



March 5, 2014

## TomTom integrates indoor mapping with Micello partnership

**Geneva, 5 March 2014** – TomTom (TOM2) has today announced a strategic partnership with worldwide indoor mapping leader, Micello Inc., extending its range of mapping products to include indoor venues.

Integrating Micello's maps and venue content gives TomTom's business customers access to accurate pedestrian friendly indoor maps with points of interest data in venues worldwide.

*"The indoor mapping functionality means that step-by-step guidance can be integrated into daily life for a wide variety of venues, including shopping malls, airports and retail stores," said Charles Cautley, Managing Director TomTom Maps. "By partnering with Micello our customers can now develop smarter apps and locations-based services helping users navigate with ease in and out of the car."*

*"We're excited to be partnering with TomTom, the global leader in navigation," added Ankit Agarwal, CEO of Micello. "Our agreement means that TomTom's business customers can use our indoor venue maps and incorporate the content into their automotive, online, or mobile solutions."*

**-ENDS-**

For more information, visit [www.tomtom.com](http://www.tomtom.com) and [www.micello.com](http://www.micello.com)

### Notes to Editors:

#### About TomTom

TomTom (TOM2) empowers movement. Every day millions of people around the world depend on TomTom to make smarter decisions. We design and develop innovative products that make it easy for people to keep moving towards their goals. Best known for being a global leader in navigation and mapping products, TomTom also creates GPS Sport Watches, as well as state-of-the-art fleet management solutions and industry leading location based products.

Our business consists of four customer facing business units: Consumer, Automotive, Licensing and Business Solutions.

Founded in 1991 and headquartered in Amsterdam, we have 3,600 employees worldwide and sell our products in over 35 countries.

#### Contact

**For Investors/Analysts:** Bisera Grubescic, +31 20 75 75194, [ir@tomtom.com](mailto:ir@tomtom.com)

**For Media:** Cem Cohen, +31 6 11 598532, [Cem.Cohen@tomtom.com](mailto:Cem.Cohen@tomtom.com)

#### About Micello

Founded in 2007, Micello is the leading provider of indoor venue maps and navigation data, with over 20,000 venues in 50 countries. Micello maps are available in a variety of formats and are a key enabler for indoor location services. The company, with over 50 employees worldwide, is headquartered in Sunnyvale, CA and has operating offices in Tokyo, Japan and Ahmedabad, India.

#### Contact

Anil Agarwal  
Co-founder and Head of Operations  
+1 408-739-2738  
[anil@micello.com](mailto:anil@micello.com)