 2023 Vamos ran its annual hackathon in partnership with General Motors, where over 25 students participated. The theme was electric vehicles and the consumer experience, and the objective was to use HERE products to create a web application targeted at GM electric vehicle owners. The projects were evaluated based on their innovation viability, community impact, presentation and the integration of location technology.

Vamos executed its Community Impact and Communications mission through two strategic partnerships, demonstrating one of HERE's core values, Give Back. Vamos partnered with Saint Xavier University by donating business casual and professional clothing to Champ's Career Closet. This free resource supports underrepresented students as they prepare for internships, jobs and interviews. Vamos also partnered with HERE's Women's Initiative Network (WIN) in a fundraiser for Casa Central, one of the largest Latino social service agencies in the Midwest.

Through these endeavors, Vamos showcases HERE's commitment to diversity, inclusion and talent growth. Vamos members are not only key talents at HERE; they embody the spirit of camaraderie and community.

# VAMOS



## Women's Initiative Network (WIN)



The Women's Initiative Network (WIN) aims to inspire every woman at HERE to actively pursue their professional goals and to celebrate their multifaceted identities and interests beyond work. WIN fosters gender equality through its initiatives, providing events, resources and collaborations that allow women to step into the limelight and showcase their talents, knowledge and passion.

While WIN's reach within HERE is global, there are country-specific groups that facilitate more targeted events, ensuring that activities resonate with the distinct aspirations of women in different regions.

### Highlights from WIN chapters around the globe in 2023:

- WIN US held the first Autism Awareness, Asian American and Pacific Islanders (AAPI) History Month and Breast Cancer Awareness events at HERE. They also continued their Lunch with Leaders program, challenging internal HERE leaders to think about and defend women's roles. Additionally, WIN US supported two worthy programs, demonstrating HERE's Give Back core value. For Every28Days, a minority-owned organization focused on women's menstrual health, WIN US raised over \$4,000, and for Casa Central, one of the largest Latino social service agencies in the Midwest, WIN US, in partnership with Vamos, raised another \$2,000.
- WIN Leon held eight sessions during International Women's Day (IWD) Month in collaboration with the Institute for Guanajuato Women and Las Imparables. They also sponsored a Give Back event for Vifac, a nonprofit organization dedicated to helping pregnant women in vulnerable situations. In addition, WIN Leon promoted the Breast Cancer and Uterine Cervical Campaign to support ongoing prevention efforts in Guanajuato under the direction of the government's health sector department. During the campaign, WIN Leon was supported with a mobile unit to perform Pap smears for 83 women including HERE employees, HERE employee families and female coworkers from surrounding offices.
- In the beginning of 2023, WIN India celebrated IWD by featuring a fireside chat with Svenja Dietrich, HERE's Director of Learning & Development, to explore the theme, #EmbracingEquity. Additionally, they organized the APAC Witness Conference, a three-day event with over 1,100 participants, and promoted a Breast Cancer Awareness Program featuring a keynote speaker from the Asian Cancer Institute in Mumbai. Lastly, WIN India saw two of their Lean IN HERE circles - one focused on quality and the other on emotional intelligence - meeting regularly. These sessions introduced engaging activities such as quizzes, podcasts and theoretical and practical assessments into their regular cadence. Lean IN HERE circles are small group sessions designed to promote authenticity and real-world skill development.





## Unity + Power

In 2023, Unity + Power furthered its commitment to the representation and advancement of Black and African culture, communities and talent with many engaging events and opportunities for involvement.

The spotlight event was a collaborative effort between Unity + Power and Blacks in Technology Chicago, titled “Exploring Careers in Tech.” The aim was to elevate the profile of the HERE brand, attract a diverse pool of talent and drive transformative change through sharing career highlights and promoting networking opportunities. During the event, Unity + Power hosted an in-person career panel for those interested in tech careers, providing students and existing tech professionals with opportunities for career enrichment and valuable insights. Participants learned about professional journey influences, cultural backgrounds, interviewing strategies, the power of networking and transferable skills.

