



# ANNUAL REPORT 2014



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## ICONS by category

### DRIVE

-  CAR
-  MOTORCYCLE
-  CAMPER & CARAVAN
-  TRUCK

### SPORT

-  RUNNING
-  CYCLING
-  SWIMMING
-  GOLF

### PRODUCT-RELATED

-  CONNECTED CAR
-  DIGITAL MAP
-  MULTINET-R
-  REAL-TIME TRAFFIC INFORMATION
-  NAVKIT NAVIGATION ENGINE
-  NAVCLOUD
-  CLOUD-BASED PRODUCTS
-  WEBFLEET
-  TELEMATICS APP CENTER
-  FLEET

### FINANCE & STRATEGY

-  ACCOUNTING POLICIES
-  SIGNIFICANT ESTIMATES
-  OUTLOOK
-  STRATEGY

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## FORWARD-LOOKING STATEMENTS/IMPORTANT NOTICE

This document contains certain forward-looking statements with respect to the financial condition, results of operations and business of TomTom NV (the company) and certain of the plans and objectives of TomTom and its subsidiaries (together with the company referred to as 'the group') with respect to these items. In particular the words 'expect', 'anticipate', 'estimate', 'may', 'should', 'would', 'believe' and similar expressions are intended to identify forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. Actual results may differ materially from those expressed in these forward-looking statements, and you should not place undue reliance on them. We have based these forward-looking statements on our current expectations and projections about future events, including numerous assumptions regarding our present and future business strategies, operations and the environment in which we will operate in the future. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied by these forward-looking statements. These factors include, but are not limited to, levels of customer spending in major economies, changes in consumer tastes and preferences, changes in law, the performance of the financial markets, the levels of marketing and promotional expenditures by the group and its competitors, raw materials and employee costs, changes in exchange and interest rates (in particular changes in the USD and GBP versus the euro can materially affect results), changes in tax rates, future business combinations, acquisitions or disposals, the rate of technological changes, political and military developments in countries where the company operates and the risk of a downturn in the market.

Statements regarding market share, including the company's competitive position, contained in this document are based on outside sources such as specialised research institutes, industry and dealer panels in combination with management estimates. Where full year information regarding 2014 is not yet available to the company, these statements may also be based on estimates and projections prepared by outside sources or management. Market shares are based on sales in units unless otherwise stated. The forward-looking statements contained refer only to the date in which they are made, and we do not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this annual report.

## TomTom Management Board



### **HAROLD GODDIJN** (54) / Chief Executive Officer

<b>Nationality</b>	Dutch
<b>Year of first appointment</b>	2001
<b>Current term of office</b>	2013 – 2017

**Education and former positions** Harold studied Economics at the University of Amsterdam, and started his career with a venture capital firm. In 1989, Harold founded Psion Netherlands BV, as a joint venture with Psion PLC, and in 1991 co-founded TomTom with Peter-Frans Pauwels and Pieter Geelen. In 1998, he was appointed Managing Director of Psion Computers and served on the Board of Psion PLC from 1998 to 1999.



### **MARINA WYATT** (51) / Chief Financial Officer

<b>Nationality</b>	British
<b>Year of first appointment</b>	2005
<b>Current term of office</b>	2013 – 2017
<b>Current other positions</b>	Non-Executive Director of Shanks Group PLC, Supervisory Board member of Lucas Bols NV

**Education and former positions** Marina is a Cambridge University graduate, a Chartered Accountant and a Fellow of the Institute of Chartered Accountants in England and Wales. Having spent nine years with Arthur Andersen in the UK and US, Marina joined Psion PLC as Group Controller in 1994 and became Chief Financial Officer in 1996. She was also a Non-Executive Director of Symbian and of the publishing company Blackwell's. From 2002 to 2005 Marina served as Chief Financial Officer of Colt Telecom PLC.



### **ALAIN DE TAEVE** (57) / Member of the Management Board

<b>Nationality</b>	Belgian
<b>Year of first appointment</b>	2008
<b>Current term of office</b>	2012 – 2016
<b>Current other positions</b>	Non-Executive Director of Cyient Ltd

**Education and former positions** Alain graduated as engineer-architect from the University of Ghent. He founded Informatics & Management Consultants (I&M) where, next to IT consultancy, he continued his research work on digital map databases and routing. In 1989 I&M was integrated into the Dutch Tele Atlas group. As of 1990 Alain headed Tele Atlas, which was acquired by TomTom in 2008.