

HERE Technologies and the platform economy

Location World, Sep 2019

Abhijit Sengupta, Director, Product Portfolio Operations, SEA



Partnerships in the platform economy

**We now live in
a platform economy**

What does it mean?



Production



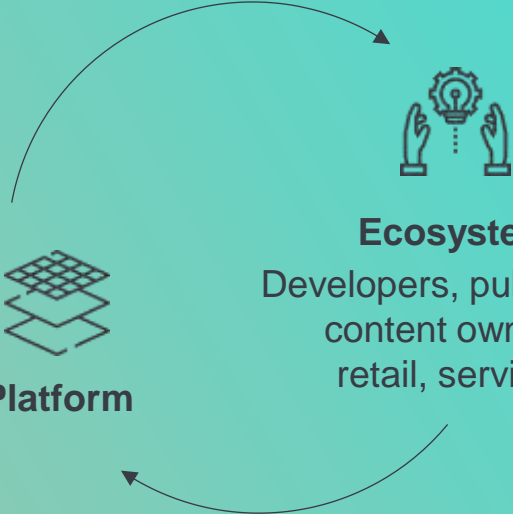
Distribution



Marketing



Consumer



Platform

Ecosystem

Developers, publishers,
content owners,
retail, services

Traditional value chain business models
Value creation is linear and one-way

Platform-driven business models
Value creation is two-way and continuous



Asia Pacific

Forces shaping the platform economy



Connecting the unconnected:

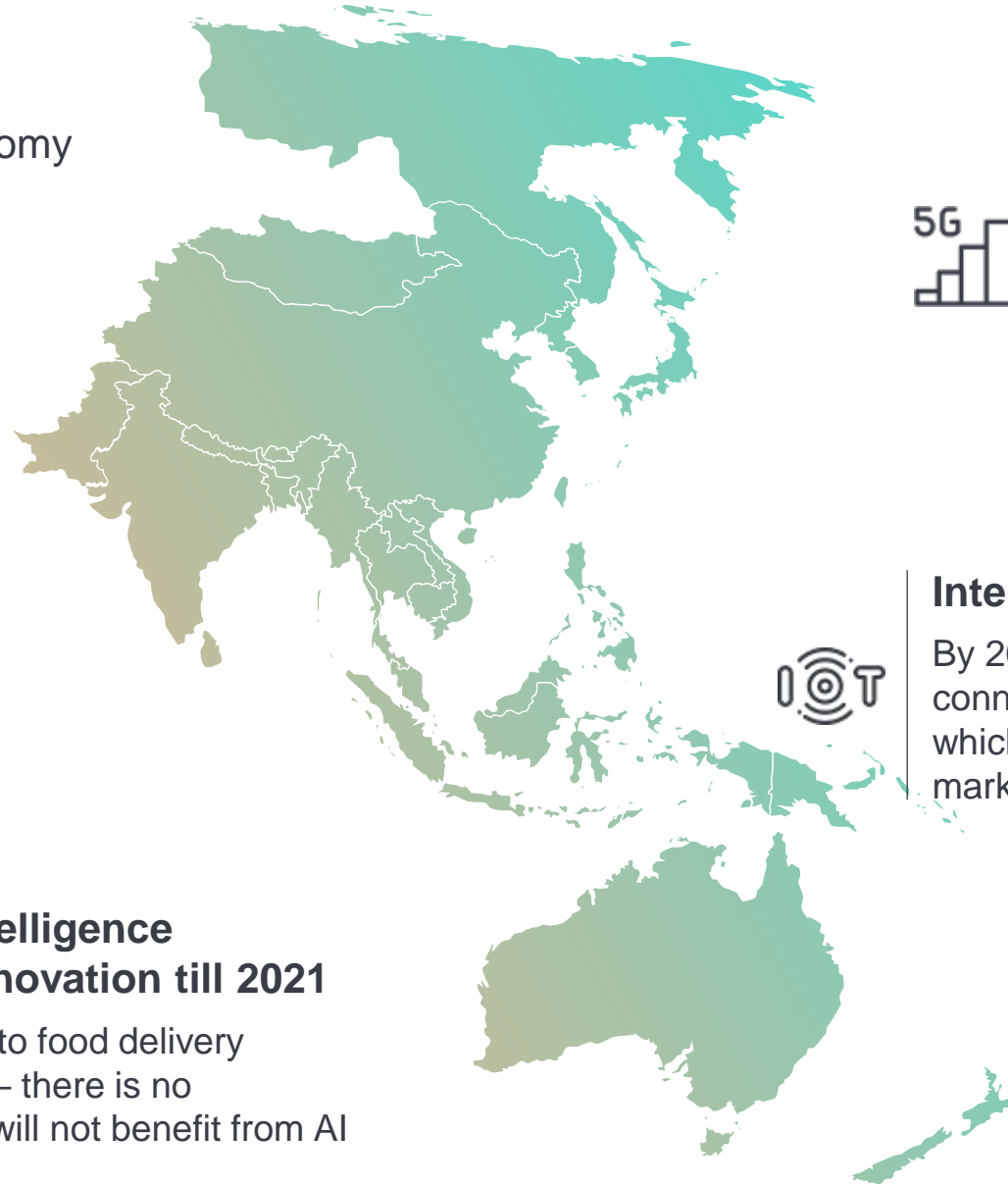
63% mobile internet penetration by 2025

2B internet users in 2018:
93% internet penetration in Japan



Artificial Intelligence doubling innovation till 2021

From banking to food delivery to ride hailing – there is no business that will not benefit from AI



The story of 5G:

APAC is poised to be the world's largest 5G region by 2025: 675M 5g connections








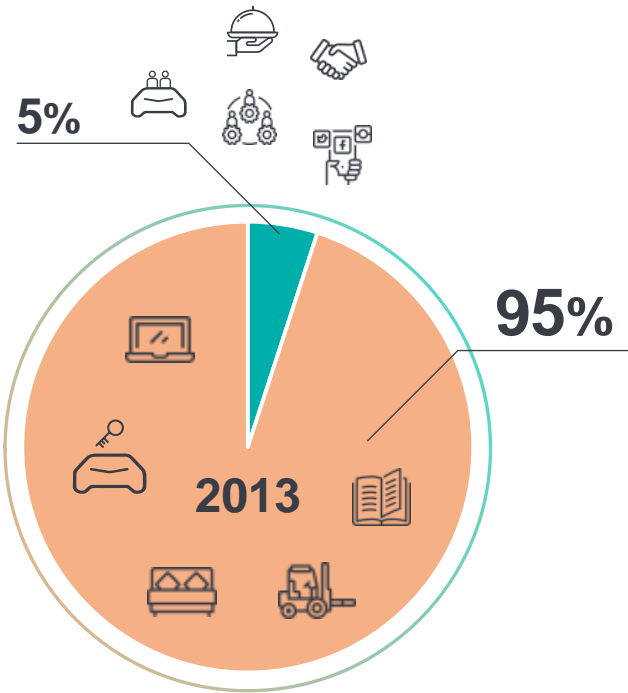
Internet of Things (IoT)

By 2020, there will be 8.6B connected things in Asia Pacific, which presents a US\$ 583B market opportunity

Sharing economy sector and traditional rental sector projected revenue opportunity

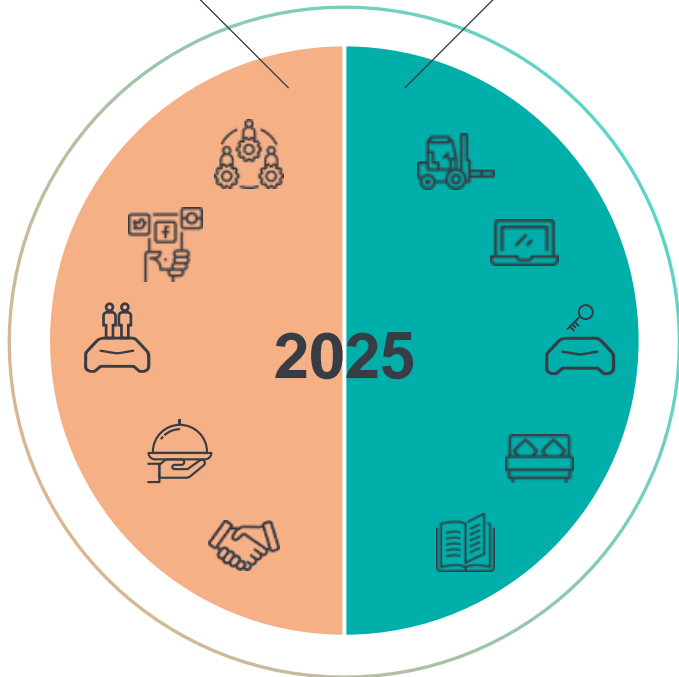
Sharing economy sector

-  On-demand staffing
-  Media streaming
-  Shared mobility
-  Hospitality
-  P2P & crowd-based financing








