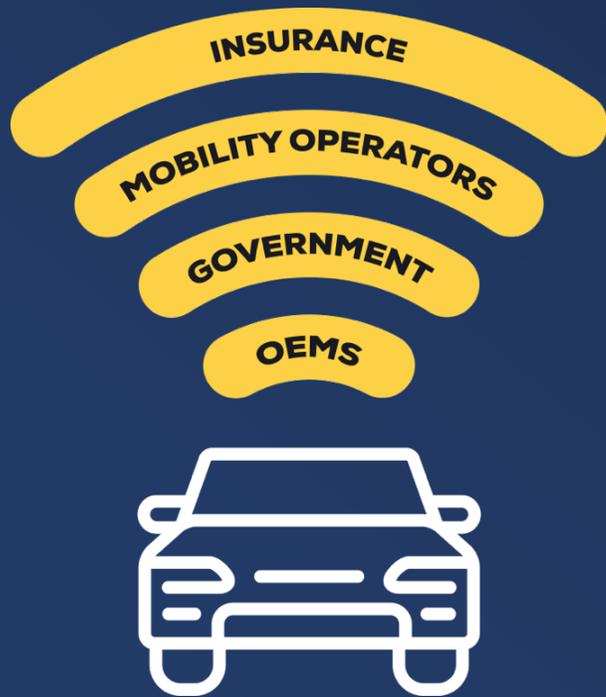**TRAK**GLOBAL**GROUP**
CONNECTING CARS • DRIVING CHANGE

An Introduction

Leaseurope

The way people move is changing

INSURANCE

MOBILITY OPERATORS

GOVERNMENT

OEMS

The decline in 1:1 car ownership and sharp rise in shared mobility services, along with increasingly connected vehicles, is creating both challenges and opportunities for mobility providers and insurers alike.

Trak Global Group is already enabling change and value creation for some of the world's largest insurers, automotive OEMs, mobility providers and governments.

By connecting vehicles and leveraging data-driven insights around asset utilisation and driver behaviour, we're playing a key role in creating sustainable products and services for the Internet of Mobility (IoM).

AT A GLANCE

2009
now approaching a
decade in business

335k +
vehicles connected
today

1.1 m
journeys processed
every day

247
employees

14
countries with
tech deployed

c. £30m
net revenue

c. £6m
EBITDA

TRAKGLOBALGROUP
CONNECTING CARS • DRIVING CHANGE

3

Our purpose & values

In addition to our goal to be the global number one in connected data solutions for insurance and mobility, there's also a higher sense of purpose in our business around making the roads safer. We were delighted to receive the Prince Michael International Road Safety Award in 2015 for evidencing exactly that.

We employ 247 people across 4 countries, and we ask them all to do one thing – to "give a sh*t", about our customers, the business, and each other. They're encouraged to recognise peer achievement aligned to company values via our 'Kudos Board'. And in turn, we've recognised the most critical individuals amongst our SMT with a small slice of equity in the business.
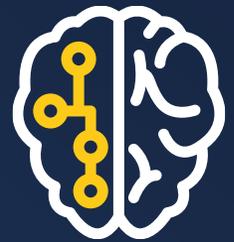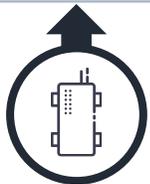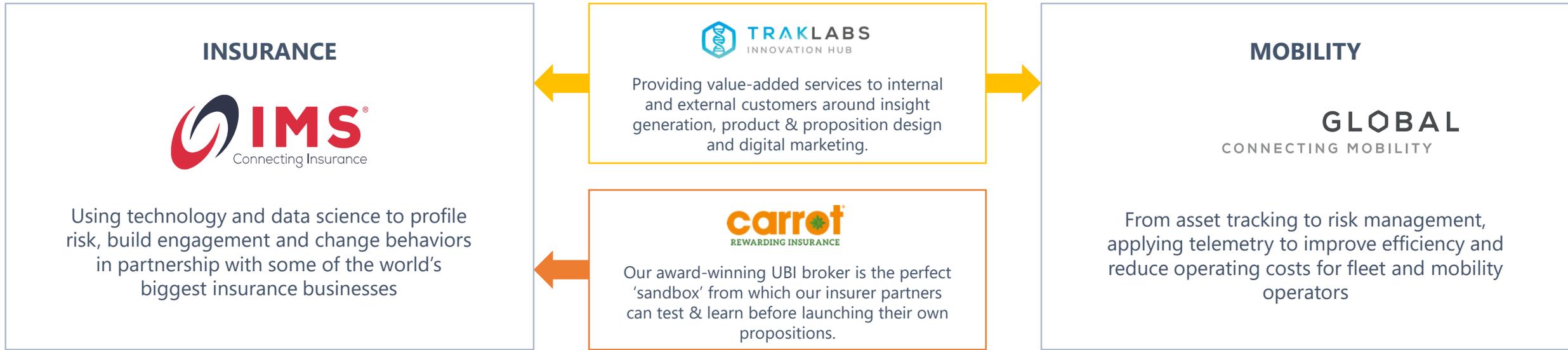
| We Care | Customers Matter | Go Beyond | Working Together | Think Differently |

TRAK GLOBAL GROUP
CONNECTING CARS • DRIVING CHANGE

GROUP STRUCTURE

Trak Global Group has a structure which supports cross-business collaboration; focussed service delivery to key market verticals; and a focal point for value-added services and innovation.

