

HERE Technologies Commits to Achieving Gender Parity by 2030

HERE Technologies Joins Paradigm for Parity® Movement to Address Gender Parity in Corporate Leadership Positions

CHICAGO – March 8th 2019 – Today HERE Technologies, in partnership with the Paradigm for Parity® coalition, announced its commitment to achieving gender parity throughout its corporate leadership structure by 2030.

“We are proud to partner with the Paradigm for Parity® movement and work towards fully addressing the gender imbalance prevalent in corporate leadership positions,” said Angel Mendez, Chief Operating Officer at HERE. “We are committed to catalyzing change through implementing the 5-Point Paradigm for Parity® Action Plan, which lays out proactive steps for companies to take in order to curb workplace inequality. We look forward to working with the coalition and the other companies that have joined the movement to accelerate the pace of achieving gender parity.”

HERE Technologies has committed to:

- Eliminating or minimizing unconscious bias in the workplace;
- Significantly increase the number of women in senior operating roles, with the near term goal of at least 30% representation in all leadership groups;
- Measuring targets and maintaining accountability by providing regular progress reports;
- Basing career progress on business results and performance, rather than physical presence in the office; and
- Providing sponsors, not just mentors, to women well positioned for long term success.

Click [here](#) to learn more about the Paradigm for Parity® coalition and become a part of the movement.

About HERE Technologies

HERE Technologies enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our 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 our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com.

About the Paradigm for Parity® Movement

The Paradigm for Parity® coalition is comprised of CEOs, senior executives, founders, board members and business academics who are committed to achieving a new norm in corporate leadership: one in which women and men have equal power, status, and opportunity.

The coalition created the Paradigm for Parity® 5-Point Action Plan for corporations to accelerate the pace of gender equity in senior executive roles. This unique agenda defines bold and specific actions that, taken together and simultaneously implemented as a package, will catalyze change and enable today's business executives to secure the best leaders of tomorrow. Visit www.paradigm4parity.com or follow us on Twitter using [@p4parity](https://twitter.com/p4parity) to learn more about this exciting initiative.