Moderated by Unity + Power’s chair, Dorothea Cooper, the panel featured insights from industry experts.



# UNITY + POWER

Other examples of Unity + Power’s impact at HERE throughout the year include:

- Celebrating Black History Month’s theme of Black Resistance & Resilience and supporting Unity + Power’s strategic pillar of Community Impact. For example, HERE Technologies became a community sponsor of Family Matters Chicago. In February, Unity + Power invited the Family Matters’ youth to the Chicago office to experience HERE products and services in action. Sharing automated driving and spatial technology with them created a greater interest in STEM education and careers in Tech. Our sponsorship will support Family Matters initiatives that uplift and advance under-resourced communities. Key funded areas include:
  - Leadership and literacy programs
  - One-to-one tutoring/mentorship
  - Paid internship experiences for teens including job training and resume building skills
  - Academic support, career planning/preparation and relationship-building for the youth
- In honor of Juneteenth, the HERE Chicago office hosted The Tech Unicorn, an initiative that empowers and uplifts hidden figures deemed “unicorns.” They shared how organizations can support under-represented groups, becoming true advocates for their “unicorns.” The event concluded with a southern comfort feast carefully curated to represent the traditions of Juneteenth.



# PRIDE

## HERE Pride

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

To enhance visibility and promote HERE Pride values, HERE offices worldwide participated in dedicated programs, some even expanding their scope by working with local corporate and governmental organizations to maximize their effect.

- In June 2023, and for the fifth consecutive year, HERE Pride coordinated a global Pride celebration across India, Latin America and the United States. The event featured a mix of virtual meetings and lectures, as well as an on-site Pride Week in the Mumbai offices.
- HERE Mexico deepened its community engagement in Leon by volunteering with the local NGO Comedor Por

Amor A.C. During Pride month, our team donated and served food to support the community. Additionally, HERE Mexico participated in a career fair aimed at attracting diverse talent to our organization.

- Pride Argentina reaffirmed its commitments to inclusion and diversity by signing the “Empresas comprometidas con la Diversidad” pledge, joining other companies in Buenos Aires. Pride Argentina is also a member of Pride Connection, a coalition of companies working to create safe and inclusive work environments for the LGBTQ+ community, organized regionally across Latin America. Through its membership, several HERE employees attended Pride Connection’s Buenos Aires summit, focused on “Attraction, Training and Retention of LGBTIQ+ Talent”.





# Supplier management

## HERE's Sustainable Sourcing program – managing the sustainability of our suppliers

In 2023, HERE increased its focus on supply chain responsibility and successfully delivered on the promises made in 2022:

1. We updated the HERE Supplier Code of Conduct to include a wider range of sustainability requirements. Suppliers are requested to abide by the HERE Supplier Code of Conduct when onboarded with our procurement tool.
2. We created a conflict minerals policy, highlighting our commitment to conflict-free smelters and materials.
3. We continued to assess our supply chain using a sustainability specialist and their platform to monitor and evaluate our suppliers' sustainability performance, starting with the most critical suppliers. When assessments revealed any deviations from the established standards at HERE, we provided recommendations and urged the suppliers to develop and implement corrective measures.

HERE went even further by rebranding our Ethical Sourcing program to the Sustainable Sourcing program. This change signifies that the program's scope is not limited to ethics alone but also encompasses human rights, working conditions, health and safety, environmental standards, compliance management systems, diversity, inclusion and the necessity to abide by the laws and policies of the countries in which we operate.

We introduced our new Sustainable Sourcing program to internal stakeholders and critical suppliers in September 2023 through a series of supplier webinars. In addition, we conducted internal sessions with the HERE Procurement organization to brief them on the new ESG strategy and upcoming initiatives.

