

Mobileye is driving the global evolution toward smarter, safer mobility by combining pioneering AI, extensive real-world experience and a practical vision for the advanced driving systems of today and the autonomous mobility of tomorrow.

+

THE BEGINNING

Founding & Early Leadership

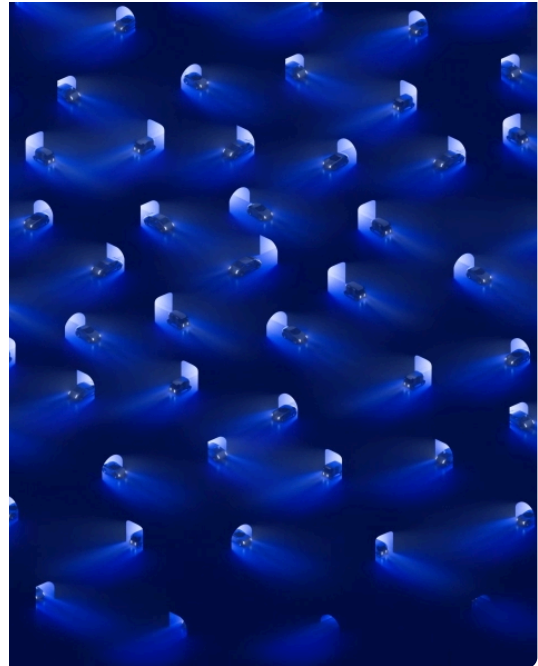
+

NEXT STEPS

The Birth of EyeQ™

FROM ADAS TO AV and Back

When the company was founded, the category of advanced driver assistance systems (ADAS) was in its infancy and the industry was dominated by the belief that expensive radar sensors were necessary in order to perform the necessary functions, or at the very least two cameras (stereo vision) that utilize traditional triangulation methods to calculate range and velocity. Based on his pioneering academic research, Shashua proved that critical safety functions such as Automatic Emergency Braking (AEB) and basically all perception tasks could be achieved using a single camera (mono vision). The ability to combine those revolutionary algorithms with a



Key milestones

Moments on Mobileye's road to the autonomous future

1999

Mobileye founded

2007

First EyeQ™ chip shipped

2012

1 Millionth EyeQ™ chip shipped

2014

Mobileye goes public on NYSE at \$5.3B Val



COLLABORATION

The Volkswagen Group
Award for Digitalization
2024



WORLD-CLASS

Frost & Sullivan Global Tech
Leadership Award in the
passenger vehicle ADAS
industry
2024



SUSTAINABILITY

LEED Platinum® rating, from
the U.S. Green Building
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AV LEADER

Rank first in Automated
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INNOVATION

PACE Award for Road
Experience Management
2020

From saving lives to transforming mobility

0:03 / 1:56

Making our vision a reality takes a values-driven team

Join us!



Save Lives

The value of life above all other considerations.



Evolution as Revolution

Creating the autonomous future, leap by leap.



Now. Next. Future.

Pioneering the future without losing sight of today and tomorrow.



Care

We enable accessible mobility. We protect the environment.



Geek Proud

Our technology & problem-solving tackles the toughest challenges facing the industry.



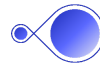
Live the Dream. Stay Humble.

We are coding a new reality. We are also understated, and work as a team.



Outside the Bounding Box

Solutions often seem unlikely or impossible. Until they aren't.



Never Too Small

Each person's individual contribution can make an outsized impact.

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Driven by Vision

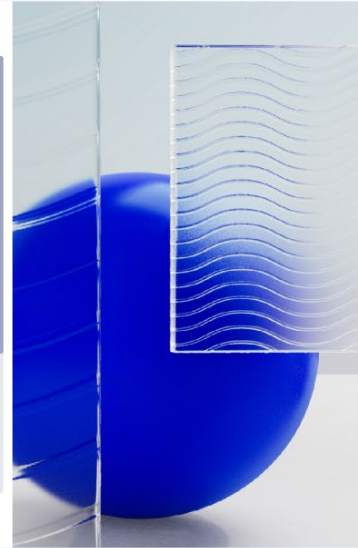
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THE BEGINNING

Founding & Early Leadership

Mobileye was founded in 1999, by Prof. Amnon Shashua, when he evolved his academic research at the Hebrew University of Jerusalem into a monocular vision system to detect vehicles using only a camera and software algorithms on a processor. The inception of the company followed Shashua's connections with the auto manufacturers through his previous startup Cognitens. Following a critical meeting with an Asian OEM, which secured funding for a concept demo, Shashua formed a team with two of his close friends, Ziv Aviram and Norio Ichihashi. Shashua and Aviram became a two-in-the-box in managing the new startup where Aviram was responsible for the operations, finance and investor relations and Shashua for the technology, R&D, and the strategic vision of the company. The two-in-the-box arrangement continued through taking the company public on the New York Stock Exchange in 2014, and until 2017, when Mobileye was acquired by Intel Corp. After the acquisition, Aviram retired and



