



# 2020 HERE Technologies Corporate Responsibility Report



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# Letter from our CEO

In 2020, the COVID-19 pandemic drastically changed the landscape of businesses, cities and societies across the world map, deeply disrupting the rhythms and realities of life for every one of us, everywhere.

Simultaneously, we are witnessing detrimental environmental evolutions, from the wildfires of Canberra and California, super storms that have battered different regional enclaves, to rising temperatures eroding natural wonders like glaciers, reefs and rainforests.

These challenges are a defining moment in history and are being collectively felt. As a global community it is our shared responsibility to both face and contribute to overcoming them.

HERE Technologies has long been dedicated to moving people, businesses and cities forward through the power of location. For us as a business and deeply embedded in our culture, it is about moving the world forward, together.

As a global location data and technology company, we are an open and neutral location platform with collaboration at our core. After all, enabling progress requires joint effort. That is why we engage in relationships and partnerships with a broad spectrum of businesses, organizations, enterprises, governments, authorities, and research and educational institutes, to name a few.

2020 has only amplified our drive to usher progress, our commitment to collaboration, and has spotlighted the important contributions HERE and location technology can make in helping solve today's and tomorrow's greatest challenges.



We remain focused on enabling those we collaborate with to leverage location data and technology to improve how businesses and cities run, with a focus on improving environmental challenges such as optimizing energy and environmental efficiencies. Across 2020, HERE has partnered with public and private sectors to bring value and social innovation to address the unparalleled global crisis of COVID-19.

HERE has actively helped enable our customers and partners to navigate through a challenging year demonstrated by an array of initiatives leveraging our expertise, mapping technology and entrepreneurial spirit for the betterment of communities and societies around the globe.

In this first HERE Corporate Responsibility report you will find the many initiatives and details of our Corporate Responsibility program that is built on three pillars that form the foundation of our program:

1. **Responsible Operations:** Operating ethically as a company and driving ethical considerations across our supply chain; continually improving our environmental impact; protecting human rights; and consistently elevating internal processes to international and national laws and standards. In 2020, we took the opportunity to further strengthen our position around responsible operations.



This included updating our supplier code of conduct, updating our human rights policy, and further enhancing our internal infrastructure to ensure our supply chain is functioning at the ethical level consistent with our corporate values.

2. Social Innovation: “Tech for Good” whereby we leverage our technology and talents to deliver solutions to address specific societal needs, including COVID-19 response and humanitarian aid. HERE has developed multiple applications and solutions to help mitigate the greatest global public health crisis of our lifetime – examples are enclosed within this report.
3. Give Back: Focused on our corporate and employee philanthropy and volunteerism which also encompasses contributing our intellectual capital externally to support the communities around us.

Give Back is deeply embedded in our cultural DNA. It is one of our company values (see page 10) we live by and are centered on, embracing the responsibility to safeguard the environment and give back to society, starting with the places where we work and live. In 2020, the HERE community was highly proactive and engaged in Give Back initiatives as you will find later in this report.

With the many obstacles faced over 2020, I am proud and humbled to witness how our dynamic people and talented teams have displayed a deep personal commitment to colleagues, customers, partners, communities and other key stakeholders. They have showcased solidarity, resilience and innovation during a particularly tough and testing year.

Faced with a global crisis, we have come together as a company, with our customers, partners and developers on even greater levels. HERE and our people have become more integrated and agile, unified in our desire and drive to help solve pressing problems and accelerate the pace of innovation to address critical human needs such as safety, mobility and supply chains.

At the core of HERE is our culture, one that is grounded in inclusion, diversity and belonging. Being a global company, we are inherently diverse, we celebrate that diversity, it makes us strong. We are centered on inclusion to ensure differences are not barriers, but opportunities.

Looking back, our 2020 activities and actions reflect the socially responsible culture that we cultivate, including our efforts to ameliorate the tragic effects of a global pandemic.

Ahead in the future, we remain resolute in moving the world forward, together.

Sincerely,

**Edzard Overbeek**

Chief Executive Officer  
HERE Technologies



An aerial photograph of San Francisco, California, showing a dense urban landscape with numerous skyscrapers and buildings. The Golden Gate Bridge is visible in the background, spanning across the water. Several teal circular markers with white location pins are scattered across the cityscape, indicating specific points of interest or data points. The overall scene is bright and clear, with a mix of urban architecture and natural elements like hills and water.

# Business overview

HERE is the world's leading location data and technology platform. HERE moves people, businesses and cities forward by harnessing the power of location. We empower our customers, partners and developers to achieve better outcomes by leveraging our open platform.

As a cloud-based platform for location intelligence, we help our customers, partners and developers understand and model a world that is always moving and changing. We produce a living, dynamic and continuously updating digital representation. This representation is more than a road network, set of buildings or static objects. This model includes physical objects such as roads, buildings, factories, stores and airports, but also, an ever-growing representation of dynamic data such as moving vehicles, goods, Internet of

Things sensors and devices, as it is accelerating towards a three dimensional, highly accurate, near real-time, outdoors and indoors digital representation of the physical world.