Looking ahead, our goals include:

- Conducting a supply chain risk assessment which focuses on human rights and environmental standards. This risk-based approach is meant to evaluate the sustainability performance of our suppliers, assisting them in improving their performance over time
- Increasing the number of suppliers assessed through the Drive Sustainability Self-Assessment Questionnaire (SAQ) on corporate responsibility and sustainability
- Identifying industry requirements and best practices, while continuing to comply with laws and regulations globally
- Improving supplier ESG performance monitoring and facilitating continuous improvement and corrective actions
- Continuing to train and inform suppliers about HERE's ESG strategy and mission





## Environment, Health and Safety

HERE has committed to establishing and documenting global management systems for Environment, Health and Safety (EHS), as well as obtaining formal certifications for ISO 14001 (Environmental Management System) and ISO 45001 (Occupational Health and Safety Management System) standards. These certificates not only ensure our facilities and business operate in a safe and environmentally way, but also underscore our commitment to recognized international standards.

Throughout 2023, HERE's EHS team successfully planned and executed several initiatives, including:

- Collaborating with HERE's Quality team and numerous other stakeholders to design, implement and document the EHS management system
- Launching a global, mandatory EHS awareness training to inform employees of our EHS commitments and office security precautions
- Completing stage 1 and stage 2 audits of the Amsterdam site in October 2023, where no nonconformities were identified. This accomplishment led to HERE receiving a single-site audit certificate for both ISO14001 and ISO45001

### HERE's identified environmental risks

We regularly review and mitigate HERE's exposure to environmental risks. In 2023, we identified six critical environmental risks, relating to waste management, energy usage and emissions. These primarily result from electronic waste, natural gas usage, electricity usage and air conditioning. All critical risks have controls in place for management, including contracting licensed waste management firms, ensuring accurate GHG emissions reporting, contractual provisions with facility managers, and moving towards less harmful refrigerants.

Looking ahead to 2024, HERE will continue its ISO certification efforts, conducting audits at sites in Chicago, Leon and Eindhoven, with expectations to secure our multi-site certificate by Q3 of 2024.

Furthermore, HERE's EHS team remains committed to supporting corporate responsibility goals by:

- Assisting employees who work remotely or in a hybrid fashion through an ergonomic workplace assessment tool to ensure home workspaces align with ergonomic standards
- Continually re-evaluating the footprint of our real estate and offices
- Negotiating utility contracts to procure renewable energy where feasible





# Human Rights Policy and Modern Slavery

Human rights are non-negotiable at HERE. Our Human Rights policy adheres to The Universal Declaration of Human Rights and the United Nations' Global Compact. We do not tolerate, contribute to or facilitate any activity that restricts, conflicts with or violates human rights or the right to exercise these rights. In 2023, we enhanced our Human Rights policy by evaluating industry standards and customer requirements, now explicitly enumerating the following to ensure the most critical human rights risks in our value chain are covered:

- Women's rights
- Rights of minorities and indigenous peoples
- Ethical recruiting
- Use of public and private security forces
- Responsible sourcing
- Land, forest and water rights and no forced evictions
- Humane treatment
- Inclusion as part of diversity, equity and inclusion (DEI)



**HERE extends these human rights standards to every company in our supply chain through the HERE Supplier Code of Conduct and HERE's Sustainable Sourcing program. We review potential exposure to human rights risks or breaches annually, including a standardized questionnaire to suppliers.**

**The Human Rights policy mandates that HERE:**

→ 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 its people 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 and makes recommendations for remediation, as needed; participates in our 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. 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 we operate and commits to no forced evictions

→ Provides annual reporting in alignment with the UN Global Compact principles

→ Complies with all applicable sanctions

→ Provides employees, suppliers and business partners with access to grievance mechanisms with a clear policy of no retaliation. Promptly investigates and remedies human rights violations

HERE also expresses its commitment to human rights through its adherence to the United Kingdom Modern Slavery Act 2015 and its annual publication of its Modern Slavery Statement.



