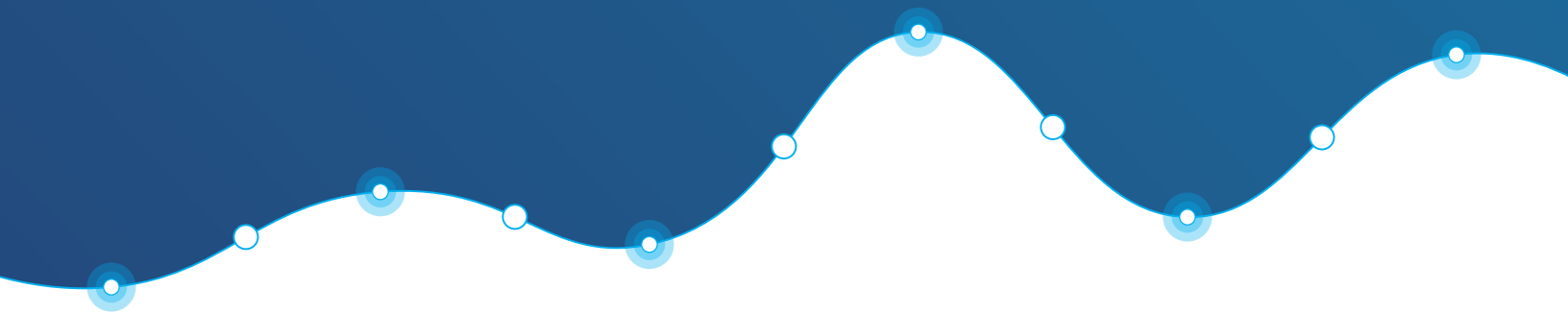# CONNECTING TELEMATICS TO BUSINESS

Corporate Profile

GEOTAB®

management by measurement

Starting out as a small, family business,
Geotab Inc. has grown to become a global
leader in IoT and connected transportation.
Geotab is now one of the largest telematics
outfits in the world and was the first
to surpass one million connected vehicles built
on a single, open platform.

19 Patents

350+ Authorized Geotab Resellers

119 Number of countries where
Geotab GO devices are active

150+ Partner Solutions on the
Geotab Marketplace

1100+ Employees worldwide

1+ Million Connected vehicles on the
Geotab platform

30 Billion Data points processed daily

110 Million Miles driven daily by
Geotab-connected vehicles

Locations

Oakville, Canada (Headquarters)

Waterloo, Canada

Las Vegas, USA

Mexico City, Mexico

London, UK

Paris, France

Madrid, Spain

Rome, Italy

Herzogenrath, Germany

Shenzhen, China

Adelaide, Australia

About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets.

Geotab's open platform and Marketplace (marketplace. geotab.com), offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets.

As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes.

Geotab's products are represented and sold worldwide through Authorized Geotab Resellers.

Learn more: www.geotab.com

Award-winning technology and solutions

Geotab has been ranked the #1 telematics provider in the world by ABI Research and consistently ranks among the top leaders in technology innovation.

> *One of our core values at Geotab is to innovate and continuously seek ways to improve.*
>
> – Neil Cawse

Letter from the CEO

The Power of IoT

The Internet of Things is dramatically changing the world around us. Increasing connectivity is transforming the way we live and the way we do business. With telematics, it is now possible to process huge amounts of valuable data. How can we help customers get the most out of it?

Connecting IoT devices in your vehicle for barcode scanning or temperature tracking, and integrating it with your telematic system is one way. Automating business processes, taking the cost out of doing business, and increasing customer service — that's the power of IoT combined with telematics for business.

The Geotab open platform for fleet management offers unlimited possibilities with our Software Development Kit, APIs, and IOX expandability. Businesses can unlock more value from their solution with our growing ecosystem of partner solutions.