This digital representation of physical reality is the basis for us and our customers to understand how people, places and things connect together. Through these different types of data we can derive insights and improve the functioning and capacities of our cities, communities, businesses and the world around us. We envision a world where location technologies are widely deployed to help ensure every journey is safer and faster, our businesses and cities are more efficient, and our world is a better place by addressing pressing problems around pollution, congestion or food distribution, just to name a few.



## The company and ecosystem

Over eight thousand employees at HERE work across 56 countries to help thousands of the world's leading organizations. With the support of our partners, we are shaping the future by redefining the map and expanding and innovating location data and intelligence, and our developer community is further accelerating the adoption of our location data and services through innovative applications and solutions they build by using our APIs and SDKs.

## Investor consortium

We have come a long way from our founding in 1985 as a startup developing digital maps to enable then nascent in-car navigation. Today, HERE is backed by an industry-leading investor consortium: Audi (VW Group), BMW, Bosch, Continental, Daimler, Intel, Mitsubishi Corporation, NTT, and Pioneer, all of whom share the HERE vision of enabling an autonomous world for everyone.



## Supervisory board

Formed in 2016, the HERE Supervisory Board brings together recognized industry leaders and shareholder representatives to oversee the executive leadership team of HERE.

## Industry advisory board

As the number one location platform, we have assembled acclaimed international experts and global thought leaders to create the HERE Industry Advisory Board (IAB). The HERE IAB is a regular dialogue focused on sharing insights, igniting innovation and promoting collaboration that improves the way everyone and everything lives, moves and interacts with location data.



## Customers

At HERE we serve a growing list of industries including automotive, transport and logistics, technology, media, telecommunications, retail, public sector, finance and insurance, manufacturing, accommodation and food services, utilities, healthcare, and consumer electronics. We can help with everything from map customization to location applications, business analysis, tracking and positioning of assets, and even training vehicles to drive themselves. Location technologies are constantly evolving and reaching the needs of innovative customers and industries.

## Developers

Through our location platform and HERE ecosystem partners we serve more than 3.3 million developers worldwide, of which more than 350,000 are developing directly on the HERE Platform.

## Partners

In our ambition to create an autonomous world for everyone we collaborate with some of the

world's most respected companies to develop new solutions that shape the future of location technology. These strategic partnerships are a fundamental part of our location ecosystem enabling an acceleration of innovation and digital transformation directly tied to improved customer business outcomes.

## Data

At HERE, the proper use of information, data and the handling of consumers' personal information is a foundational element in building trusted relationships with our customers, partners and developers. HERE takes a privacy-first approach and therefore takes the security, privacy, and protection of data very seriously. Data, including personal data with proper aggregation and anonymization where applicable, enables HERE to deliver new benefits to people, businesses and cities. To be able to leverage the power of data, HERE is investing in data visualization and analytics capabilities and is constantly working to ensure that privacy and data governance are ingrained in all relevant processes and operations.



## Platform and products

At the heart of our offering is the HERE platform, which provides a secure development environment (HERE Workspace), a secure data and services exchange (HERE Marketplace), and visualization and analytics capabilities (HERE Studio), and the industry's largest set of location services (HERE Location Services). We believe organizations should have easy and flexible access to these location datasets, products, services and solutions. That is why we offer an open platform for organizations to leverage these assets, develop

applications or generate deep insights. Apart from that they can use our built-in marketplace to buy and sell data, services and algorithms.

Through a combination of these different activities, we enable users to answer location-related questions, solve location-related problems, and ultimately realize better real-world outcomes for themselves, their customers and the environment.

## Our attractiveness as a platform is enhanced by the following characteristics:

- We offer the industry's largest set of location capabilities in one place, including map and location data for up to 200 countries
- We offer ways for users to build, deploy and scale global solutions
- We empower users to leverage our leading industrial mapmaking machinery and domain expertise to create their own maps
- We provide various ways for users to customize data and applications
- We provide robust data controls and smart privacy tools for users to manage data in accordance with their unique needs and strategies. We are supportive of digital sovereignty for businesses and citizens, and adopt a privacy-first approach, with built-in data controls enabling our customers to maintain control over their data and how it is used
- The HERE Platform is based on a microservices architecture and built with the latest technologies (kubernetes, docker-based containerized environments, blockchain, etc.) providing a world-class environment with cybersecurity deeply embedded into the fabric
- Artificial intelligence and machine learning (AI/ML) are used throughout every function within HERE Technologies providing an always learning, fast adopting and agile development framework





## Research and development

HERE has a focused R&D strategy of which a large part of our outlay goes into the continual development of our location technologies and platform, including our capabilities for map creation, visualization and analytics, and privacy management.

Our research function follows a lean startup innovation structure organized around a small set of 'big plays' linked to our technology strategy.

Through partnerships in R&D we have access to some of the leaders in AI/ML with our North Star being to 'understand location', with five initial focus areas:

- Understand and represent location context
- Understand movement
- Understand next-generation location services
- Understand cognition-inspired navigation and control
- Understand special computing, including Augmented and Virtual Reality



Our research in these areas has resulted in applied research by implementing this use of AI and machine learning into commercial solutions like map automation, traffic analyses and optimization of enterprise resource planning. We are also investing in AI and machine learning with the aim of opening up new approaches that

fundamentally change how location information is gathered, represented and utilized. For this purpose, in Vienna, we have established the Institute of Advanced Research in Artificial Intelligence in cooperation with two Austrian AI scientists.