# Data security and privacy

HERE applies a comprehensive approach to security and privacy, exceeding customer and regulatory requirements to manage risks effectively. Our controls and by-design approach enable an industry-leading compliance program, including ISO 27001, ISO 27701, ISO 27017/18, SOC 2 Type 2, GDPR attestation and additional sector-specific certifications. In 2023, we achieved the Health Information Trust Alliance Common Security Framework (HITRUST CSF) certification and TISAX Level 3 certification, demonstrating our commitment to upholding the highest levels of security and privacy.

Beyond compliance-focused controls, HERE integrates security and privacy into product development. We have dedicated teams of privacy and security engineers who continuously innovate to balance security and privacy requirements with product features and data value preservation.



Recognizing the unique privacy challenges posed by location data, we developed HERE Anonymizer, a self-hosted cloud or hybrid software product that processes real-time and historical location data, making it possible for customers in various industries to preserve data privacy, comply with regulatory requirements and preserve location intelligence while unlocking business value. Our anonymization portfolio includes over 30 patent applications.

HERE proactively addresses security and privacy concerns in the earliest stages of product development. This enables us to build our products with privacy differentiating features and appropriate safeguards by design.





## In 2023, HERE:

→ Migrated Enterprise Risk Management to the security and privacy team, executing improvements and leveraging complementary service sets to mature HERE's risk management and corporate governance

→ Expanded control implementations and compliance to include four additional standards and certifications: TISAX AL3, CSA STAR L2 and HITRUST

→ Developed and deployed data privacy scanners leveraging large language models to pinpoint high-risk locations and proactively monitor unintentional PII ingestion in our points of interest (POI) data

→ Successfully implemented a new virtual private network (VPN) solution to enable future technical controls within the HERE environment

→ Significantly expanded our crowdsourced security-testing bug bounty program, engaging over 800 external security researchers to actively seek vulnerabilities in our software and systems. The program's effectiveness is evident through numerous vulnerabilities reported by researchers and promptly resolved by our development teams

→ Deployed micro-learning security and privacy training, enhancing user experience and awareness of security and privacy risks for the HERE team



## HERE maintained key certifications with zero 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** – HERE Platform and Related Services

## In addition, HERE expanded its compliance portfolio to include:

**HITRUST CSF** – Information Risk Management and Compliance specific to the protection of health information

**TISAX AL 3**– Information Security for European Automotive services

**CSA STAR Level 2** – Security assessment for Cloud Providers

# key certifications





# 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 encompassing diversity of nationality, age, gender, education, religion, sexual orientation, professional experience and socio-economic background. In 2023, we continued to implement actions to advance gender equality, increase underrepresentation in leadership roles and promote a diverse workforce in general.

During 2023, we promoted and recruited several new positions for our boards and senior leaders. When doing so, we sought a diverse slate of candidates with a broad range of experience, skills, educational and professional background and diverse characteristics.

Overall, the percentage of female employees at HERE slightly declined in 2023, from 33.4% on December 31, 2022, to 32.9% on December 31, 2023, although the female employee percentage working in technical and engineering areas slightly increased from 18.8% to 19.4% over the same period. 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 2023 to raise awareness of the role of women in technology. Together with Latinas in Tech, our Vamos ERG hosted a panel discussion in our Chicago office on the significance of customer-facing roles in the tech industry and the unique perspectives that Latinas bring to the table. In November, we presented the Chicago Women Leaders in Technology event, “Journey to the C-Suite,” an exclusive gathering of industry leaders and professionals in the technology sector to explore the insights and experiences of three remarkable C-level executives.

During 2023, our former Chief Executive Officer was replaced on our Management Board by our new CEO, Mike Nefkens. We also conducted searches for leadership team members in the customer, technology and product positions 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 Mitsubishi Corporation, Koji Tashiro, was replaced by Takahiro Fukai.

We defined gender representation targets for our Supervisory Board, Management Board and senior leadership in line with the Dutch requirements for gender diversity. During 2023, 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) declined by 2.6%, from 20% to 17.4%.