Big Data offers new opportunities such as benchmarking, live traffic prediction, identifying dangerous intersections, insurance discounts, and machine learning.
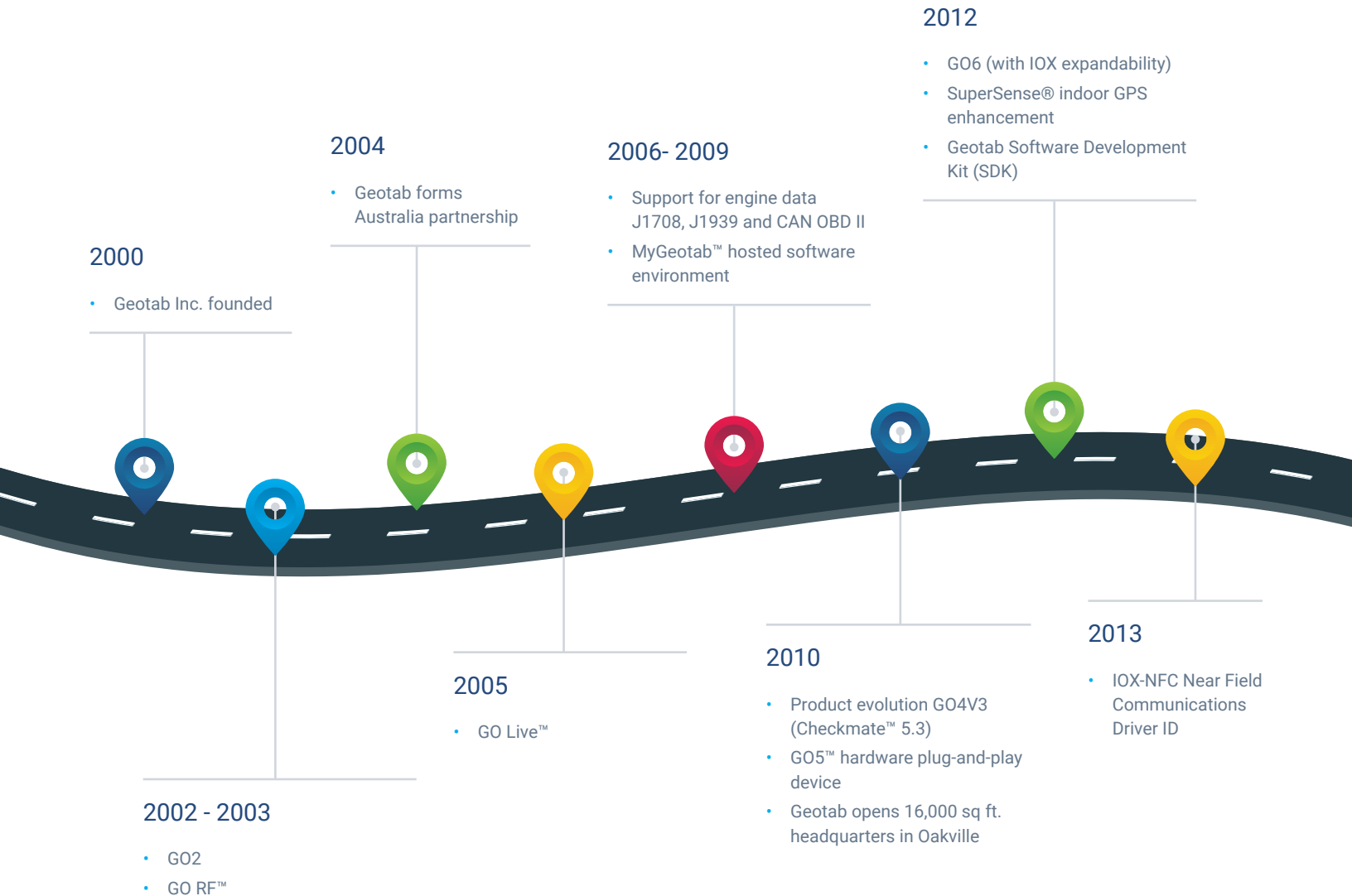
One of our core values at Geotab is to innovate and continuously seek ways to improve. We are committed to advancing technology, empowering businesses and making the roads safer for everyone.

Neil Cawse
CEO
Geotab Inc.

Geotab company timeline

Explore the evolution of Geotab from one device to a diverse partner ecosystem for fleet management.

