



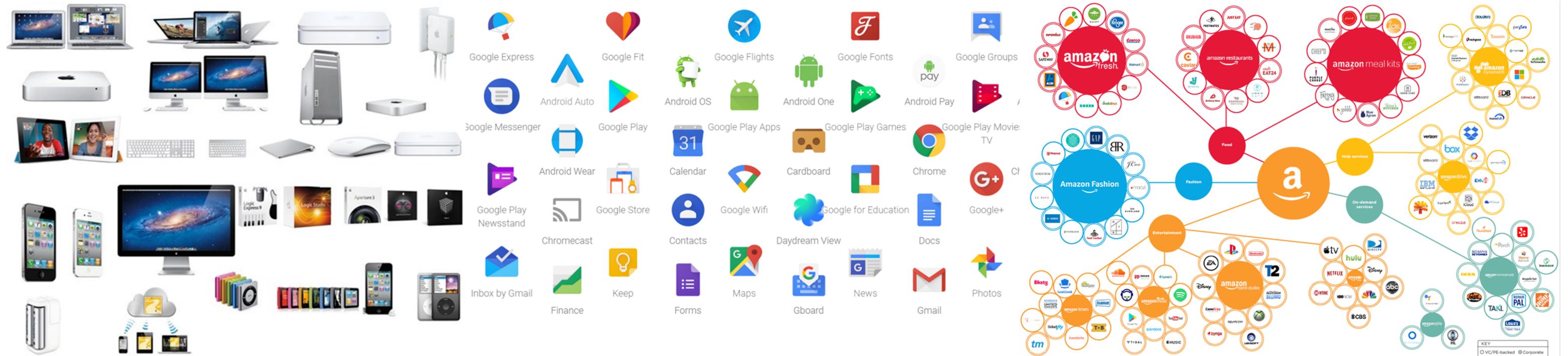
SDL

Monetizing the Connected Car

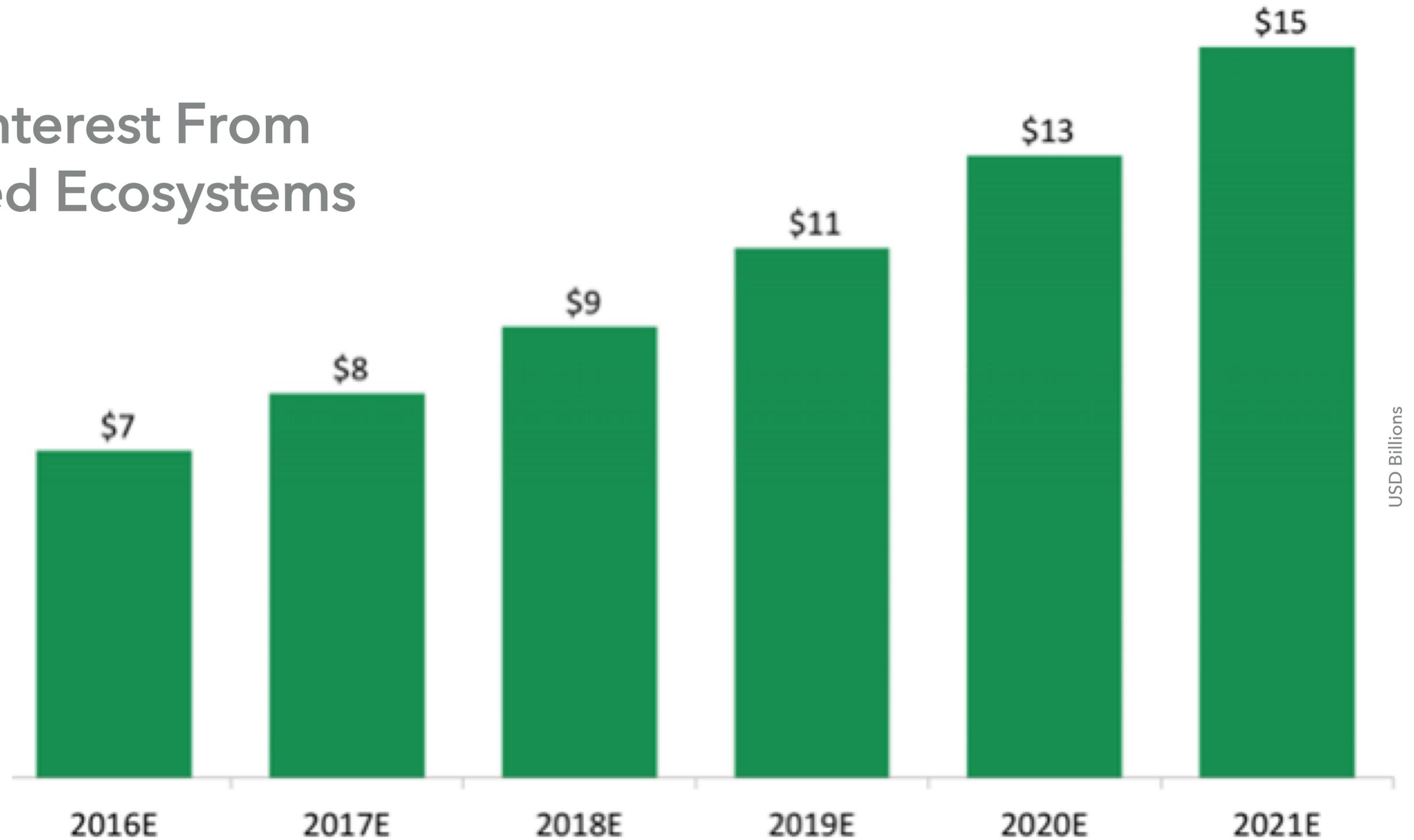
ECOSYSTEMS MUST EXPAND TO INCREASE REVENUE