INSURANCE

IMS Connecting Insurance

Using technology and data science to profile risk, build engagement and change behaviors in partnership with some of the world's biggest insurance businesses

TRAKLABS INNOVATION HUB

Providing value-added services to internal and external customers around insight generation, product & proposition design and digital marketing.

carrot REWARDING INSURANCE

Our award-winning UBI broker is the perfect 'sandbox' from which our insurer partners can test & learn before launching their own propositions.

MOBILITY

GLOBAL CONNECTING MOBILITY

From asset tracking to risk management, applying telemetry to improve efficiency and reduce operating costs for fleet and mobility operators

DRIVESYNC. INTERNET OF MOBILITY (IOM) PLATFORM

Hardwired T7 box

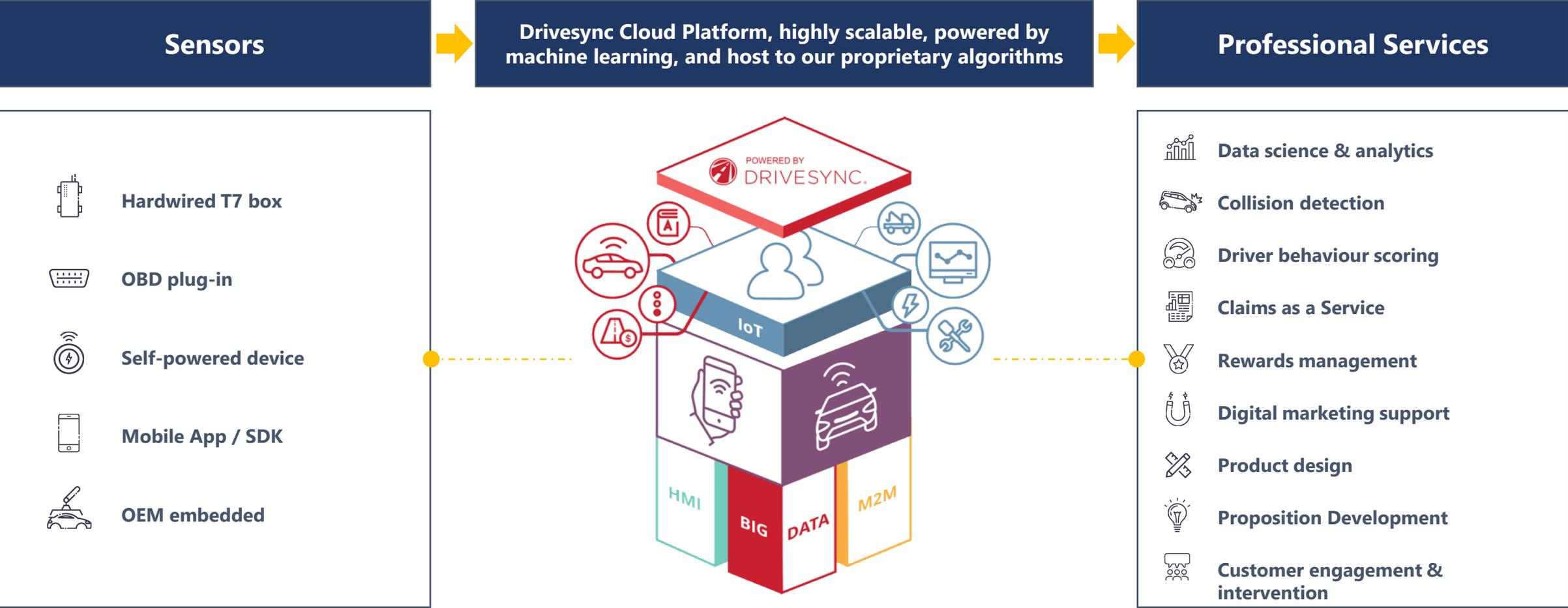**OBD plug-in**

Self-powered device

Mobile apps / SDK

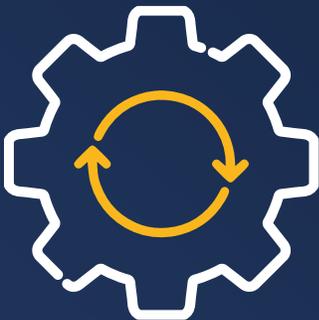**OEM**

THE TRAK GLOBAL GROUP PLATFORM

Our platform ingests mass data from every available sensor type, and by then applying our proven risk-based algorithms, class-leading expertise and value-adding professional services, we enable our customers to make better, more profitable business decisions

| Sensors | Drivesync Cloud Platform, highly scalable, powered by machine learning, and host to our proprietary algorithms | Professional Services |

Sensors
- Hardwired T7 box
- OBD plug-in
- Self-powered device
- Mobile App / SDK
- OEM embedded

Professional Services
- Data science & analytics
- Collision detection
- Driver behaviour scoring
- Claims as a Service
- Rewards management
- Digital marketing support
- Product design
- Proposition Development
- Customer engagement & intervention

How **mobility providers** use our data

Theft protection & vehicle recovery

Driving operational efficiencies

Collision detection

Claims management

Reduction of indemnity-related costs

New business models

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Vehicle rental

enterprise

Europcar

AVIS®

SiXT

united rentalsystem

Auxillis

Mobility & Fleet

zipcar

Motability

UBEEQO
A EUROPCAR COMPANY

Gett®

Rentokil

The Trade Parts Specialists

THANK YOU

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