Revenue for all ten sectors:
US\$ 255B
 Revenue for five sharing economy sectors:
US\$ 15B

50% 50%



Revenue for all ten sectors:
US\$ 670B
 Revenue for five sharing economy sectors:
US\$ 335B

Traditional industry sector

- Equipment rental 
- Online media 
- Car rental 
- Hotels & accommodation 
- Book rental 



Megatrends rebooting the APAC Mobility Market

Car sharing, ride hailing, robo taxis

Steady shift away from private transportation



- Congestion – driving is not always of pleasure
- Loss of interest among young people in owning cars
- Continued urbanization in cities in favor of public transportation

Tourism boom in APAC:



- Many APAC cities are in the list of top tourism cities
- Tourists accustomed to ride-hailing services
- Global events like 2020 Olympics to drive technology

Rise of Unicorns



- Multiple unicorns in the region driving mobility use cases
- They are supporting Transport and logistics, delivery
- Key to last mile, middle mile mobility

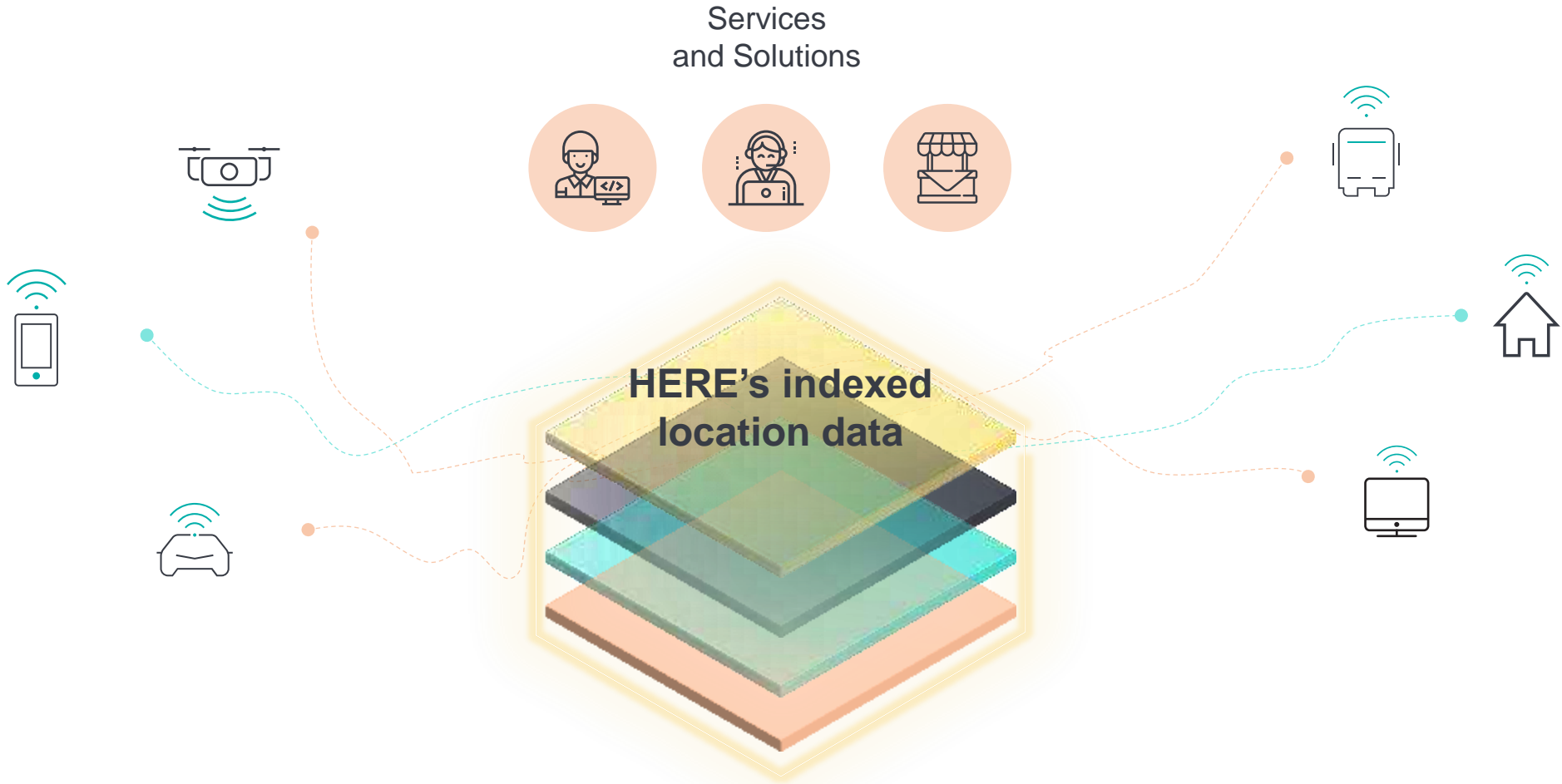


Demographic and economic shifts = New partnership models

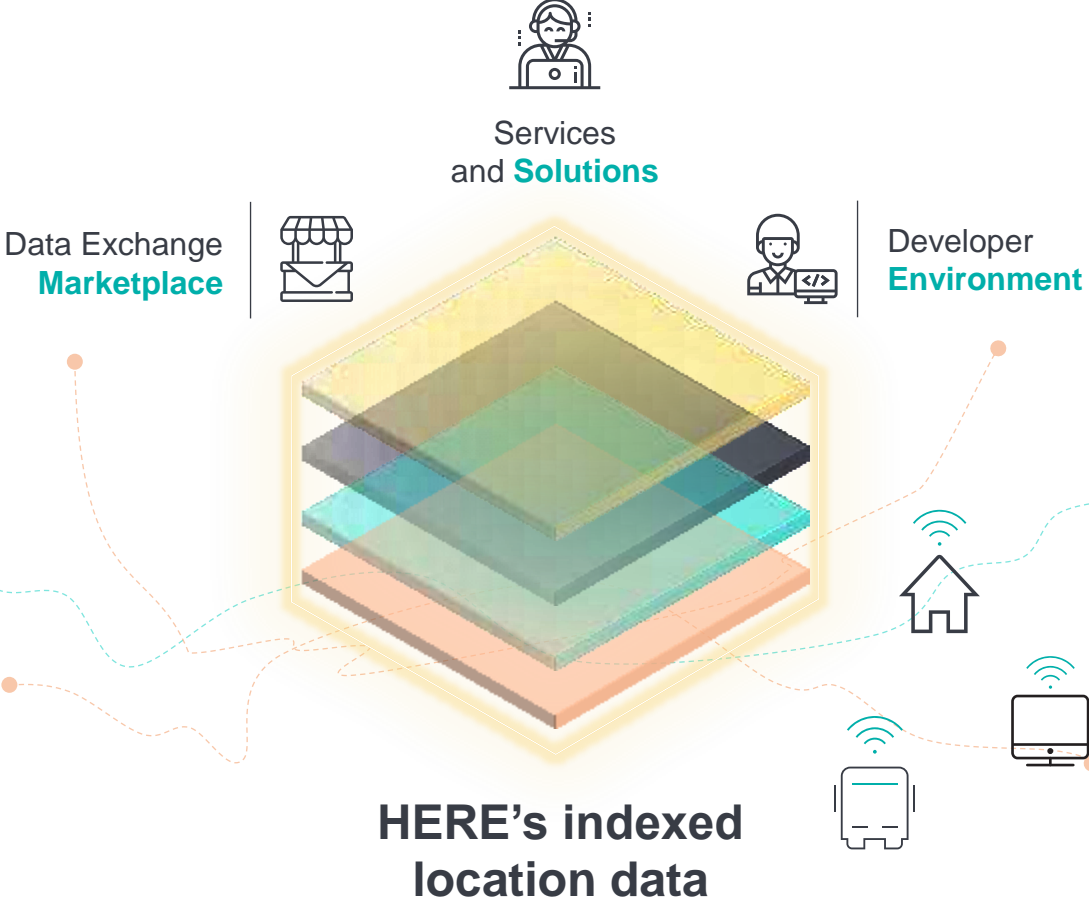
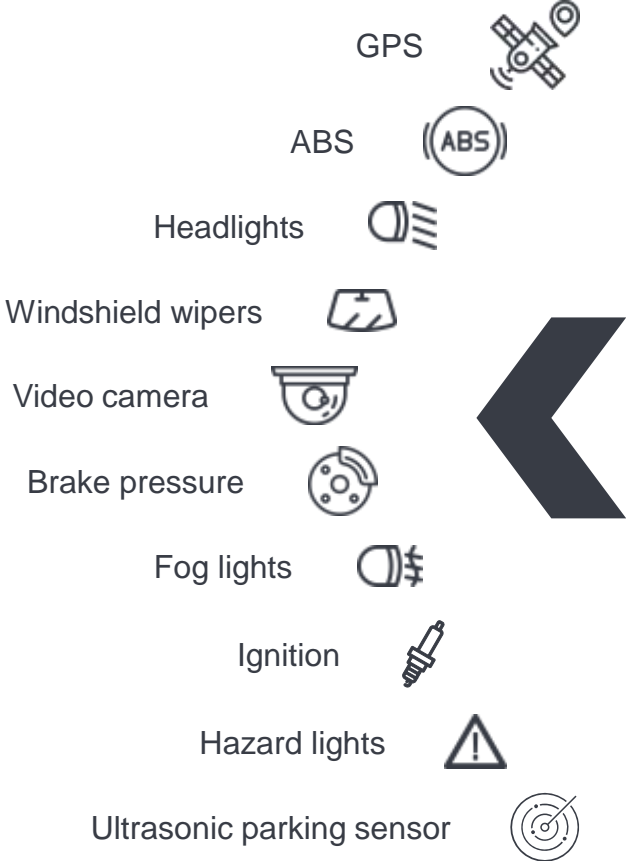
1 Technologically superior global players to work in the existing market