The BrandZ Top 10 Most Valuable Global Brands 2017

Rank 2017	Brand	Category	Brand value 2017 (\$M)	Brand value change	Rank 2016
1	Google	Technology	245,581	+7%	1
2	Apple	Technology	234,671	+3%	2
3	Microsoft	Technology	143,222	+18%	3
4	Amazon	Retail	139,286	+41%	7



Peaking Interest From
Established Ecosystems

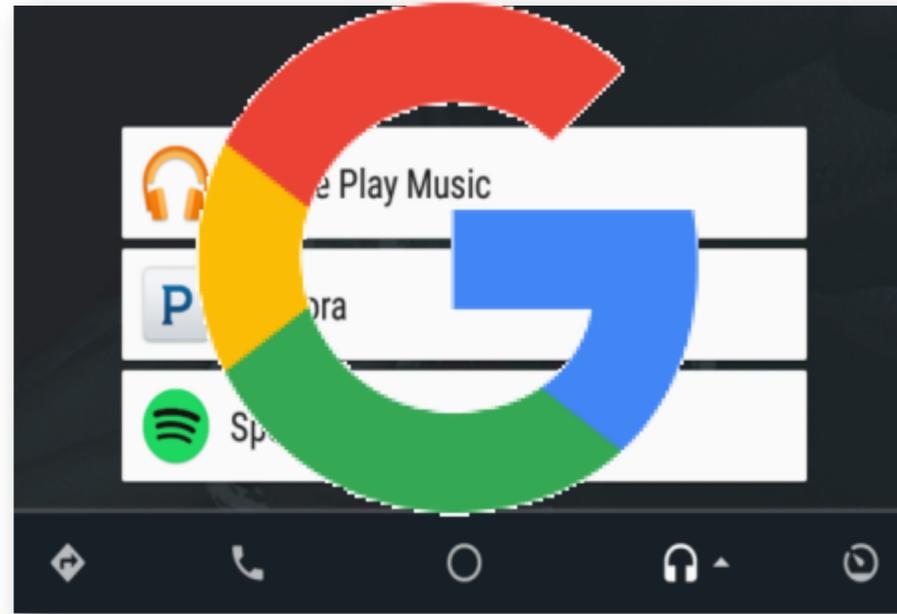


ESTABLISHED ECOSYSTEMS VIEW THE CAR AS SIMPLE NEXT STEP



Apple's ecosystem is the company's greatest innovation yet and one that many can't easily walk away from ...even if they wanted to.

Motley Fool



Google's Ambitions for Android in the Car Go FAR Beyond Android Auto

The Verge



Our mission is pretty clear, pretty simple: We're here to bring Alexa into as many automobiles as possible

Amazon

THEY DON'T ALWAYS PLAY WELL WITH OTHERS



Welcome HomePod.



