

Michael Bauer International GmbH (MBI) appointed as one of the first HERE Distributors

April 1, 2020:

Karlsruhe - HERE Technologies, a global leader in mapping and location platform services, has signed a distributorship agreement with MBI, one of the largest international data providers with its headquarters in Karlsruhe, Germany. This extends the long-running partnership over the last 10 years between the companies with MBI as one of the fastest growing HERE partners.

HERE technology complements the MBI product portfolio with globally consistent and comparable geodata for business-critical geospatial analysis. HERE partners can now take advantage of data and support from MBI, including mapping components from HERE Technologies.

With this distributorship, HERE and MBI are looking forward to building offerings that will address the needs for the HERE partners and their customers. By combining both companies' technologies and capabilities they will provide a large variety of data and services that allow partners to accelerate their business and generate new opportunities to stay ahead in this competitive market.

"MBI has been a very important partner for HERE and we are delighted to be expanding our collaboration," says Dieter Lange, Head of Partner Organization, Enterprise Sales EMEAR, HERE. „MBI's data portfolio and in-depth expert knowledge will give HERE partners even more possibilities to enrich their analyses, as well as develop new solutions. HERE and MBI will combine our collective resources to support partners and build the future.“

Ray Roberts-York, Managing Director of MBI says: "Today, we are very enthusiastic to join forces and we will work closely with HERE to provide its location technology to partners and customers worldwide. Our number one priority is giving our partners access to the highest data quality to support their work. The new agreement with our long-term partner HERE Technologies fulfills this aim.“

About HERE:

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location they empower their customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including their new generation of cloud-based location platform services, visit www.here.com

About Michael Bauer International GmbH:**MBI geographic data – globally consistent and comparable**

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

Both Michael Bauer Research GmbH and Michael Bauer Micromarketing GmbH are part of the Michael Bauer Group.

Michael Bauer International Press and Public Relations:

Nadja Schwannauer

Greschbachstr. 12

76229 Karlsruhe

+49 721-46470342

nadja.schwannauer@mbi-geodata.com

www.mbi-geodata.com