# Our values

## **Be Bold**

Act with eagerness and fearlessness to deliver game-changing products, services and solutions that make the world better

## **Be True**

Engage our customers, partners, developers and one another with trust, integrity and respect

## **Learn Fast**

Be responsive and flexible to outrun the ever-evolving pace of emerging technologies

## **Give Back**

Embrace the responsibility to safeguard the environment and give back to society, starting with the places where we work and live

## **Win Together**

One team united; made greater by the sum of our knowledge, experience, passion and talent



# Corporate responsibility at HERE



At HERE, we seek to contribute to a better world through the lens of location. Our goal is to build a digital representation of the physical reality that improves the way everyone and everything lives, moves, and interacts – from cities, to systems, to businesses, to advanced vehicles. Utilizing data, insights and location intelligence to catalyze change and improve and refine performance is what we do. Corporate responsibility at HERE is the turning of our ambition for innovation and improvement inward – to focus on how we bring about these changes and, as we do so, to elevate our societal impact.

Corporate responsibility is also how we express our culture. We are a global company with a naturally diverse employee base and a strong, responsible and socially conscious ethos. We are better when we bring together more voices, more experiences and more perspectives. Together, we can heighten opportunity. We raise the bar for social expectations – and we do that together. Corporate responsibility at HERE brings out our best.

The core values of HERE encapsulate who we are and what we seek to achieve: Be Bold, Be True, Learn Fast, Give Back and Win Together. We seek to drive positive change and are proud to apply these values through our corporate responsibility.



# Responsible operations

Applying ethical business standards is central to how we run our business. It is fundamental to how we maintain our reputation for integrity and to how we earn the trust of our customers and the commitment of our employees. As a global company operating in 56 countries, HERE is dedicated to ensuring responsible operations across our company and wherever we do business.

## Code of conduct

Our customers and the communities in which we operate expect HERE to be a reliable, ethical business. Our code of conduct drives the requirements we have established for

our employees to ensure a responsible work environment and ethical business practices.

We are committed to responsible operations across our business and supply chain. We work to ensure that HERE is elevating attention and commitment to societal concerns within our sphere of impact. We protect human rights. We protect privacy. We communicate our expectations to suppliers worldwide and work with them to improve their performance where there may be a gap. We seek to leverage our purchasing power to drive social and environmental progress throughout our supply chain.





## Human rights

As a global company with over 8,000 employees across 56 countries, we see the earth as the collective home for billions of diverse persons, all with the inherent dignity and rights we are entitled to as human beings. In 2020, HERE CEO Edzard Overbeek announced the introduction of a Global Human Rights Policy focused on ensuring respect for the fundamental human rights, freedoms and standards of treatment that belong to all people.

The HERE Human Rights Policy outlines the commitment of the company to integrate respect for human rights into our global operations and across our value chain. This commitment goes beyond statutory compliance and the policy applies to all HERE employees and everyone we do business with, and the business they conduct, as outlined in the HERE Code of Conduct and accompanying training programs.

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*“Critical to HERE is the continuous cultivation of a work environment rooted in mutual respect, professionalism and belonging. This extends to every employee, contractor, supplier, customer and partner alike.”*

– Edzard Overbeek  
CEO, HERE Technologies

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Key highlights of this policy include a commitment by HERE to train employees on international human rights standards and what that means in practice. It provides employees and business partners with access to grievance mechanisms with a clear policy of non-retaliation, while

promising the prompt investigation and remedy of any human rights violations. It also protects underrepresented groups of people from harassment and discrimination through zero tolerance policies.



## HERE Human Rights Policy

The HERE Human Rights Policy is an umbrella policy with relevant sub-policies that extend beyond the people and direct operations of HERE to include the partners with whom we work globally. Those sub-policies include:

- **HERE Code of Conduct**
- **Anti-Harassment Policy**
- **Privacy Management Policy**
- **Information Security Policy**



# Privacy at HERE

As a data-driven location platform company, data privacy is of fundamental importance to HERE, our customers, partners and developers, and our other key stakeholders. It is a cornerstone of our human rights policy and of our evolution and growth as a location platform.

We have built the HERE Platform to enable users to be in control of their data at all times. We combine these controls with strong data security processes.

We practice data minimization. We do not collect data beyond that we need to provide our services.

We promote pseudonymity for data subjects wherever a service does not require personal information to function. We employ privacy by design in services we develop.

We strive to go beyond mere regulatory compliance and make privacy an integral part of our corporate culture. We believe that our approach to privacy is vital in earning and retaining the trust of our customers and other stakeholders – and the bedrock of our future success as a data-driven location platform.