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THE BIG LEAP

+ From ADAS to AV and Back

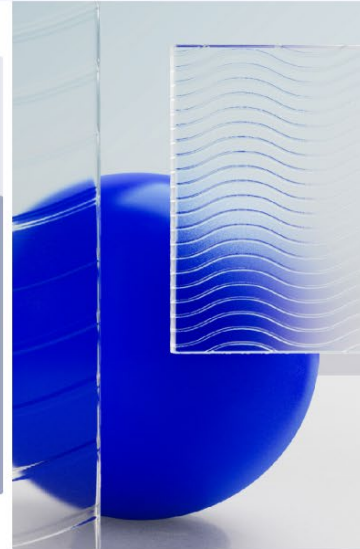


THE BEGINNING

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It was at that time when Dr. Gideon Stein, who had recently completed his doctoral studies at MIT under Shashua's co-supervision, was called to lead the R&D of Mobileye. In 2005, Dr. Gaby Hayon took over R&D, a position he held until 2025, while Stein served as Chief Scientist until 2019.



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The Birth of EyeQ™

In 2001, Mobileye's leadership realized that designing a full System-on-Chip dedicated to the massive computational loads of the computer vision stack was the way to realize the company's full potential. At that time, most companies focused on hardware or software and did not design both simultaneously and in concert. This was considered a rather radical and even risky decision, but Mobileye's leadership felt it was critical in order to achieve their ambitious goals. To tackle this challenge, Elchanan Rushinek joined the executive team to form and lead Mobileye's SoC design team. The first SoC, EyeQ1 running on 180 nanometer process, was sampled in 2004. Today, six EyeQ™ generations and more than 200 million EyeQ™ chips later, Rushinek is still running Engineering at Mobileye.



+ THE BIG LEAP
From ADAS to AV and Back

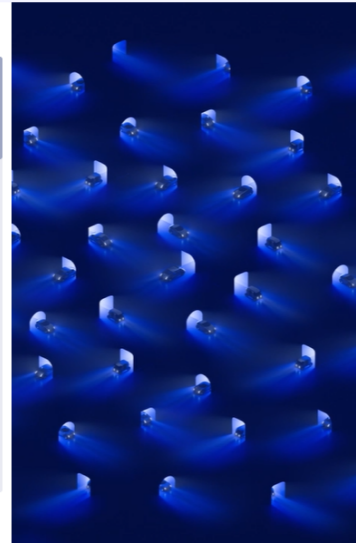


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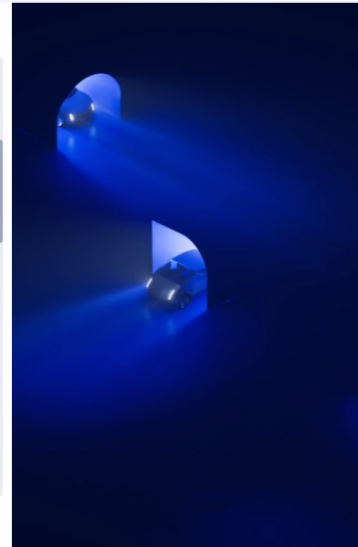
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After becoming a world leader in computer vision for ADAS, around 2013, Mobileye came to the understanding that the ADAS technology it had been developing made up some of the crucial building blocks needed to develop a fully autonomous car, and began pursuing this in earnest. It was at that time that Prof. Shai Shalev-Shwartz, a close friend, colleague and research partner of Shashua joined Mobileye in a full-time capacity. In 2019, Shalev-Shwartz became the CTO of Mobileye – a position he holds to this day.

Graduating from ADAS to AV did not only require additional sensors and more advanced algorithms; it also required solving the industry-wide challenges of regulating AV safety, creating [HD maps for AVs at scale](#), and driving down the cost of the hardware needed for each vehicle – all areas where Mobileye is a leader in

