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TomTom strategically positioned to lead LBS growth in Latin America

MundoGEO#Connect LatinAmerica, São Paulo, Brazil, May 29, 2012 – TomTom today announces an expanded partnership with Digibase to increase its footprint and business operations in Latin America. The partnership represents the joining of Digibase's local market expertise in Brazil and TomTom's global presence and world class map. With a growing demand for location information in the Latin America region, TomTom and Digibase are poised to meet the needs of a wide range of location based services.

As a local reseller, Digibase will license TomTom maps and enhanced content for the Latin America region. TomTom provides navigable coverage for 1.6 million kilometres of roads throughout the region, as well as approximately one million Points of Interest (POIs). TomTom is focused on achieving the highest quality map product as part of its on-going commitment to expanding in key growth markets like Latin America.

"Because the need for location information is exploding in Latin America, it is an increasingly important region for TomTom," said Charles Cautley, Managing Director of TomTom Licensing. "This partnership combines TomTom's accurate and rich maps with Digibase's local presence."

TomTom's high quality map and enhanced content equips customers with the content needed to enable location-based services, including navigation and geocoding. To learn more about TomTom products and the collaboration with Digibase, visit booth #10 at MundoGEO#Connect LatinAmerica.