## Our seven privacy principles:

- Accountable, fair and lawful collection and processing
- Privacy by design and default
- Transparency, choice and individual participation
- Collection and purpose limitation
- Responsible data management
- No disclosure of personal data to law enforcement or other governmental agencies unless required by law
- Security safeguards against unauthorized access, use, modification or loss



There can be no data privacy without data security. We use strong and effective measures to protect data against unauthorized access, use, modification or loss, including:

- Strong encryption methods to protect customer and consumer information, while preserving its utility in personalized services
- Strong encryption by default on all datasets at rest and in motion in our platform
- Maintenance of relevant certifications such as ISO 27001







## Public policy

HERE engages with policymakers on a global basis to bring to bear our views and expertise across business and societal issues. Our global Government Relations team engages in regular communications with policy stakeholders to ensure local, state, national and international policies support a sustainable future as can be achieved with insights derived through the lens of location.

HERE leverages the collective knowledge of associations, consortia and other global bodies and forums that seek to influence policy to advance better, cleaner and more sustainable outcomes and to further the human condition.

HERE does not have a political action committee and does not contribute to federal, state or local elections in any country or nation in the world.





# Supplier management

Supplier management is a key part of our Corporate Responsibility program. HERE is committed to working with vendors and service providers who uphold the environmental laws, regulations and policies of the countries in which they do business. Inclusion, diversity and belonging are fundamental parts of HERE's culture and guide our selection process for suppliers as well.

HERE is working to embed corporate responsibility and ethical practices in all aspects of the supply chain: from procurement of goods and services, to how we manage our suppliers and what we hold suppliers accountable for as we do business together. HERE audits our critical segmented suppliers to verify that their processes meet our expectations. Since 2019, HERE has established a supplier audit program in line with the supplier management framework, in which we have audited 14 of our critical segmented suppliers, to date.

HERE's Supplier Management Framework aims to effectively measure and manage supplier performance to ensure that quality standards are met at the best possible value. This framework manages costs and reduces supply chain risks with a focus on being customer and quality centric.

## **The Supplier Management Framework consists of four pillars:**

- Segmentation of the supply base based on spend and criticality factors
- Governance of how suppliers are being managed and who is responsible for managing them
- Performance measurement i.e. using scorecards with key performance indicators and service levels reported and managed for the segmented suppliers
- Continuous improvement tracks increased efficiency and productivity



Since 2019, HERE has rolled out supplier management with a segmentation focus on our most strategic suppliers (high spend threshold, rated high criticality). To date, we have implemented supplier management scorecards

and started development on a dashboard with over a dozen suppliers with the clear aim to implement this for our main suppliers going forward.



### **The program goals for supplier management include:**

- Identify key business goals consistent with HERE's vision and strategy that would be supported by a strong Supplier Management program
- Jointly define and regularly review HERE's strategic suppliers based on spend and criticality criteria
- In collaboration with the Quality and Security, Privacy and Continuity (SPC) teams, and the business, define the right set of management indicators and criteria to monitor performance and drive improvements of supplier performance
- HERE ensures that our business and customers' existing and future requirements, standards and policies are reflected in the Supplier Management program
- Ensure consistent supplier governance activities with a differentiated approach adapted to the supplier criticality and to HERE's overall relationship with the supplier (customer, sales partner, etc.)
- Develop action plans with suppliers to correct or mitigate any identified issue or risk as well as drive innovation and joint improvement programs
- Obtain executive support to drive program success and compliance. Develop an executive view to provide them with performance visibility to improve partner relationships



## Diversity sourcing and reporting

HERE is working to make diversity a major part of our sourcing process when seeking new suppliers. HERE prioritizes supplier diversity by proactively seeking minority-owned, women-owned and many other diverse businesses as new suppliers when their offered products and services meet our requirements.

In 2020, HERE created a due diligence process to incorporate diversity standards as part of the sourcing process. In 2021, we intend to continue this process by developing diversity training and reporting capabilities.





# Ethical sourcing

HERE aims to use our partnerships and purchasing power to drive social and environmental progress throughout our supply chain. HERE champions suppliers who are aligned to our worldview and deliver positive change for their communities.

HERE is engaging in two work streams to further these goals with partners. The first is to close any Environmental, Social and Governance (ESG) policy gaps and enhance communication with suppliers. As part of this process, HERE reviewed our Supplier Code of Conduct and proposed sustainability updates. In 2021, HERE will be communicating these new requirements to suppliers.

The second work stream is to develop a sustainability survey for suppliers to assess where they are with their sustainability process relative to our requirements and global expectations. After review and analysis, HERE selected the Supplier Self-Assessment Questionnaire (SAQ) developed by Drive Sustainability Forum and CSR-Europe. In 2020, the survey was rolled out to 17 critical suppliers. Once the survey is conducted and responses gathered, HERE will analyze the results and work with suppliers on their potential areas for improvement. HERE's goal is to scale the survey to the next set of important suppliers in a phased manner.





# Environment, health, and safety

We all have a responsibility to preserve the environment and the well-being of those around us. At HERE, this focus is central to our mission, important to our customers, partners and developers and other key stakeholders, and critical to securing our future. It is how we do business.

We believe the workplace should be a balanced, supportive environment that enables the well-being of every team member. We consistently implement robust processes to meet and exceed the requirements of labor regulations in the countries in which we operate. We targeted 2020 as the start date to institute an environmental, health and safety program and management system with headcount dedicated to the task. This effort was paused during the pandemic but will resume in 2021 with the hiring of an in-house subject matter expert to lead the initiative.