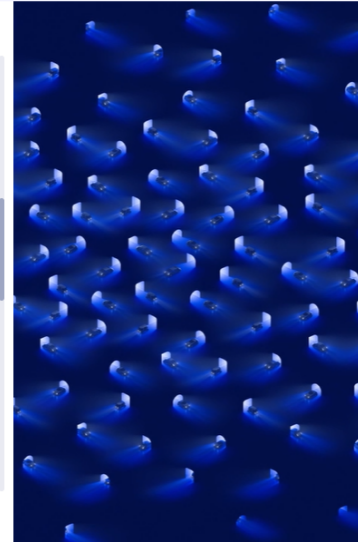


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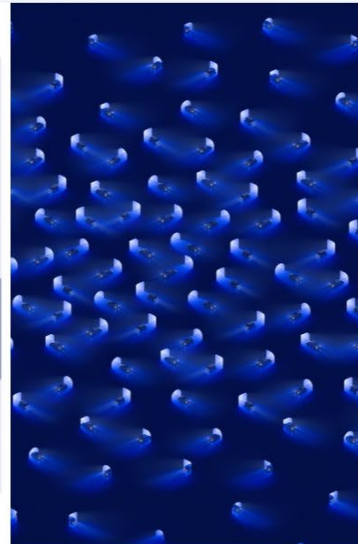
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that classical robotics-inspired policy algorithms rely on – while consuming huge computational resources – with “intentions” that require a fraction of the computational capacity.

Additionally, Mobileye’s AV mapping technology – [Road Experience Management™](#) – utilizes Mobileye’s computer vision expertise to create a highly compelling solution for cost effective and geographically scalable mapping. REM™ leverages the global crowd of Mobileye-equipped vehicles to collect relevant data from the road, and send it to the cloud at very low bandwidth, automatically creating a map of the world for AVs.

Since the acquisition by Intel, Mobileye has experienced vast growth. In March 2017, Mobileye had over 750 employees, whereas today there are over 2500 employees in a full-time capacity. Revenue as well went from just over \$350 million at the end of 2016, to close to \$1B at the end of 2020, and during the



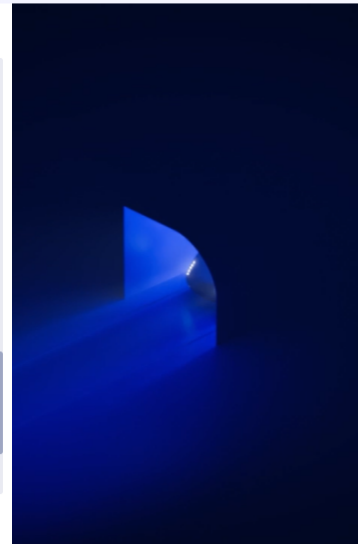
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whereas today there are over 2000 employees in a full-time capacity. Revenue as well went from just over \$350 million at the end of 2016, to close to \$1B at the end of 2020, and during the first nine months of 2021 ending September, the year-on-year revenue growth stood at 62%.

Today, the company offers a variety of [autonomous mobility solutions](#) all alongside its significant ADAS business. In fact, the ADAS business has significantly benefited from having R&D for autonomous driving under the same roof. Most notably, based on its computer vision expertise, Mobileye has built a fully autonomous vehicle which can [drive on cameras alone](#). This 11-camera subsystem has now been productized into the ADAS realm, offering one of the world's leading premium driver-assist solutions for a variety of hands-free driving functions: [Mobileye SuperVision™](#). The first vehicle equipped with Mobileye SuperVision™ is already [in production](#) today with the Geely



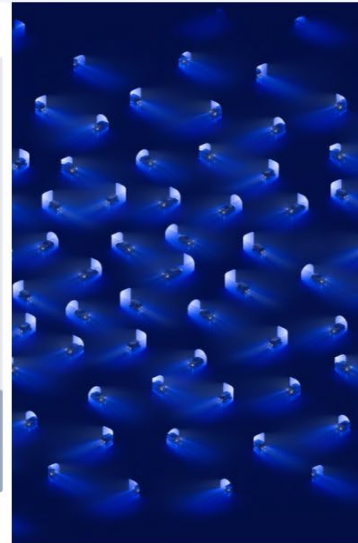
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To view Mobileye's ISO 9001 certificate, please click [here](#).



Key milestones

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1 Millionth EyeQ™ chip shipped



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Mobileye goes public on NYSE at \$5.3B Val



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Mobileye in 160 car models across 25 automakers



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Mobileye acq for \$15.3B

Driven by vision



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Mobileye in 160 car models
across 25 automakers



2017
Mobileye acquired by Intel
for \$15.3B



2018
Mobileye begins crowd
-sourcing map data globally



2021
AV testing on three
continents



2021
100 millionth EyeQ™
shipped



2022
Mobileye goes
again on NASDAQ
\$16.7B valuation

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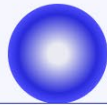
2018

Mobileye begins crowd-sourcing map data globally



2021

AV testing on three continents



2021

100 millionth EyeQ™ shipped



2022

Mobileye goes public again on NASDAQ with a \$16.7B valuation



2024

200 millionth EyeQ™ shipped

Driven by vision



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