GEOTAB®

2012
- GO6 (with IOX expandability)
- SuperSense® indoor GPS enhancement
- Geotab Software Development Kit (SDK)

2004
- Geotab forms Australia partnership

2006- 2009
- Support for engine data J1708, J1939 and CAN OBD II
- MyGeotab™ hosted software environment

2000
- Geotab Inc. founded

2010
- Product evolution GO4V3 (Checkmate™ 5.3)
- GO5™ hardware plug-and-play device
- Geotab opens 16,000 sq ft. headquarters in Oakville

2005
- GO Live™

2013
- IOX-NFC Near Field Communications Driver ID

2002 - 2003
- GO2
- GO RF™

GEOTAB®

2018

- 1 million subscribers
- Geotab acquires FleetCarma
- Geotab awarded NJPA contract
- Launches: Personal Mode, Geotab Garmin ELD Bundle, Buy Now for Geotab Marketplace, Support Services
- Data.geotab.com goes live
- Geotab telematics technology reaches 7 continents
- Frost & Sullivan names Geotab 2018 North American Commercial Fleet Telematics Company of the Year

2016

- Update to Geotab Marketplace unveiled
- Launches: GO RUGGED, IOX Bluetooth
- New Las Vegas office building opened

2014

- GO7 (increased automotive protocol expansion)
- Geotab sponsors OpenStreetMap project
- Geotab partners with Telefónica

2017

- Geotab registers FMCSA-compliant ELD solution
- Platform opened to third-party device integration
- MyGeotab app available on Apple App Store and Google Play Store
- Geotab GO8 launched
- U.S. Dept. of Homeland Security awards Geotab a five-year blanket purchase agreement for telematics

2015

- Geotab Marketplace launched
- Geotab acquires Strategic Telecom Solutions
- Launches: GO TALK, Active Tracking
- Geotab moves HQ to 30,000 sq. ft. production and R&D facility
- Geotab expands partnership with Telefónica Germany
- DEV Channel goes live
- Geotab expands data visualization with MapsBI

2019

- Launches: GO9 and Flex solar powered asset tracker and Torque Labs accelerator program
- Geotab acquires BSM Technologies and and Intendia
- Geotab named #1 telematics vendor worldwide by ABI Research
- Geotab achieves FedRAMP Ready status and FIPS 140-2 validation for the GO device
- GSA Fleet awards Geotab world's largest telematics contract
- Grand opening of new 87,000 sq. ft. HQ building in Oakville
- New offices open in Paris, Rome and Adelaide, Australia

Empowering business growth with insight

Geotab's open platform technology securely connects commercial vehicles to the internet, providing advanced web-based analytics for business management and optimization. Fleets can easily integrate their telematics data with other business systems with the free Geotab Software Development Kit (SDK) and APIs.

Five pillars of innovation

Productivity

Real-time tracking, detailed and accurate trip recording, and custom rules and reports.

Safety

Advanced insight on driving. Risk and safety reports, seat belt detection, instant accident notifications, and driver coaching tools.
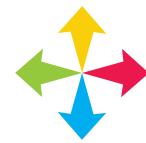
Fleet Optimization

Trend reports on fuel usage, fuel efficiency trends and CO_2 emissions, route optimization, and connected diagnostics.

Compliance

Electronic logging, driver platform for Hours of Service (HOS), Driver Vehicle Inspection Reporting, and IFTA mileage reporting.

Expandability

Build custom apps and integrate business systems with the Geotab Software Development Kit (SDK) and APIs. Endless customization is available with solutions from the Geotab Marketplace.

Smart city insights: Urban analytics for intelligent cities

Leveraging one of the world's largest telematics-based data sets, data.geotab.com offers dynamic insights and urban analytics. The real-time transportation and infrastructure insights can be used by regional governments and city leaders to improve city-wide safety and efficiency inform decision-making and technology investments.

Visit data.geotab.com to learn more about the datasets and explore the possibilities.

