

TomTom and Pitney Bowes expand partnership to serve growing market for location-based intelligence and data solutions



Amsterdam and Stamford, December 8 2016 – TomTom ([TOM2](#)) and Pitney Bowes ([NYSE:PBI](#)) today announce an expansion of their partnership. TomTom's global location content is assisting Pitney Bowes to strengthen its position as the preferred single-source provider of enterprise-grade location intelligence solutions worldwide.

This announcement bolsters the long-standing partnership between TomTom and Pitney Bowes, and demonstrates both companies' commitment to serving the Enterprise GIS market.

"When we think about location intelligence, we are guided by a powerful motto: 'Locate success'," states Bob Guidotti, Pitney Bowes' President of Software Solutions. "Our clients trust our software solutions and data to help them make informed business decisions, take advantage of new location-based marketing opportunities and identify and manage previously unseen risks."

Pitney Bowes' sophisticated Location Intelligence Suite of software solutions from Pitney Bowes is enhanced with the accuracy and freshness of TomTom's international map content and diverse layers of location-based data.

Businesses across all industries are looking to extract valuable insights from data to deliver a clear view of customers, including where they are and what they want, no matter where they are located. The mapping and location technologies from Pitney Bowes enable businesses to better communicate with their customers, create more targeted promotions and pursue new cross-selling opportunities.

"Being selected by Pitney Bowes reaffirms that TomTom is the industry standard for global maps and location data used in enterprise-grade GIS applications," says Anders Truelsen, Managing Director of TomTom's Licensing Business Unit.

TomTom is extremely proud to partner with Pitney Bowes and support them as they harness the full potential of our mapping services and data: including road networks, address points, postal codes, administrative boundaries and, with this latest agreement, additional data-driven insights from TomTom's best-in-class Traffic services."

TomTom data accuracy is critical to the performance of the location intelligence solutions of Pitney Bowes, particularly for industries such as Telecommunications looking to optimize mobile network performance; Insurance for precisely locating assets to

ify potential risks; and State and Local Government to efficiently allocate and manage government assets and services.

g beyond these core offerings, Pitney Bowes is rolling out a suite of new vertical solutions addressing common business
enges including fraud management, compliance and customer communication. With this accelerated partnership, TomTom
Pitney Bowes will jointly collaborate to redefine GIS products and location intelligence services worldwide.

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