Implementation and certification of management systems for environment (ISO 14001:2015) and health & safety (ISO 45001:2018) are targeted for the end of 2022.

Our environmental commitments are rooted in and built on a dedication to sustainable behaviors across our workforce. Employees are encouraged to participate in environmental awareness behavior change campaigns and volunteer during days of action, such as Earth Day. All HERE employees, contractors and partners uphold our environmental management guidelines as outlined in the HERE Code of Conduct and verify their understanding on an annual basis.

HERE tracks significant environmental impacts of our business and identifies metrics to reduce our carbon footprint. Our priorities include reducing energy and water usage across business locations as well as mileage from employee travel and fleets. We are constantly seeking out innovative solutions to help decrease our environmental impact, including green building certifications. For all new facilities, our goal is to lease and operate at Leadership in Energy and Environmental Design (LEED) Gold standard levels.



The health and safety of HERE employees is our number one priority. We were proactive in closing our work locations in March and limiting travel for employees during the COVID-19 pandemic in 2020. This approach met or exceeded safety guidelines in the countries where we operate.

We created a COVID-19 task force of employees from key support functions across our workforce with the objective of safeguarding employees and ensuring leadership had up-to-date information for decision making. Employees could take equipment home to ensure they had a comfortable and ergonomic workstation. An internal website was created as a source giving employees information on office status, protocols and other key data to ensure they were kept informed.

When offices in low-risk countries did reopen, it was only after extensive preparation to ensure a clean, safe and socially distanced work environment. In instances where an employee at a work location became infected, the site was temporarily closed and deep cleaned before re-opening with contact tracing initiated.

By adapting to a remote work environment, HERE significantly reduced greenhouse gas emissions during 2020 and prioritized the well-being of our employees, while continuing to deliver for our customers.

## Environmental impact

	Tons CO2	
	2019	2020
Office power	4,794	1,856
Office cooling	1,212	417
Office heating	637	n/a
Office diesel	49	15
HERTZ leased cars diesel	110	13
Air travel	10,469	807
Data collection EMEA	n/a	346
Data collection APAC	n/a	n/a
Data collection North America	n/a	n/a
Data collection LATAM	n/a	n/a
Employee transport India	583	142
Hosted data centers	1,462	1,077

Note: 2020 numbers are directly impacted by the global pandemic.



# Social innovation

Location technologies are now part of our critical infrastructure and have the ability to help address global crises such as pandemics, humanitarian disasters and climate change. We believe organizations should have easy and flexible access to this infrastructure. That is why HERE offers an open platform for organizations and nonprofits to make maps and develop applications. HERE harnesses the power of location technologies,

the potential of our employees, and the profits of our business to give back to society. This is how we drive positive change around the world.

In 2020 HERE focused support on humanitarian aid specifically in response to COVID-19, as well as on environmental and educational causes. By helping people who need it most, we deliver real change for the enhancement of our communities and our world.







## Tech for good: mapping a virus

Mapping is more than navigation. HERE harnesses advances in technology to constantly evolve the potential and value of location data and the platform approach. HERE tapped into our collective strengths to help people understand the effect of the COVID-19 pandemic during the initial outbreak and how it transformed our cities and lives over time.

In March, when COVID-19 was rapidly spreading across the globe, we launched a map to track the pandemic using data from the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University and DXY (an online platform run by members of the Chinese medical community). This allowed people to see the spread in near real-time, tracking where the pandemic was accelerating or subsiding. Data was available by country and, where available, by state and even city. A slider bar helped to illustrate the speed of the spread each day, so people could track the virus using trusted data.

In partnership with Enel X, we helped Italian, Spanish and Brazilian communities respond to

the pandemic. Enel X and HERE launched “City Analytics – Mobility Map,” which used navigation data at scale to show changes in population movement at the national, regional and local level. Anonymized and aggregated location data from vehicle sensors, navigation systems, mobile applications and governmental agencies provided insights on changes in the number of trips taken, distances traveled, and population flows into and out of cities and regions. By collecting data on travel across cities, regions and borders, we supported government efforts to contain and control the spread of the coronavirus, while protecting the privacy of individuals.

HERE mapping helped organizations and communities manage and contain the virus. This included maps of international air travel restrictions globally and newly opened bike lanes across European cities. Using our location technology experience and speed of innovation, the HERE team helped people to get where they needed to go in the safest way possible.



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*“Thanks to the collaboration with HERE Technologies we have provided the countries (Italy, Spain and Brazil) with an effective solution to estimate mobility flows across the territory – our goal was to support national and local administrations in the evaluation of effectiveness of mobility policies adopted during the emergency and to give them analysis to plan the recovery phase. The feedback has been very positive and we decided to extend the provisioning of those mobility indicators for a longer period than initially planned.”*

– Sergio Gambacorta  
Head of Smart Cities at ENEL X

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## Tech for good: HERE WeGo Deliver

HERE developed the HERE WeGo Deliver app to help small businesses operate during COVID-19. HERE WeGo Deliver grew out of HERE employees' desire to make a meaningful difference as we all sought to adapt to the COVID-19 pandemic. By adjusting fleet route planning technology, we helped small businesses meet the demand for contactless delivery to replace indoor dining through delivering meals efficiently and at scale.