All Users



Paid Subscribers Only

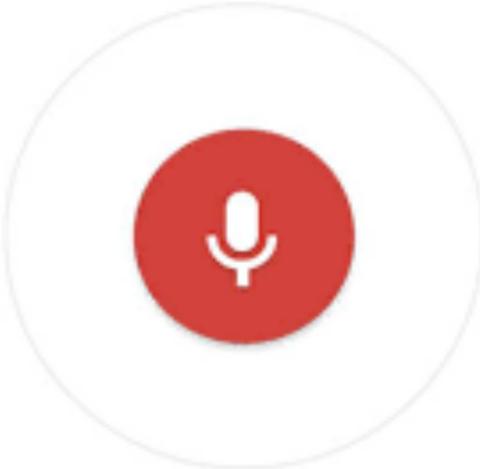


CarPlay Only
Allows Siri

Android Auto Only Allows
Google Now



OK GOOGLE





SMART PHONES, SMART CARS...DUMB PIPES





Embracing Developers

Empowering OEMs

SDL ENABLES MORE CHOICE & OPPORTUNITY

Available Via 3rd Party Ecosystems

- Streaming Content
- Mobile Navigation (proprietary solutions)
- Communication Services
- AM/FM via App
- Voice Control (proprietary solutions)
- Voice Assistant
- Hands Free Calling

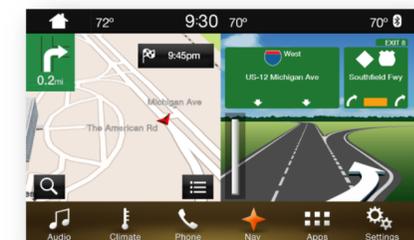
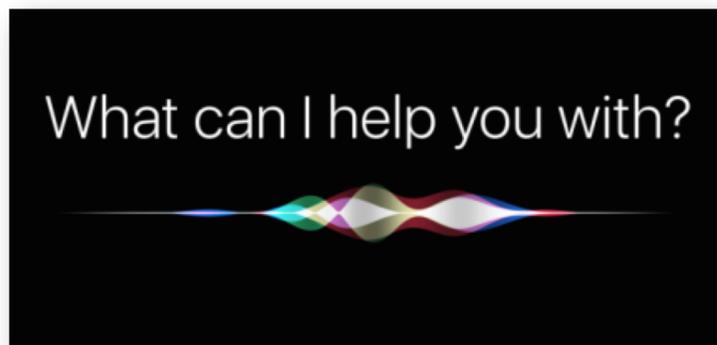
Available Via SDL Enabled Ecosystems

- Streaming Content
- Mobile Navigation
- Communication Services
- AM/FM Radio (tuner or app)
- Voice Control
- Voice Assistant
- Hands Free Calling
- Remote Vehicle Services
- Embedded Navigation
- Satellite Radio
- Payment Platform
- Owner App Feature Suite
- Vehicle Controls & Settings
- Enhanced App Features

CarPlay Only Allows Siri

Android Auto Only Allows Google Now

SDL Supports Any Voice Solution



Payments



Owner Apps

VEHICLE DATA ACCESS ENABLES ENHANCED FEATURES

Examples of Available Data

- Fuel Level
- VIN
- Tire Pressure
- Ignition Status
- Windshield Wiper Status
- Driver Braking
- Seat Belt Status
- Gear Position
- Accelerator Pedal Position

- GPS
- Speed
- Door Ajar
- External Temp

Send to Nav

Payment Platform

- ✓ Navigation
- ✓ UBI
- ✓ Weather
- ✓ Fleet Logistics
- ✓ Ride Sharing
- ✓ Parking
- ✓ Productivity
- ✓ Fuel

