



TomTom and Vodafone Italy bring real-time services and traffic to Italy

Berlin, 3 September 2009 – TomTom and Vodafone Italy have announced an exclusive agreement to bring TomTom HD Traffic™ and TomTom's LIVE Services to Italy. HD Traffic is TomTom's real-time traffic service that gives the most accurate and up-to-date traffic information in the world. HD Traffic is part of TomTom's LIVE Services that deliver essential information services to motorists helping them save time, money and fuel. The services are expected to be available in Italy from mid 2010.

TomTom LIVE Services deliver information to motorists 'over the air'. In addition to HD Traffic, TomTom LIVE services include*:

- **TomTom Safety Alerts** including real-time safety camera reporting and sharing, meaning users can keep each other informed about mobile safety cameras.
- **TomTom Fuel Prices**: up-to-date fuel price information guides users to the cheapest fuel stations along routes or in their area.
- Online **Local Search with Google**: turning search results into a destination at the press of a button, giving users access to millions of locations and delivering search results that are always up to date.
- **TomTom Weather** gives local daily and five-day forecasts.

HD Traffic

In order to be able to provide such accurate real-time information on all Italy's major and secondary roads, TomTom's patented HD Traffic technology uses, above all, traffic data generated by the movement patterns of mobile phones inside vehicles collected anonymously from the Vodafone Italy network. This is then combined with anonymous data from TomTom devices as well as other traditional sources of traffic information to provide the world's most advanced traffic information service:

TomTom HD Traffic. The traffic information is relayed in real time and securely to TomTom devices thanks to Vodafone Italy's patented Machine to Machine (M2M) solutions and includes a SIM card with a GPRS connection that have been built into the navigation device. HD Traffic is already available in the Netherlands, the UK, Germany, Switzerland and France. It will be available in Belgium and Portugal later this year.

Ferruccio Borsani, head of Vodafone Italia's Business Division: "As a leading telecommunications provider, we are always looking at new ways of using mobile technology to offer customers useful innovations that meet their everyday and working needs. Our partnership with TomTom is a perfect example of this. Thanks to this agreement we will be able to really help people better manage their time and their travel arrangements, easily and with the utmost reliability."

"HD Traffic and TomTom LIVE Services have been embraced by drivers because having access to the most relevant and accurate journey information puts them in control of their day," said Harold Goddijn, TomTom CEO. "We look forward to bringing TomTom LIVE Services to Italian drivers and help them to make intelligent decisions that save time and money."

The TomTom HD Traffic service offers customers the most accurate delay and arrival times available with measurements of the delays in minutes and kilometres. These will then be regularly updated every three minutes as traffic conditions change. In addition, thanks to the TomTom HD Traffic service's widespread coverage of the Italian road network, the best alternative route can always be calculated if needed.

*Specific services and timing have not yet been announced for Italy

About TomTom

TomTom NV is the world's leading provider of navigation solutions and digital maps. TomTom NV has over 3,300 employees working in four business units – TomTom, Tele Atlas, AUTO and WORK.

TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the

TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety.

Tele Atlas delivers the digital maps and dynamic content that power some of the world's most essential navigation and location-based services (LBS). Through a combination of its own products and partnerships, Tele Atlas offers digital map coverage of more than 200 countries and territories worldwide. The AUTO business unit develops and sells navigation systems and services to car manufacturers and OEMs. WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise.

TomTom NV was founded in 1991 in Amsterdam and has offices in Europe, North America, Middle East, Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to www.tomtom.com.

About Vodafone Italy

Vodafone Italia is part of the Vodafone Group, the world's leading international mobile communications group with approximately 315 million proportionate customers as at 30 June 2009. Vodafone Group currently has equity interests in 31 countries across five continents and around 40 partner networks worldwide. Vodafone Italia was Italy's first private mobile operator.

At 31 March 2009 Vodafone Italia had 29,420,000 mobile customers. The company operates 8 Call Centres around Italy and more than 7,000 retail outlets. Total revenue for the year ended 31 March 2009 was € 8,647 million.

In May 2008 Vodafone Italia launched its fixed-line and broadband services, consolidating its role as a total communications provider: one brand, a single integrated network, one commercial network and one customer service to meet all its customers' communications needs.

At June 2009 Vodafone Italia had 1,025,00 ADSL and 2,394,320 fixed-line customers, including the contribution from Tele 2, which Vodafone acquired in October 2007.

In 2004 Vodafone Italia rolled out its UMTS network, whilst 2006 saw the launch of mobile broadband (using HSDPA technology), which now covers more than 80% of the population. In March 2009 there were 9.8 million Vodafone Internet Keys and UMTS/HSDPA terminals registered on Vodafone's network.