HERE WeGo Deliver enables delivery managers to input multiple addresses and automatically map the quickest multi-stop routes for delivery. These routes are shared via email or text with drivers so they can navigate on their phones. This solution helped small businesses and voluntary organizations deliver without needing software development or incurring implementation costs. By adapting existing technology, rollout time was cut to a few weeks. Living up to our mission to use technology as a force for good, HERE WeGo Deliver was offered to businesses for free.

Since launching in May 2020, HERE WeGo Deliver has been used to create delivery routes across 138 countries. As one example, an Australian café adapted to COVID by providing grocery deliveries. With HERE WeGo Deliver, their delivery planning went from two hours to fifteen minutes. Not only could they get back to what they do best, they could do it in a safe, socially distant way that enabled them to retain their employees, support their suppliers and serve their customers.

HERE's no-cost planning and routing tool also helped The Salvation Army in San Francisco get 5,000 meals out to seniors and disabled adults with contactless deliveries for the Thanksgiving holiday. The charity usually sends out thousands of lunches to seniors and disabled adults in the district. They would manually route each volunteer's journey in a process which was complicated and time-consuming. It involved cleaning up the data themselves and then using maps to figure out 200 different routes for their drivers.



For 2020, COVID-19 made things more complicated. They added 1,000 new seniors to their delivery this year, making almost 5,000 meals in total and requiring an additional 50 routes. With WeGo Deliver they successfully completed their mission.

The organization was able to reach so many pupils thanks in part to their use of WeGo Deliver.

HERE WeGo Deliver will be extended into 2021 and free to use.

In the United Kingdom, WeGo Deliver was used to get free school meals out to pupils who needed them. A huge community effort in Northumberland, in the north-east of the UK, sent 4,000 free school meals out to students who needed them during a week-long school break.





## Tech for good: locating the best care

HERE believes technology should enrich people's lives - and there is nothing more precious than our health. We are dedicated to sharing our location technologies with partners to deliver services that have a positive impact on global health.

With COVID-19 sweeping across the world, location information is critical to slow the spread of the virus. We partnered with UNL - a global smart addressing platform - to fight against this and future pandemics through use of location-based technology as part of the Human Unlimited #tech4good foundation initiative.

### **Human Care app**

HERE and UNL jointly developed the Human Care app, an end-to-end solution to help keep people safe. Human Care speeds up the information flow between people, governments, NGOs and businesses for safer cities, powered by location and data. With the Human Care app, users are able to self-monitor, communicate their symptoms with local governments and businesses to bring transparency to new and developing cases based on geolocation. The app features important functionality - such as universal addressing - enabling everyone to access essential services more easily. Built-in search and navigation help users find and get medical help faster. Early warning about new cases comes from the symptoms journal, while QR code scanning for high-traffic areas makes contact-tracing simple. The Human Care app is providing peace of mind in a challenging time for everyone.



## ERgent

When it comes to health, speed matters. The founder of ERgent, Dr. Christian von Gizycki, learned this when aged sixteen and his father's life was saved after suffering a stroke.

After dedicating his own life to helping people, Dr. Gizycki understood the importance of reducing waiting times. Using mapping data from HERE, he built the ERgent app to make waiting times easier to predict. The app utilizes a combination of the user's current location and CMS-published data

on historically averaged ER wait times. This data enables the app to recommend an emergency room with the lowest predicted waiting time, ensuring patients get to see a medical professional quickly. During COVID-19, reducing your wait time in an ER is more important than ever.

At HERE, we believe that technology has the power to make a positive impact on the world. Human Care and ERgent are just two ways that HERE is working with partners to improve lives across the globe.





# Give back

Giving back is at the heart of the supportive and sustainable culture at HERE. By harnessing the power of our place in the market, the generosity of our employees, and the revenues of our business, HERE is able to positively impact our communities and improve society.

Our leadership and employees support organizations that serve people who need help most, and we deliver real change for the betterment of our communities and drive positive change around the world.

We are proud to present some of the many ways HERE contributes to local communities.





## Education

Technology transcends barriers to bring people together in the pursuit of understanding and progress. HERE is empowering communities and improving lives across the globe with technological education. By sharing HERE employee expertise and location technologies, we are contributing to education for positive change. In 2020, we were delighted to turn our intellectual capital externally to give back to the communities around us.

During a Virtual Skills Lab hosted by Chicago Cares, HERE volunteers shared their knowledge of subjects including strategic planning and metrics, event planning and information technology with leaders from four local non-profits. During these brainstorming events, the non-profits shared their challenges while HERE volunteers provided actionable solutions based on their training and business experience for the benefit of the local Chicago community.

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*“This was our way to #giveback while living life in the times of COVID. We loved the idea that we could provide some needed support to local non-profits in a safe way that enabled them to further their missions. We have a long relationship with Chicago Cares and are so appreciative of their partnership.”*

– Lizzy Bogacki  
HERE Technologies

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Providing education is an ongoing priority for HERE. In Slovakia, Serbia and Kazakhstan, HERE organized the GEO Challenge Series which has so far trained 2,300 students. In partnership with local universities and government bodies, the program focuses on infrastructure and innovation using location technology, helping the next generation to use technology for good.