2 Forming local ventures and alliances

HERE's Open Location Platform

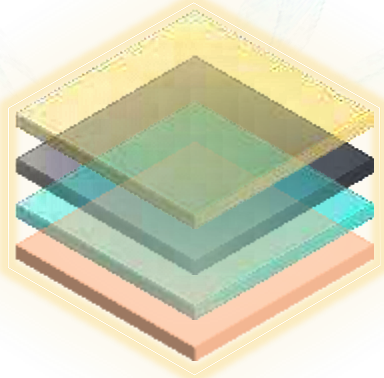
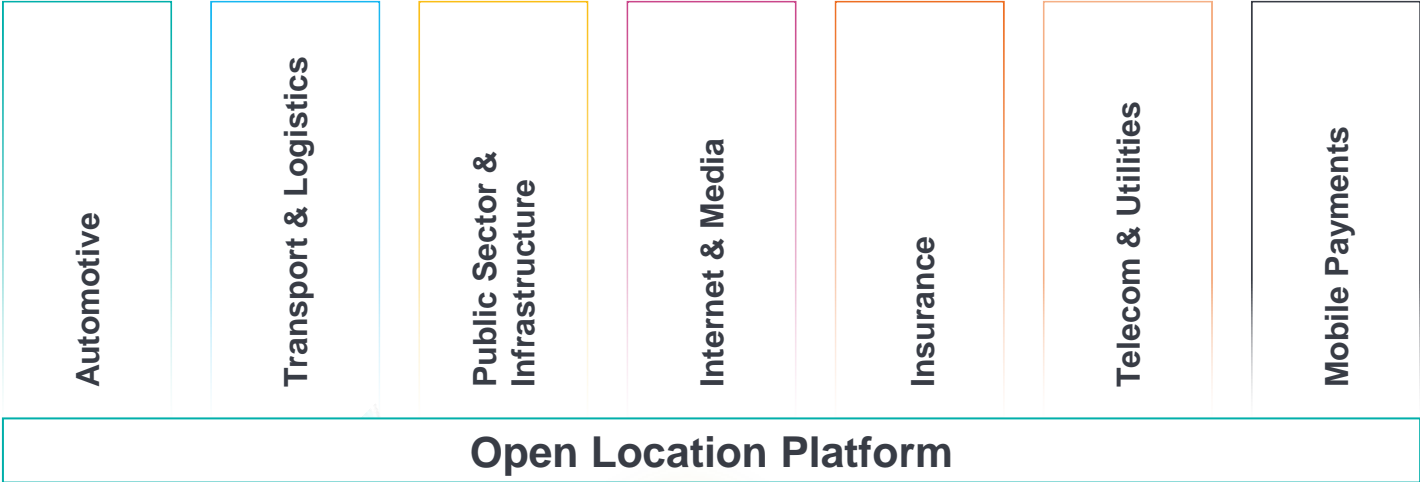