Our goals for 2023 were to emphasize diverse candidate slates in response to any vacant position that may arise within the Management Board or the Supervisory Board, which we achieved, and our goal for 2024 remains unchanged. Our long-term goal is to reach 33% female representation in our Management Board and our Supervisory Board and increase our female senior leaders to 20% by 2025. 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 implemented during 2022 and 2023. In addition to existing action plans of measures, we defined our gender equity initiatives for 2024 and beyond to foster an even stronger focus on increasing our female representation.

At the core of these initiatives is our commitment to maintaining a HERE culture in which every employee feels that HERE's working environment values individuals and supports them in being their true selves. "At HERE, we navigate the journey towards a world where everyone feels a sense of belonging and can make a positive impact, both within HERE Technologies and in the broader community," says Svenja Dietrich, who manages our Inclusivity, Diversity & Belonging programs and initiatives.



**Specifically, HERE's Management Board has committed to the following gender equity initiatives for 2024:**

- Implementing a career accelerator program for our female top talent in management positions to support their growth into senior leadership roles, including mentorship through our VP community network, external career coaching, development programs to foster leadership skills
- Reviewing benefit policies, such as parental leave policies for birthing and non-birthing parents, that can better support participation of caretakers in the workforce
- Continuing to refine HR processes, such as return onboarding after long-term leaves, in alignment with market dynamics

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, 2023

HERE collects data on gender at all levels, globally. In the United States, our employee ethnicity informs trends that might be relevant in other regions. Our diversity data holds us accountable and ensures that we are on track for a culture where everyone feels a sense of belonging.

## Location (approximately 6,000 employees)

Asia – 55%

EMEA – 24%

Americas – 21%

## Gender (percent identifying as female)

Overall – 32.9%

Supervisory Board – 11%

Management Board – zero

Senior leaders (Job Grade 12+) – 17.4%

Technical – 19.4%

## Ethnicity (U.S. only)

White – 63.27%

Asian – 26.91%

Hispanic/Latinx – 5.7%

Black/African American – 5.7%

Native American – 0.48%

Pacific Islander – 0.12%

Two or more categories – 0.73%



# SASB Index 2023

“Software & IT Services” industry standard

All reported data is for the year ending December 31, 2023

Topic	Code	Metric	Disclosure
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.1	1. Total energy consumed 2. Percentage grid electricity 3. Percentage renewable	1. 83,084 GJ 2. 62% 3. 6%  Consumption data used in the GHG footprint was gathered primarily from site-specific utility bills. Where data was missing, estimates were made based on similar geographies and time of year.  Values were converted from liters and kWh to GJ using the U.S. 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 on water usage.
	TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	Because of the nature of our business, the most significant factor of our environmental footprint is our energy consumption related to third-party cloud computing usage. 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.
Data Privacy & Freedom of Expression	TC-SI-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	Refer to our Privacy Policy at <a href="https://legal.here.com/privacy/">https://legal.here.com/privacy/</a> .
	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 <a href="https://legal.here.com/privacy/">https://legal.here.com/privacy/</a> .
	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. 1* 2. 0 3. 0%  *request did not target specific user information but had the potential to become a targeted request
	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	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
	TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	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).  HERE demonstrates its commitment to security and privacy through several compliance certifications and attestations including ISO 27001, ISO 27701, ISO 27017, ISO 27018, TISAX, CSA Star Level 2, SOC 2 Type 2 for platform services, HITRUST for certain platform services, and a GDPR attestation.  HERE contracts with an external third-party penetration test partner at least annually to conduct penetration tests of its platform products and services. 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. Amongst those controls, HERE regularly conducts SAST, DAST, dependency scanning, and secret detection scanning for services.  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.  For more information about data security at HERE, please refer to our Information Security page at <a href="https://legal.here.com/en-gb/security">https://legal.here.com/en-gb/security</a> .
Recruiting & Managing a Global, Diverse & Skilled Workforce	TC-SI-330a.1	Percentage of employees that require a work visa	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'.  Our workforce percentage distribution can be found in the Gender and Diversity at HERE section of our Sustainability Report 2023, p. 45.
	TC-SI-330a.2	Employee engagement as a percentage strategic planning for data center needs	73% as of 2022 HERE Pulse internal survey*, conducted 28 November - 9 December 2022.  Based on Engagement Index, average of all engagement outcomes: • Feel valued 78% agree, 12% neutral, 10% disagree • Enthusiasm for work 79% agree, 13% neutral, 8% disagree • Confidence in the future 63% agree, 24% neutral, 13% disagree • Recommend work 68% agree, 18% neutral, 14% disagree • Intent to stay 74% agree, 16% neutral, 10% disagree  *values are as of EOY 2022 as internal pulse survey was not conducted for 2023.
	TC-SI-330a.3	Percentage of gender and diversity group representation for: 1. executive management 2. non-executive management 3. technical employees 4. all other employees	1. executive management (management team 7 people incl 1 female end of 2023 -> 14%) 2. non-executive management (job grade 12+ (director-level position and above)) -> 17.4% 3. technical employees -> 19.4% 4. all other employees -> 32.9%  Refer to the Gender and Diversity at HERE section of our Sustainability Report 2023, p. 45. Note: Ethnicity statistics are not collected in geographies other than the United States, per local law.



