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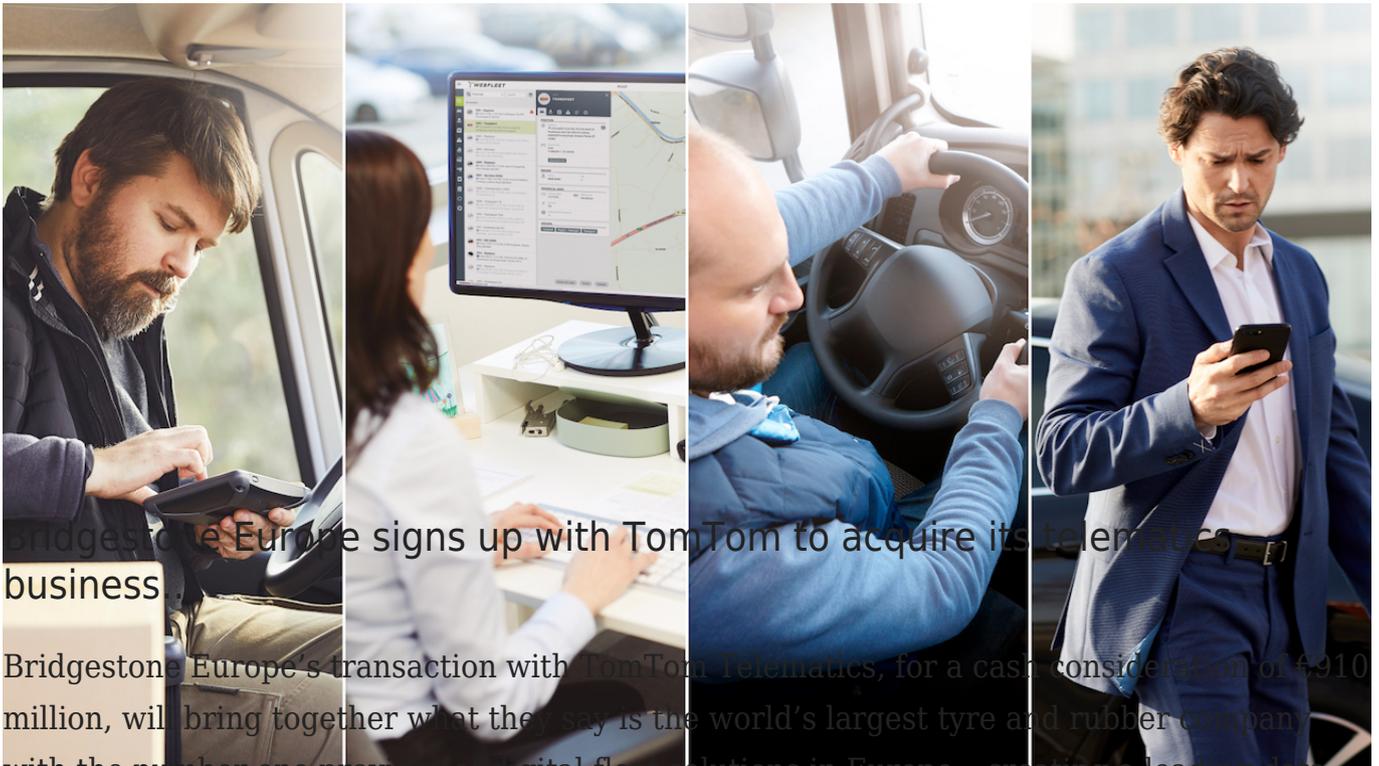
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Bridgestone Europe to acquire TomTom Telematics

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Bridgestone Europe signs up with TomTom to acquire its telematics business

Bridgestone Europe's transaction with TomTom Telematics, for a cash consideration of €910 million, will bring together what they say is the world's largest tyre and rubber company with the number one provider of digital fleet solutions in Europe - creating a leading data platform for connected vehicles.

The automotive industry is rapidly heading towards a connected, autonomous, shared and electric (CASE) future. Bridgestone EMEA says that it is meeting these opportunities by rapidly transforming from a tyre producer into a mobility solutions leader. This acquisition underlines this statement.

Over the last few years, Bridgestone has invested heavily in capabilities in data collection from sensors, data platforms and analytics, while also pioneering a range of digital solutions and applications.



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Benefits...

Bridgestone says that benefits of the acquisition include the ability to cross-sell tyres and solutions and well-positions Bridgestone EMEA to accelerate its data-driven business, expand its fleet customer base and seize fast growing, profitable opportunities in the



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automotive mobility industry.



BRIDGESTONE AGREES TO ACQUIRE TOMTOM TELEMATICS



Creating A Fleet Solutions Powerhouse

Two strong and innovative businesses in fleet and mobility solutions

ABOUT BRIDGESTONE EUROPE NV

A subsidiary of the **world's largest** tyre and rubber company

No. 1 supplier with Audi, BMW, Aston Martin, SEAT and Scania

Strong global brands including



2,600+ points of sale



R&D technology and innovation centre

€790 million invested annually

18,300+ skilled employees



ABOUT TOMTOM TELEMATICS

#1 in European fleet solutions & **#3** globally



Strong fleet solution brands including



50,000 customers across Europe

Significant revenue growth year-on-year

670 skilled employees



TOMTOM TELEMATICS IS THE LEADING DATA PLATFORM FOR CONNECTED VEHICLES

860,000 installed user base



800m+ GPS positions per day



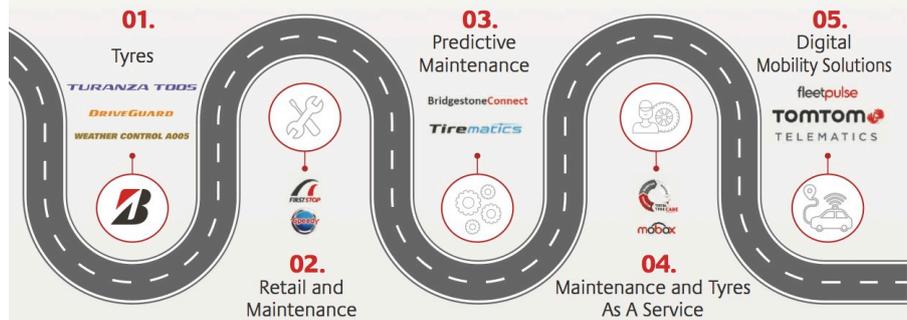
3.3m trips per day



200m inbound messages per day



A MAJOR MILESTONE IN BRIDGESTONE'S TRANSFORMATION IN EMEA



UNLOCKING NEW OPPORTUNITIES



Expand our fleet customer base



Cross-sell tyres and solutions



Accelerate new data-driven business models



Enhance virtual tyre development and testing in R&D



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