Achieving scale with our partners

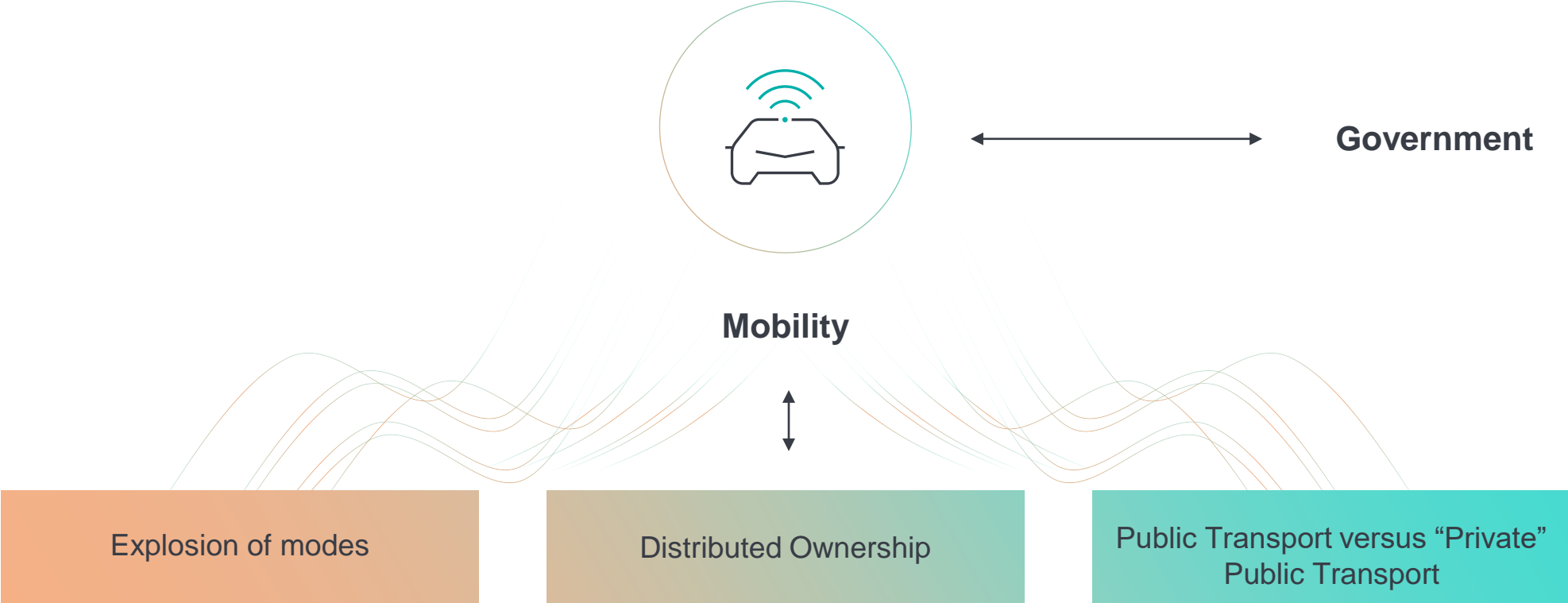


HERE Open Location Platform:

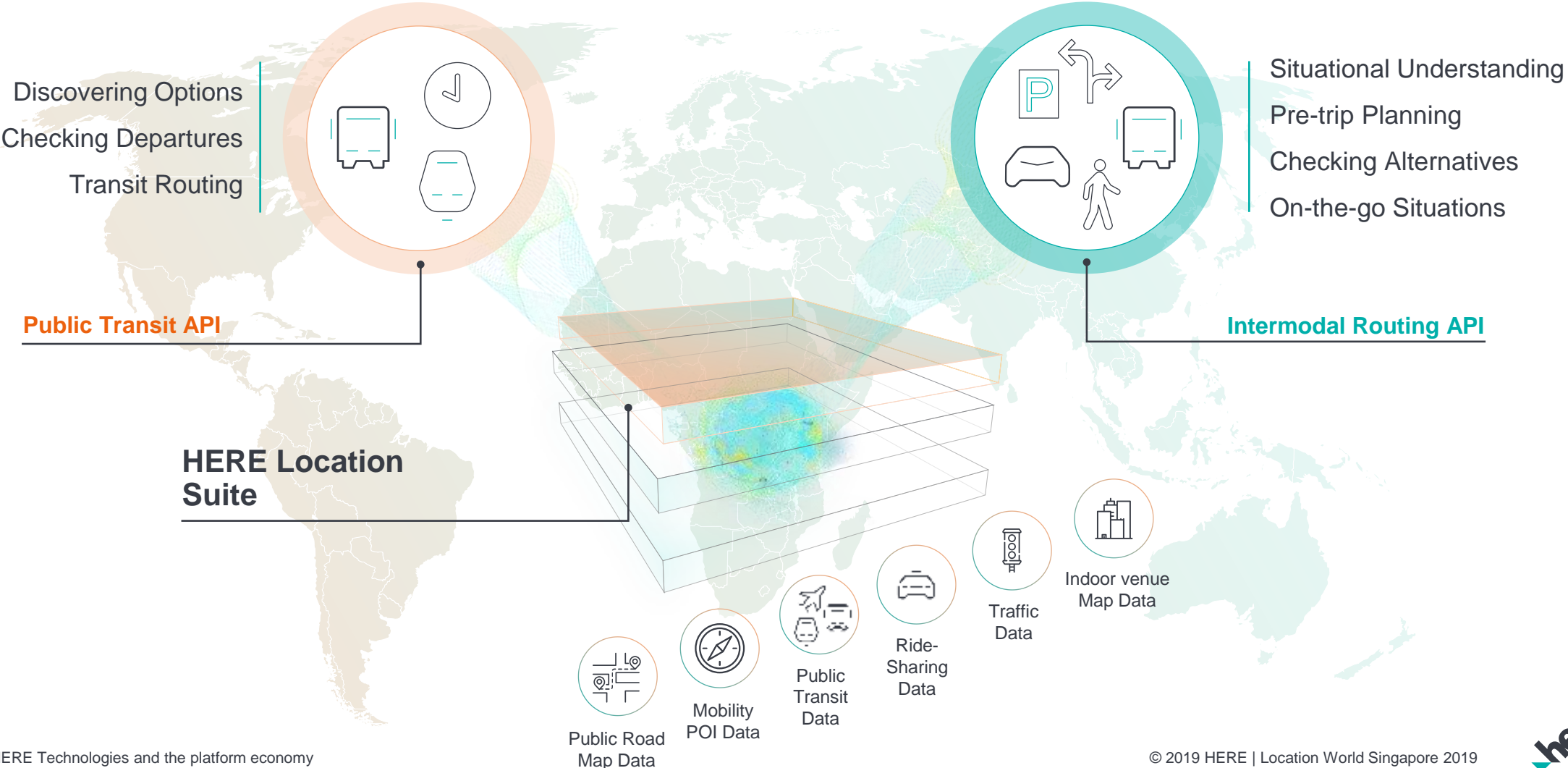
The “go-to” destination for location services in a variety of industries



Deeper dive into the current



HERE Transit Suite as the enabler for providing visibility to citizens



HERE Partner Program supports both Strategic & Solution Partners



Ecosystem scale and trust is the foundation

Global Open Platform
(Examples from the last 12
months)

Pioneer



BOSCH

accenture



amazon

SK telecom

Baidu 百度



FUJITSU

Virgin hyperloop one

NAVINFO 四维图新



Tencent 腾讯

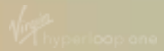
vodafone



Continental



Pioneer



Tencent 腾讯



Ecosystem scale and trust is the foundation

Global Open Platform
(Examples from the last 12
months)

Thank you