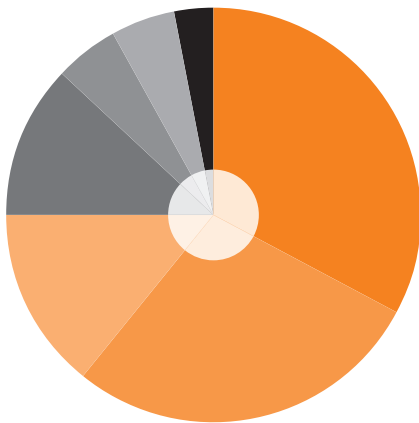


MONETIZING CAR DATA



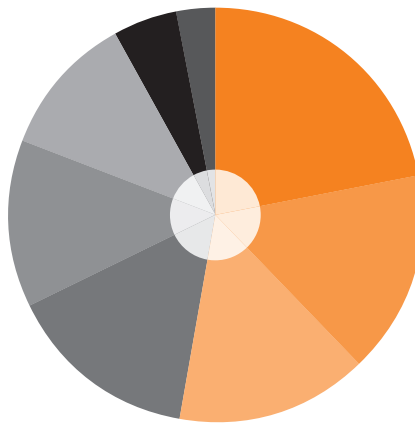
PARTICIPANT STRUCTURE

BY SECTOR



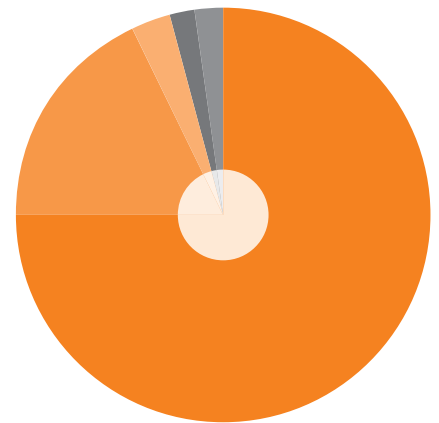
Automobile Manufacturer	33 %
Technology	28 %
Automotive Suppliers	14 %
Consultancies/Legal	12 %
Trade	5 %
Others	5 %
Financial Sector	3 %

BY FUNCTION



Research & Development	22 %
Managing Director	16 %
Business & Development	15 %
Project Management	15 %
Purchasing/Logistics	13 %
IT	11 %
Finance	5 %
Others	3 %

BY COUNTRY



Germany	75 %
Europe (without Germany)	18 %
USA	3 %
Israel	2 %
Japan	2 %