In Latin America, HERE employees are working towards gender equality. In partnership with regional non-profits, we have trained 250 women in technical skills in the last 12 months through presentations, mentorship and hackathons.

We believe education is the most powerful tool at our disposal to positively impact communities. With the support of our partners, HERE devotes time and technology to promote technical education around the world.





# Rise Against Hunger

The willingness of employees to come together and drive positive change in our communities is a core part of the culture at HERE. As part of our Give Back program, over the course of several weeks at the end of 2019 and early 2020, 2,316 employees in 12 cities around the world packed 522,072 meals. And HERE Mumbai set a local record whereby 1,556 employees packed 303,912 meals in one of the largest Rise Against Hunger events to ever take place in India. The HERE office in Burlington, Massachusetts, closed the campaign by having 42 employees pack 9,504 meals.

Ending hunger by 2030 is an important mission championed by Rise Against Hunger - a global movement striving to end hunger by empowering communities, nourishing lives and responding to emergencies. Since 2005 over 543 million meals have been packaged by Rise Against Hunger and over one million of those meals were packed by HERE employees.

With a vision for a world without hunger and the global network to achieve it, Rise Against Hunger has been an outstanding partner for HERE's global Give Back program. With this dedication from HERE employees and Rise Against Hunger's champions around the world, we look forward to bringing an end to worldwide hunger.

Number of employees:

**2,316**

Number of cities:

**12**

Number of meals:

**522,072**





## Corporate and employee contributions

HERE understands that we have a responsibility to give back to society. HERE has sought to use the collective power of our people and our technology in order to make a measurable impact. HERE encourages contributions to organizations that provide services to those who need it most: people who struggle with homelessness and food insecurity; those displaced by natural disasters; as well as underserved communities and underrepresented populations.

### Corporate gifts

The 2019-2020 Australian bushfire season saw unprecedented damage and devastation to the entire country of Australia with losses of tens of millions of acres and 3,500 homes destroyed. In response, HERE donated \$22,362 AUD to the Australian Red Cross in January 2020, and matched employee contributions to support evacuation centers helping people find safety and to stay in touch.



Employee donations:

**€34.5K**

Corporate match:

**€29K**

### **2018 giving summary (October-December)**

In 2018, **126 HERE employees** donated more than **€34,500** to **144 different causes**. The HERE Corporate match of eligible donations totaled over **€29,000**.

Employee donations:

**€55.2K**

Corporate match:

**€46.6K**

### **2019 giving summary (January-December)**

In 2019, **244 HERE employees** donated over a total of **€55,200** to **156 different causes**. The HERE Corporate match of eligible donations totaled over **€46,600**.

Employee donations:

**€15.1K**

Corporate match:

**€14.7K**

### **2020 giving summary (January-July)**

In 2020, due to the impact of COVID-19, HERE focused on making our intellectual capital available to our communities, and suspended our use of a corporate giving platform and our corporate matching program. From January to July, **201 HERE employees** donated over a total of **€15,100** to **55 different causes**. The HERE Corporate match of eligible donations totaled over **€14,700**. We look forward to reinstating a corporate giving platform and corporate matching program as we look to a post-pandemic future.





# Volunteering

As a global technology leader, HERE is committed to positively impacting society. Helping local communities by sharing employee time and expertise is at the heart of the HERE Give Back program. HERE employees around the world impact their communities through volunteer events, fundraising campaigns, in-kind donations and gift drives.

HERE employees spend thousands of hours volunteering and, in the midst of the global pandemic, found ways to creatively address the needs of local and global communities and to continue to #GiveBack in our new normal.

During the COVID-19 pandemic, HERE volunteer efforts pivoted to virtual initiatives in order to continue safely. The large, in-person volunteer events of 2019 were replaced with virtual 5Ks, webinars, remote workshops and initiatives to help those in need, both on the frontline of the pandemic, and those whose basic needs continue to require support.

In Leon, Mexico, employees organized a virtual discussion on environmental conservation for Earth Day 2020. In Greece, HERE employees collected food and dental health supplies for a local children's charity.

Led by the HERE India People Engagement (HIPE) team, 750 HERE Mumbai employees joined the Behind the Mask virtual Give Back campaign. During this two-week event, employees shared stories, videos, podcasts, and pictures of hope, courage, and acts of kindness to stay connected and inspire each other during a challenging time. With a trending hashtag #BehindTheMask reaching social media audiences, the campaign reached 3,000 employees and impacted over 15,000 people.

HERE volunteers give back to their communities by sharing their time and technological expertise, with a strong focus on supporting purposeful local initiatives. 2020 looked different than other years but HERE employees continued to dedicate their time to drive positive change around the world.





# Inclusion, diversity and belonging

As a global employer, we are committed to creating inclusive and diverse work environments - at HERE and externally. This commitment transcends our programs and permeates our culture and our employees' drive for social responsibility.

We are committed to make HERE an open place for anyone and everyone; to attract and cultivate as much diversity of perspectives and experiences as possible; and to equality across the spectrum of differences. We will advocate for all and champion underrepresented voices.





