2018 INVESTOR DAY
September 17-18  Hangzhou China
Amap - Fundamental Infrastructure of Mobile Internet
LIU Zhenfei, President of Amap
Amap Overview

Value Proposition

Business Strategy

More Than Just a Map

A Look Ahead
Amap: Full Speed Ahead

Key Metric Sharply Increased for Three Straight Years

Note:
(1) DAU Data from QuestMobile, Nov 2014 – Jul 2018
The Visible and Invisible Amap
Taobao: People and Products
Alipay: People and Capital
Amap: People and Locations
Location-based Big Data
POI collection in 300+ cities
Provide POI data for Apple Maps

Traffic Big Data
Cover all cities in Greater China, except Sansha, Taiwan and Macau
Over 90% accuracy in real-time traffic monitoring

User Big Data
Monthly active users (2)
400M+

Application Big Data
Provide location services to 300,000+ Apps, such as Taobao, Weibo and Toutiao

Notes:
(1) In terms of MAU and DAU from Nov 2017 to Jul 2018 according to QuestMobile.
(2) MAU Data from QuestMobile, July 2018
Amap Ecosystem: Setting the Benchmark for Five Key Metrics

- Partner with CNTA to cover most of 4A and 5A level scenic spots
- Cooperate with all mainstream OEMs
- Collaborate in 150+ cities
- Serve 300,000+ Apps
- 400M+ MAU

Notes:
(1) In terms of DAU from Nov 2017 to July 2018 according to QuestMobile.
(2) MAU Data from QuestMobile, Jul 2018.
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Our Value Proposition:
Location-based Services Infrastructure
Support Cainiao Smart Logistics

- Personalized logistics maps
- Positioning capability
- Smart route planning
- Professional cargo navigation
- Level 5 address database
- Freight-tracking service

Manual route planning:
- Rely on personal experience
- Prone to detours
- Long waits and high cost

Smart route planning:
- Rely on mobility data + AI
- The best route
- Save time and cost
- Avoid traffic jams in real time
The “Reunion System”
Finding Missing Children: Using Big Data to Locate Missing Children

Use geofencing technology to spread messages, expand the alert radius by 100 km per hour

Since its launch in May 2016, Reunion System has issued alerts on 3,413 missing children, 3,328 of whom were successfully located.
Heat Map of Traffic Data

Real-time monitoring of road conditions

Users on the Road

Traffic Control

Avoid traffic congestion

Route planning

Optimized route recommendations
Use data intelligence to alleviate traffic congestion
Collaborate with department of transportation
Achieve smart traffic management

Highways at peak hours during Chinese holidays

Amap launched smart traffic management function to alleviate traffic congestion during the May 1 holiday in 2018

Driving speed increased 28%
Commute time decreased 30%
Amap Overview
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**Business Strategy**
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A Look Ahead
Evolution of Three Transportation Elements

**User**
- **Demand Evolution**: From "how to get there" to "where to go"

**Vehicle**
- **Tool Evolution**: From "mobile tool" to "mobile living space"

**Road**
- **Space Evolution**: From "1D Info" to "3D Info"
Our Business Strategy:
One Data Platform, Two Ecosystems

Amap Mobile Ecosystem
- Data Composition
- Unified Engine + Data
- Traffic & Location Based Big Data
- 300,000+ Apps
- After-market Navigation Coverage 90%+
- Before-market Navigation Coverage 80%+
- 400M+ MAU

Amap Automobile Ecosystems
- Services
- Life-in-car Service Platform
- 20M+ Users
- 300,000+ Apps Universal Mobility Platform
- Data Drives Growth
- Growth Feeds Data
- Users

Note: (1) MAU Data from QuestMobile, Jul 2018
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More Than Just a Map
A Look Ahead
More Than Just a Map: 3D Information Services

3D Data Ecosystem

Locations ➔ Tourism
Traffic ➔ Weather
Mobility ➔ Environment

...... ➔ Lifestyle
More Than Just a Map:
360° Mobile Services
One-stop Mobile Service Platform
Smarter Decision

City Name Card

Expert Recommendations

List of Nearby Attractions
Personalized Service at Destination
End-to-End Smart Travel

Travel in China with One Map

Food, Accommodation, Traveling, Leisure, Shopping
An Open Platform for the Mobile Industry

150+ Traffic Control Bureaus

Information-sharing Partners

Mobile Partners

Auto Brand Partners
Future of Amap

- More intelligent software + hardware solutions
- More intelligent user experience
- More intelligent infrastructure for the future
Tmall Genie for Cars

Plug-and-play AI In-car Devices

- Plug-and-play
- Speech Interaction
- AE9 Engine
- Password-free Payment
- Xiaomi Music

- No Damage to Car
- Full Control
- Real-time Traffic Information
- Location-sharing Among Cars
- Turn Radio on/off Via Voice Commands

Complete Technical Solutions from Alibaba

- Application system
- Voice interaction
- Operating system

Alipay

Goudao

TomTom

TomTom

Xiami Music

Turn Radio on/off Via Voice Commands
You went on to say, "I am looking for someone to help with a business meeting tomorrow."

The text on the right reads: "小德 小德 小德 我想要找个司机帮我去机场 你能安排一下吗？明早8点的航班" (Xiao De, I want to find a driver to help me go to the airport. Can you arrange it? The morning flight is at 8 tomorrow.)
Focus on High-definition Map
Strategy of Smart Mobile Infrastructure Construction
Be the “Sensor” Connecting the Real World
Make the Real World Connected, Make a Better Mobility
THANK YOU