



Press Release Michael Bauer International GmbH

Michael Bauer International GmbH and HERE Technologies Extend Strategic Partnership Through 2030

Continuing 15 Years of Successful Collaboration to Shape the Future of Location Intelligence

Karlsruhe, July 14, 2025: Michael Bauer International GmbH (MBI), a leading provider of geospatial and market data, is proud to announce the extension of its strategic partnership with HERE Technologies through the year 2030. This marks a continued commitment to a collaboration that has flourished over the past 15 years and now sets the stage for an even stronger and more innovative future.

Since the beginning of the partnership, MBI has played a key role in supporting HERE's global partner network, with a strong focus on the European channel and a growing international footprint. In 2020, MBI was named one of the first authorized global distributors of HERE products, delivering expert guidance and solution-oriented support around HERE's advanced location services and rich map data.

Serving partners across industries such as logistics, insurance, and retail, MBI complements its established data business with the distribution of HERE's geospatial technologies – creating a powerful synergy between location intelligence and commercial insight.

The value and impact of this collaboration were underscored in 2023 when MBI was honored with the prestigious title of **HERE Global Distributor of the Year**, recognizing its outstanding performance in supporting and expanding the HERE partner ecosystem.

Jan Willem Baalbergen, Director Partnership EMEAR at HERE Technologies, comments: "Our renewed five-year partnership with Michael Bauer International GmbH reflects a shared commitment to excellence, innovation, and long-term success. As a trusted strategic distributor through 2030 and beyond, MBI continues to play a vital role in the HERE partner ecosystem, driving growth and delivering value across our global distribution network."

MBI is excited to continue building on this success and to deepen its contribution to the HERE network in the years ahead. Ray Roberts-York, Managing Director at MBI, emphasized the strategic importance of the renewed partnership: "This renewed distributor agreement reflects our strong commitment to HERE and all the partners we support. We are here to make sure

every partner, whether they build solutions or bring them to market, has the data, tools, and support to succeed. This partnership is built on trust, and we are proud to keep growing it.”

As MBI and HERE move forward together, the collaboration promises to deliver even greater value to clients, driving digital transformation and smarter decision-making powered by location intelligence. With a shared vision for the future and a proven track record of success, both companies are committed to further expanding their business together. By combining HERE's cutting-edge technologies with MBI's deep expertise in data and partner enablement, the partnership is well-positioned to grow its global reach and provide innovative solutions that address the evolving needs of customers across industries.

About Michael Bauer International GmbH

Being a specialist for small-scale data for Geomarketing, Michael Bauer International has grown to one of the largest global data providers for over 15 years. MBI unites passion and scientific know-how to provide globally consistent and comparable geographic, market and risk data.

Today MBI is not only recognized as a key data source but is also the preferred data provider for the largest leading GIS software and technology companies globally. For a vast variety of companies, MBI's data is the foundation for location-based questions related to company locations as well as branch and distribution networks. MBI mobile data offers valuable insights into the global consumer behavior and their customer journey. Companies from all industries are supplied with up-to-date data for market analyses and visualization by MBI, to take informed and data-based decisions.

For more information, please visit www.mbi-geodata.com.

About HERE Technologies

HERE has been a pioneer in mapping and location technology for 40 years. Today, HERE's location platform is recognized as the most complete in the industry, powering location-based products, services and custom maps for organizations and enterprises across the globe. From autonomous driving and seamless logistics to new mobility experiences, HERE allows its partners and customers to innovate while retaining control over their data and safeguarding privacy.

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