# SASB Index 2023

“Software & IT Services” industry standard

All reported data is for the year ending December 31, 2023

Topic	Code	Metric	Disclosure
Intellectual Property Protection & Competitive Behavior	TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	None
Managing Systemic Risks from Technology Disruptions	TC-SI-550a.1	1. Number of performance issues 2. Number of service disruptions 3. Total customer downtime	Not currently reported. Current and historical service availability can be found at <a href="https://status.here.com">https://status.here.com</a> .
	TC-SI-550a.2	Description of business continuity risks related to disruptions of operations	Business disruptions can occur for various reasons such as natural disasters, cyber-attacks, power outages, supply chain disruptions, or unpredictable reasons such as an unforeseen chain of escalating events. These disruptions can have a significant impact on an organization’s ability to conduct continual operations and cause disruptions to critical business functions.
Activity Metrics	TC-SI-000.A	1. Number of licenses or subscriptions 2. Percentage cloud based	Licenses and subscriptions are reported for application and laptop/PC quantities. The further breakdown of cloud-based is assumed to be SaaS vs. Non-SaaS. The counts are for approved production use IT systems. <ul style="list-style-type: none"> <li>Total application count: <ul style="list-style-type: none"> <li>SaaS: 81</li> <li>Non-SaaS: 27</li> </ul> </li> <li>Total licenses from count: 117,944</li> <li>Total PCs assigned: 7680 <ul style="list-style-type: none"> <li>5900 Windows</li> <li>1780 Macbook</li> <li>768 due for 2024 replacement</li> </ul> </li> </ul>
	TC-SI-000.B	1. Data processing capacity 2. Percentage outsourced	Data processing capacity is broken down by physical, virtual and cloud. The entire capacity is considered outsourced because physical, virtual and cloud capacity are all managed by third-party vendors. <ul style="list-style-type: none"> <li>Physical count: 0.0001M units</li> <li>Virtual count: 0.0017M units</li> <li>Cloud count: 99M hours</li> <li>Percentage outsourced: 100%</li> </ul>
	TC-SI-000.C	1. Amount of data storage 2. Percentage outsourced	The amount of data storage is broken down by physical and cloud. The entire amount is considered outsourced because both physical and cloud are managed by third-party vendors. <ul style="list-style-type: none"> <li>Total storage: 83 PB <ul style="list-style-type: none"> <li>Physical: 0.06 PB</li> <li>Virtual: 82 PB</li> </ul> </li> <li>Percentage outsourced: 100%</li> </ul>





## **Mike Nefkens**

Chief Executive Officer/Managing Director

## **Adeel Manzoor**

Chief Financial Officer/Managing Director

## **Werner Buskermolen**

Chief Human Resources Officer/Managing Director





## About HERE Technologies

HERE has been a pioneer in mapping and location technology for almost 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](https://www.here.com).