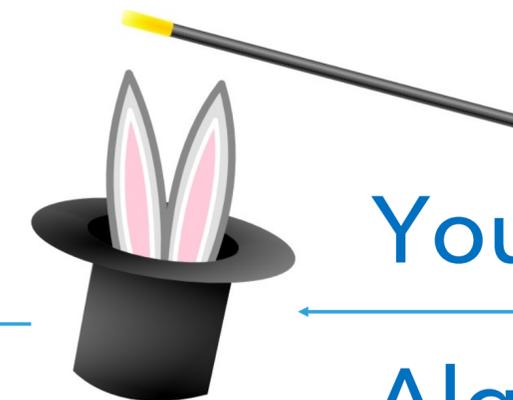
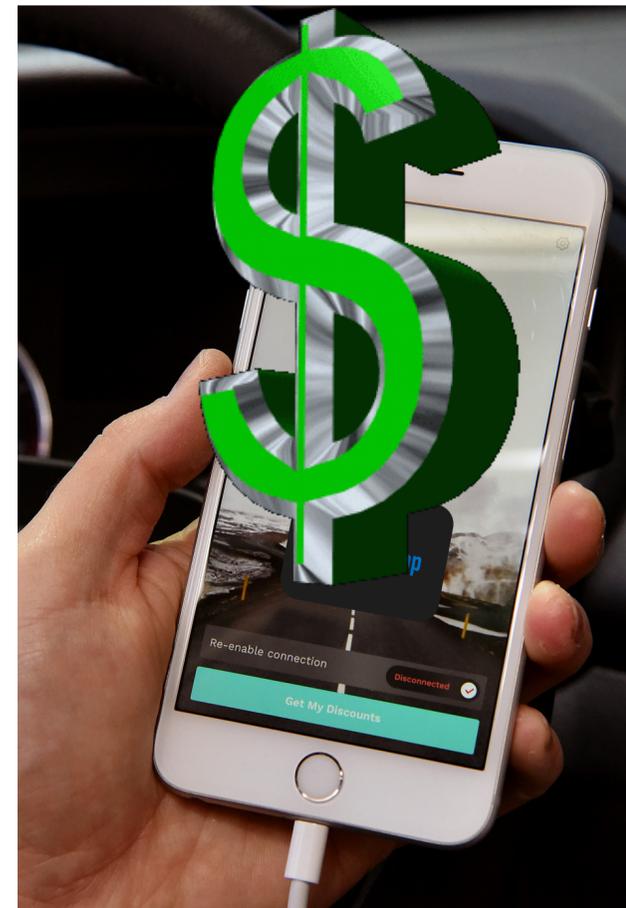
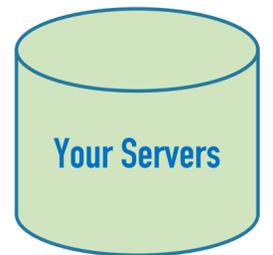
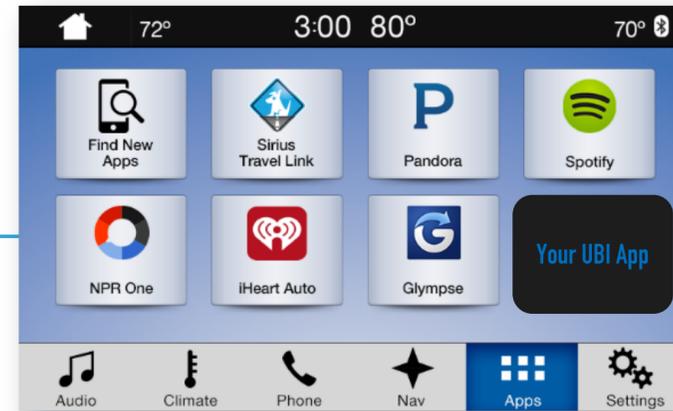


VEHICLE DATA ACCESS ENABLES ENHANCED FEATURES

Examples of Available Data

- Fuel Level
- VIN
- Tire Pressure
- Ignition Status
- Windshield Wiper Status
- Driver Braking
- Seat Belt Status
- Gear Position
- Accelerator Pedal Position
- GPS
- Speed
- Door Ajar
- External Temp

✓ UBI Example



Your
Algorithm

The BrandZ Top 10 Most Valuable Global Brands 2017

Rank 2017	Brand	Category	Brand value 2017 (\$M)	Brand value change	Rank 2016
1	Google	Technology	245,581	+7%	1
2	Apple	Technology	234,671	+3%	2
3	Microsoft	Technology	143,222	+18%	3
4	Amazon	Retail	139,286	+41%	7



- ✓ Mobility Services
- ✓ Connected Content
- ✓ Enhanced Features
- ✓ Monetization



Thank You!



sdil