

The background is a composite image. On the right, there is an aerial view of a complex multi-level highway interchange with several overpasses and ramps. The sky is a clear blue with a few wispy clouds. Overlaid on this scene are numerous glowing blue arcs and points of light, resembling a network or data flow. On the left, a white diagonal shape overlaps the highway image, containing a faint, light-colored version of the same network overlay. The overall aesthetic is modern and technological.

# Trakm8 Capital Markets Day

21<sup>st</sup> September 2023

# Agenda

- Presentations
  - Introduction to the Board & Executives
  - Trading update
  - Business Summary
  - Product demonstrations
  - Outlook update
- Site Tour
- Lunch



# Your Board & Key Executives



**John Watkins**

Executive Chairman

John Watkins has a Master's Degree in Engineering Science from Oxford University and considerable engineering and international sales experience. He has been a Director of several Public companies, Managing Director of a wide range of private and subsidiaries/divisions of public companies and Chairman of two very successful private equity companies that exited with significantly better than average IRRs.



**Keith Evans**

Deputy Chairman and Independent Non-Executive Director

Keith Evans graduated from Cambridge University with a degree in Economics. Keith is a former partner for over 25 years at PricewaterhouseCoopers LLP with very extensive experience of commercial and financial roles having worked with companies operating in the financial services, automotive and information technology sectors.



**Nadeem Raza**

Non-Executive Director

Nadeem joined the Board following the strategic investment by Microlise Group Holdings Limited in December 2018. As CEO of Microlise, Nadeem has complete responsibility for the operational management and control of all Microlise business activities. During his 20 year career with Microlise, Nadeem has fulfilled various responsibilities and gained experience across all elements of the business, including sales, system integration, marketing, operations and business computing.



**Penny Searles**

Independent Non-Executive Director

Penny joined Trakm8 as Non-Executive Director in June 2020 and has worked in Financial Services for over 25 years, latterly as a CEO and founder of two successful FinTech Companies; Wunelli Ltd which was purchased by LexisNexis in 2014 and SmartDriverClub purchased by Calamp in 2020. Penny brings her impressive operational experience in both Motor Insurance and Telematics to the Trakm8 team.

# Your Board & Key Executives



**Jon Edwards**

CFO and Executive Director

Jon joined Trakm8 in 2007 as part of the Finance department. He held the position of Group Financial Controller for six years and in that time was responsible for the integration of acquisitions into the Group's finance functions & also gained his Association of Accounting Technicians qualification. In 2016 Jon moved into the Operations team where he held a number of positions, most recently Operations Director with responsibility for Manufacturing, Customer Services, Product Engineering and Product Manager of Business Systems.



**Mark Watkins**

COO & CTO and Executive Director

Mark Watkins has a Master's Engineering degree and worked for Ford Motor Co in the group IT team. He has previously held positions in IT and Operations having been Head of Manufacturing Operations at Continental UK for several years. In 2014 he joined Trakm8 Holdings as Managing Director of BOX Telematics following its' acquisition and is now responsible for all operational matters.



**Tim Cowley**

Strategy Director

Tim Cowley has 30 years' experience in Engineering & Technology sector. After graduating with a degree in Electronics Engineering in 1988 from Brunel University, Tim Cowley was awarded a prestigious Michael Cobham scholarship, and stayed with the Cobham Group for eleven years. Alongside Maddie Cowley, he founded Trakm8 in 2002 and is now responsible for the Group Product Strategy and the Advanced Engineering function.



**Maddie Cowley**

AI Director

One of the founders of Trakm8 along with her brother Tim Cowley, Miss Maddie Cowley is a highly experienced software Engineering Director with over twenty five years' experience within the Telematics and Telecommunications industry. Awarded an MSc Software Engineering with distinction from University of Oxford in 1998, Miss Maddie Cowley now leads the in-house Big Data team and is passionate about algorithms, machine learning, computer vision and data science.

# Your Board & Key Executives



**Paul Wilson**

Fleet & Optimisation BU MD

Paul has held senior sales and marketing positions for over 30 years. He has a background of business development and CRM experience in both the UK and internationally, with extensive experience in automotive distribution. Paul is a graduate in business studies and holds logistics qualifications and has experience of growing sales in challenging and complex markets. He has over many years managed the development and growth of £multi-million accounts. His background includes senior sales roles in household name companies such as Rawlplug and Unipart.



**Adam Gooch**

Insurance & Automotive BU MD

Adam has over 20 years experience within the insurtech and insurance industry. He has held an array of previous senior roles within ITS - Telematics Solutions, Churchill Insurance, RBS Insurance, Direct Line Group, Greenwoods Solicitors and Coverbox Insurance. These roles have been within the areas of Business Development, Claims, Operations and Fraud.

