



Lydden House, Wincombe Business Park, Shaftesbury, Dorset, SP7 9QJ.  
Telephone: +44 (0) 1747 858444 Fax: +44 (0) 1747 858222 Email: [pressoffice@trakm8.com](mailto:pressoffice@trakm8.com) Web: [www.trakm8.com](http://www.trakm8.com)

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## **TRAKM8 HOLDINGS PLC**

("Trakm8" or "the Group")

### **TRAKM8 SWIFT™ EXTENDS GLOBAL FOOTPRINT**

Trakm8 Holdings PLC, the AIM listed designer and developer of licensed GPRS based hardware and software for the vehicle placement and security market, today has agreed an exclusive 12-month contract with its existing strategic partner, SmartSurv Wireless, based in South Africa to provide its new Trakm8 SWIFT™ (Simple Web Interface For Tracking) international package throughout Africa.

SmartSurv Wireless (Pty) Ltd, a subsidiary of Louis Group (SA) Ltd, is a leading supplier of cost effective and technologically advanced Fleet Management, Asset Tracking and Recovery solutions to the corporate, SME and the consumer environment.

Trakm8 will provide the Trakm8 SWIFT™ STREAM server-based ASP architecture on SmartSurv's servers based in offices in Cape Town, South Africa. The contract is Trakm8's first international Trakm8 SWIFT™ deal in Africa and is an important strategic development for the Group. The committed minimum revenue of the deal is in excess £0.5million GBP will have a positive impact on the Group's operating profit. The time investment by both parties in this deal expects to realise revenues well in excess of the committed minimum revenues.

The Trakm8 SWIFT™ international package is both a hardware and software solution offering a comprehensive and cost effective bundled telematics solution. Trakm8's STREAM ASP architecture allows customers to overcome language barriers, time zone complications and offers rich web based reporting services in any country where GPRS services are provided by network operators.

The initial collaboration between Trakm8 and SmartSurv focused on commercial vehicle surveillance and tracking devices to test the reliability, robustness and efficiency of the joint product offering. Now the combined professional and technical skills of Trakm8 and SmartSurv Wireless make it possible to design, implement and manage customised products and services in almost any asset class.

**Cary Knapton, CEO of Trakm8, commented,** "This partnership is a further step forward in Trakm8's goal to be a global player in the Telematics industry and our long standing relationship with SmartSurv Wireless will allow us to accelerate and execute our plan."

**Dean Louis, CEO of SmartSurv Wireless, commented,** "We were drawn to Trakm8 because they share a similar passion to understand and meet customer's needs. We continue to invest significantly in research and development to ensure our position as an innovator and market leader."

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**For further information please contact:**

**Trakm8 Holdings plc**

01747 858 444

Cary Knapton, Chief Executive Officer

Tim Couling, Finance Director

**Tavistock Communications**

020 7920 3150

Simon Hudson

Vicky Watkins

**About Trakm8**

Trakm8, based in Shaftesbury, Dorset is the leading technology provider, designer and developer of GPRS based hardware and software to the vehicle tracking and security market. The Company distributes its hardware and software worldwide through a network of distributors. In addition the Company provides ASP vehicle monitoring and tracking services direct to the B2B market. Trakm8's products allow vehicles and drivers to be monitored, allowing organisations to manage deliveries and services, or track stolen vehicles down to 5 metres.