



# 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 Supervisory Board



### **PETER WAKKIE** (66) / Chairman

**Nationality**

Dutch

**Date of first appointment**

28 April 2009

**Current term of office**

2013 – 2017

**Former positions**

Member of the Executive Board of Koninklijke Ahold NV

**Current positions**

Founding partner of Spinath + Wakkie BV, Chairman of the Supervisory Board of Wolters Kluwer NV and Vice-Chairman of the Supervisory Board of ABN AMRO Group NV, ABN AMRO Bank NV and Supervisory Board Member of BCD Holdings NV

**Committees**

Remuneration Committee, Selection and Appointment Committee (Chairman)



### **DOUG DUNN** (70) / Deputy Chairman

**Nationality**

British

**Date of first appointment**

13 May 2005

**Current term of office**

2011 – 2015

**Former positions**

Chief Executive Officer and President of ASML Holding NV

**Current positions**

Non-Executive Director of Soitec SA and Global Foundries and Vice-Chairman of the Supervisory Board of BE Semiconductor Industries NV  
Audit Committee

**Committees**



### **GUY DEMUYNCK** (63)

**Nationality**

Belgian

**Date of first appointment**

13 May 2005

**Current term of office**

2012 – 2016

**Former positions**

Member of the Board of Directors of Koninklijke KPN NV, Chief Executive Officer of Kroymans Corporation BV, member of the Supervisory Board of Apollo Vredestein BV and Chief Executive Director of Liquavista BV

**Current positions**

Non-Executive Director of Belgacom NV and Wizz Air Holdings PLC, member of the Supervisory Board of Teleplan International NV and Divitel Holding BV and Chairman of the Supervisory Board of Aito BV

**Committees**

Remuneration Committee (Chairman), Selection and Appointment Committee



### **BEN VAN DER VEER** (63)

**Nationality**

Dutch

**Date of first appointment**

1 October 2008

**Current term of office**

2012 – 2016

**Former positions**

Member and Chairman of the Board of Management of KPMG NV

**Current positions**

Non-Executive Director of Reed Elsevier Group PLC, Reed Elsevier PLC and Reed Elsevier NV and member of the Supervisory Board of AEGON NV, Koninklijke Friesland Campina NV and Royal Imtech NV, and Amsterdam Museum

**Committees**

Audit Committee (Chairman)



### **TOINE VAN LAACK** (51)

**Nationality**

Dutch

**Date of first appointment**

23 April 2013

**Current term of office**

2013 – 2017

**Former positions**

Member of the Board of Management Ernst & Young Netherlands and Belgium

**Current positions**

CEO of Janivo Holding BV and member of the Supervisory Board of Nidera Capital BV and Hespri Holding BV

**Committees**

Audit Committee



### **JACQUELINE TAMMENOMS BAKKER** (61)

**Nationality**

Dutch

**Date of first appointment**

1 May 2014

**Current term of office**

2014 – 2018

**Former positions**

Director General at the Dutch Ministry of Transport, responsible for Civil Aviation and Freight Transport and Chairman of the High Level Group for the future of aviation regulation in Europe

**Current positions**

Non-executive Director of Tesco PLC (UK) and independent board member of CNH Industrial NV, Chairman of the Van Leer Group Foundation (NL) and Vice-Chair of the advisory board of the Rotterdam School of Management, Erasmus University (NL)

**Committees**

Remuneration Committee, Selection and Appointment Committee



### **ANITA ELBERSE** (42)

**Nationality**

American

**Date of first appointment**

1 May 2014

**Current term of office**

2014 – 2018

**Former positions**

Visiting Fellow and Lecturer at The Wharton School University of Pennsylvania (2001-2003)

**Current positions**

Lincoln Filene Professor of Business Administration at Harvard Business School

**Committees**

Audit Committee