# I Belong HERE

HERE is for everybody. HERE is a place where all employees can be their authentic selves. We strive to build a culture that embraces inclusion, diversity, and belonging. We believe it is essential to celebrate diverse perspectives, backgrounds and experiences and harness them to drive progress through innovation. At HERE, we want everyone to feel they belong and are part of our company, our mission and each other.

## **“I belong HERE” means...**

- **You can Be True to who you are at work**
- **You can freely speak up and share your point-of-view**
- **Your opinions and perspectives matter**
- **Your ideas and contributions are recognized**
- **You feel included and cared about**



HERE's Employee Resource Groups (ERGs) enable communities and their allies to connect, be inspired and to grow. These employees share a common interest and take part in activities that support HERE values, culture, and business goals.



### **Women's Initiative Network**

The Women's Initiative Network (WIN) was formed in 2016 in the Chicago office to promote gender equality and support the career development of our female and non-binary employees. WIN quickly expanded to other offices globally and paved the way for other ERGs.

### **Unity & Power**

Unity & Power supports Black and African culture, communities, and talent. Members connect HERE solutions to the Black community, increasing representation at every level of the organization. The group also gives back to Black communities and promotes careers in technology with the support of local organizations.

In 2020, HERE Unity & Power was proud to participate in the Chicago Museum of Science and Industry's Black Creativity Career Showcase.

### **HERE Pride**

HERE Pride provides a forum for LGBTQ+ employees, offering professional development opportunities, championing issues and exploring new business ideas. As well, through partnerships with LGBTQ+ and ally communities, HERE Pride supports local charities and organizations.

### **Vamos**

Vamos is dedicated to the representation and advancement of people with LatinX and Hispanic heritage. The group promotes inclusion by giving back to local communities and supporting LatinX and Hispanic team members. Vamos connects HERE solutions to LatinX and Hispanic markets with the support of partners and allies.





HERE is committed to equality and opportunity for all. The championing of underrepresented voices, ERGs and their members, is instrumental in fostering an inclusive culture at HERE and helping to positively impact local communities.

The spirit of 'I belong HERE' was further amplified this year as all our ERGs came together to show what it means to be an ally throughout the year.

Recognizing their connections, our ERGs supported one another during International Women's Day through awareness and highlighting women in all communities; through Pride Week with our first-ever intersectional panel; and through our Hispanic Heritage month activities with Afro-LatinX discussions. Connection and belonging were ever-present for our employees.



An aerial, top-down view of a dense urban cityscape. The buildings are a mix of modern glass skyscrapers and older, more traditional structures. A prominent feature is a large, semi-transparent white rectangular box in the lower half of the image, which contains the main text. The city streets are visible, along with some green spaces and a curved road or bridge structure in the lower center. The lighting suggests a bright, sunny day.

# Our progress

Innovation thrives in a diverse workforce. When measuring the impact of inclusion, diversity and belonging (IDB) programs, actions speak louder than words. For change to happen across the technology industry, it must start with the businesses themselves. HERE works to educate our people and increase representation of diversity at all levels of our organization.

We are sharing our progress in making our teams representative of all cultures, genders and races. 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.



Over the last three years, we have made significant progress in increasing representation from underrepresented groups. Almost a quarter of our senior leadership roles are held by women. We have seen an improvement in our gender balance of 23% overall and 36% at senior levels in the last three years.

While we measure our progress internally, we also share our work with external organizations, such as the Great Place to Work Institute, which honored HERE as a Top 10 Best Workplace for Women in India in recognition of our efforts.

And in our work toward equality, the HRC Foundation has validated our efforts through a 100% score for the Corporate Equality Index—2020 Best Places to Work for LGBTQ Equality in the US and Mexico.

Our employee engagement survey shows a positive sentiment on inclusion, diversity and belonging at HERE - increasing from 80% to 86% in the last three years. We are committed to continuing to make progress when it comes to creating a workplace where everybody is represented and can be their authentic selves.

## Our Data

<b>Number of employees<sup>1</sup></b>	8,262
<b>Regional breakdown of employees (percent of employees)<sup>2</sup></b>	
Americas	23%
Asia Pacific	55%
Europe, Middle East, Africa	22%
<b>Employee Engagement<sup>3</sup> (percent)</b>	77%
<b>Global gender diversity (percent female)</b>	
Board of directors	0%
Company officers, executives, and senior management	23%
Managers and supervisors	21%
All employees	34%
<b>U.S. ethnic diversity (percent of employees)</b>	
White	66%
All nonwhite	34%
Black/African American	3%
Hispanic/LatinX	4%
Asian	26%
<b>Training budgeted per employee globally, approximate (U.S. \$)</b>	\$613

<sup>1</sup> Represents employee count as of October 31, 2020

<sup>2</sup> Represents a 12-month average (November 2019–October 2020)

<sup>3</sup> Represents our Engagement Index favorability from 2020 employee survey



# Want to know more?

Find out more about how HERE solutions can create a sustainable world.

Contact us

**HERE**, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes - from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, please visit [www.here.com](http://www.here.com) and [360.here.com](http://360.here.com).