- Group revenues in first 5 months slightly lower than last year
- Connections impacted by insurance capacity – reduced by 7% to 326,000
- Unit sales also impacted by insurance capacity – reduced by 28% to circa 63,000
- Overheads excluding Interest, Depreciation and Amortisation running £140,000 lower per month at the end of the first 5 months compared to prior year despite inflationary pressures
- Interest, Depreciation and Amortisation running £50k per month higher than prior year

- H1 revenues slightly lower than last year
- Lower overheads resulting in H1 losses being significantly reduced from last year
- £0.5m investment on in house-data centre to reduce external hosting costs impacting all of H2 - £0.6m saving per annum
- Challenges in the Insurance market may continue for the remainder of the financial year but expect a new customer with capacity to commence orders in the next few weeks
- Expectations for year dependant on both recovery in the insurance market and securing the significant new software contract as previously advised
- Board remains confident in current profit expectations but this will be achieved on lower revenues

# Company Overview



Trakm8's mission: [Driving our Greener, Safer, Connected Tomorrow](#)

- Using market leading AI based algorithms to analyse data collected from vehicles Trakm8 improves the efficiency and risk of customers operations
- Presents the data analytics in easy to use and absorb formats
- Uses evergreen software platform to ensure the solution never ages out
- Agile development
- Fully integrated business
- Listed in the London AIM stock exchange
- 122 employees



# Fleet Management

Trakm8 create fleet management solutions which provide businesses with the insights needed to reduce fuel consumption, lower carbon emissions, manage risk and improve safety. Our end-to-end fleet management solution includes:



Utilisation Reports



FNOL (First notification of loss)



Trailer Tracking



Vehicle Reports



Vehicle Tracking & Trace



Asset Tracking



Camera Integrated Telematics



Preventative Maintenance



Route Optimisation and Scheduling



EV Modelling



Driver Behaviour Monitoring



ePOD Integration



Tacho Integration



DVSA Compliance



Geo - Fencing

# Optimisation

We are leaders in the optimisation of vehicles, goods, people and energy. Our award-winning algorithms and cutting-edge Intelligent Mobility applications help organisations to improve productivity, reduce costs, and cut emissions.



Energy



Mobility



Electric Vehicles



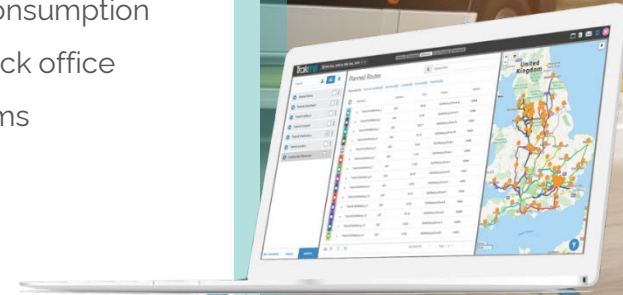
Route Optimisation for Fleet and Logistics



Scenario planning

- Plan schedules in minutes, at the click of a button
- **Increase delivery capability by 30%**
- Complete tasks with the fewest vehicles and in the lowest possible mileage
- Reduce CO2 emissions
- **Save up to 20%** on fuel consumption
- Integrates with existing back office software and ePOD systems
- Map Editing
- Available via API

Trakm8



# Insurance (Including Automotive)

Telematics is reshaping the car insurance industry. By manufacturing the smallest self-install devices in the market, our telematics insurance solutions provide insurers worldwide with user-friendly risk profiling solutions.



Outbound FNOL Telephony Service



Vehicle Diagnostics/Prognostics



Vehicle Recovery



FNOL Alerts



Crash Reconstruction



Usage Based Insurance



Commercial /Consumer UI



White Label Capability



Partnerships



Fulfilment



Driver Behaviour Scoring



Service Maintenance and Repair  
(including Roadside)

Trakm8



# Trakm8 Insight

Trakm8 Insight is a market leading evergreen software platform that processes data from telematics devices, connected cameras and mobile apps and displays them in digestible and user-friendly dashboards.

## Live vehicle tracking

Find out where your vehicles are and where they've been with live GPS vehicle tracking from Trakm8 Insight. Expense reporting is made simple with HMRC-compliant reports. Utilisation reporting helps in resource planning and operational efficiencies

## Live-streaming video

The award-winning RH600 from Trakm8 combines all the benefits of telematics with video and photo evidence of road traffic incidents right inside Trakm8 Insight.

## Fleet optimisation & route planning

Trakm8 Insight's fleet optimisation & route planning solution goes beyond basic route planners to deliver substantial savings by increasing vehicle utilisation and reducing total fleet mileage. By planning the jobs in the most efficient order it can help fleets reduce total miles travelled by up to 20%.

## Driver behaviour

Trakm8's driver behaviour solutions are proven to cut fuel costs by up to 10%; reduce instances of speeding; and help you negotiate lower insurance premiums due to a decrease in your at-fault incident rate.

## Insurance Scoring and Crash reconstruction

Trakm8 has scoring, FNOL and crash reconstruction AI based analytics to improve insurers loss ratios.

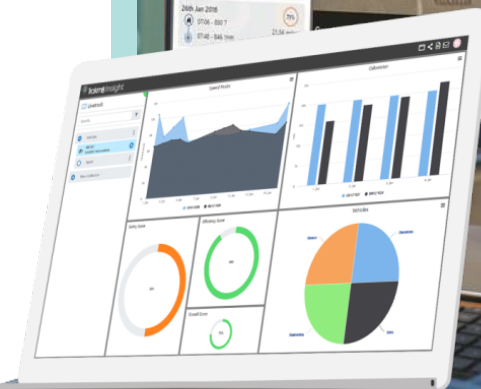
## Connectedcare (Advanced Vehicle Health)

Monitor your vehicle health remotely with Trakm8 Insight. Use the connected car data to improve service maintenance and repair outcomes for reduced down-time, improved profitability and residual values.

## Third-party integration

Trakm8 Insight's Integration and API enables businesses to integrate third-party telematics data inside the portal and app.

# Trakm8



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