Smart city datasets:

+ Hazardous Driving Areas
+ Searching for Parking
+ Areas of Idling
+ Cell Coverage Dark Spot
+ Intersection Metrics
+ Road Impediments
+ Hyper-local Temperature
+ Hyper-local Barometric Pressure
+ Hyper-local Precipitation

Technology and solutions

The latest evolution in fleet tracking

Geotab GO9 GPS vehicle tracking device

Welcome to the most powerful GO device ever. The Geotab GO9 is redesigned from the ground up, featuring a 32-bit processor, more memory, more RAM and a gyroscope. Lead your fleet into the future with expanded capacity for further native vehicle support, improved fuel usage support, electric vehicles and global expansion.

Intelligent design and continuous innovation

Recognizing the critical need of fleets to manage costs, long ago Geotab began developing smart, patented algorithms and other techniques that determine the most important data points for each customer's business objectives. That architecture minimizes the amount and expense of cellular traffic uploaded by each Geotab GO device, without diminishing the quality of information.

Geotab owns all IP for the device hardware and firmware, and for the software that powers the server and customer-facing tools. This means Geotab can quickly add features to meet emerging customer needs and market opportunities, unlike firms that outsource IP and development.

"We put superior engineering at the forefront of everything we do. We make our own devices, build our own software and manage our own firmware."
- Neil Cawse

Security first

Geotab takes a rigorous approach to data security following the principle of continuous improvement. To protect our customers and partners, Geotab is constantly reviewing, improving and validating our security mechanisms and processes so our systems remain resilient to intrusion and disaster. Geotab collaborates with leading stakeholders to advance security across the industry. As we grow, more industries, fleets and customers will benefit from Geotab's uncompromising stance on data security. Geotab is also the first telematics company to achieve FIPS 140-2 validation for its telematics device.

Learn more: www.geotab.com/security

myGEOTAB™

Fleet management software & mobile app

Get real-time fleet insights on your smartphone or tablet.

Geotab Cloud ELD / Geotab Drive

Simplify electronic logging with Geotab's mobile app for Hours of Service (HOS), vehicle inspections and Driver ID.

GO RUGGED™

Ruggedized telematics device

Designed to IP67 standard for harsh conditions or external installation.

GOTALK™

In-vehicle verbal coaching solution

Delivers instant, spoken alerts to drivers for events to help fleets increase safety, productivity, and control costs.

IOX®

Input-Output Expansion Technology

Connect to Driver ID, Bluetooth® asset tracking, Garmin HOS and messaging, iridium satellite and other options.

ACTIVE Tracking

See fluid vehicle movements on a live animated map, ideal for first responders or any fleets requiring close monitoring.

PERSONAL Mode

Personal management feature for Geotab Drive and MyGeotab.

GEOTAB MARKETPLACE®

Do more with your data

The Geotab Marketplace is your go-to source for all your fleet management needs. Our extensive ecosystem of valuable, business-focused applications are all fully integrated with the Geotab telematics platform. Customize your platform with third-party mobile apps, software Add-Ins, hardware Add-Ons, integrated software solutions and custom reports. Online purchasing is available through Buy Now.

Popular solutions include:

+ Driver Safety Scorecard
+ Mobile Video Camera
+ Remote Diagnostics
+ Vehicle Panic Alarm
+ Advanced Collision Prevention
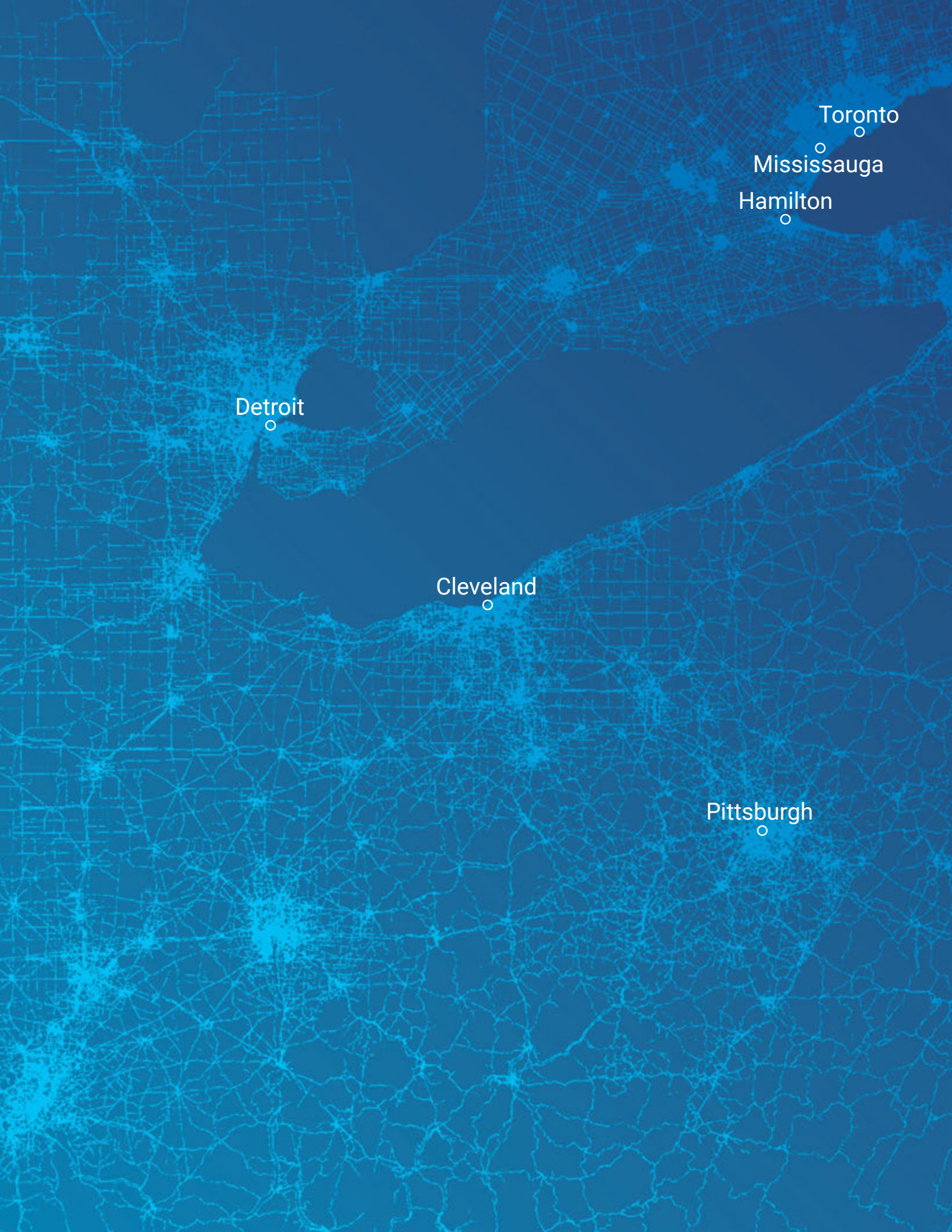+ Route Optimization

GEOTAB // DATA

Empower your organization with data.geotab.com, a new tool to help enable smart cities. The datasets accessible on data.geotab.com can be leveraged to help improve city-wide efficiency, discover key infrastructure challenges and guide deployment of automated solutions for issues such as congestion, parking and poor road conditions.

Electric vehicle fleet management

As you electrify your fleet, Geotab is there to support you.

Go Electric

EV Suitability Assessment
Thinking about replacing fuel cars with EVs in your fleet? Find out which EVs are best suited to your fleet needs with our EV Suitability Assessment.

Operate Electric

MyGeotab EV support
Monitor the performance of your Electric Vehicles (EVs) and Plug-in Hybrid Electric Vehicles (PHEVs) through MyGeotab.

The Geotab story

From grassroots to global leader

In the late 1990s, a significant milestone occurred in GPS technology that would change the way business was done and set the stage for Geotab. The range of accuracy for a GPS location went from 100m to 10m. This leap in technology and precision meant that GPS suddenly became a viable source of data for businesses.

In 2000, Geotab was officially founded in Oakville, Ontario, Canada. The company name signifies the blending together of the concepts of geography (Geo) and tabulation (tab).

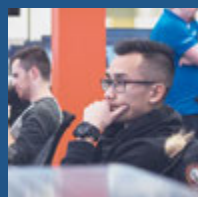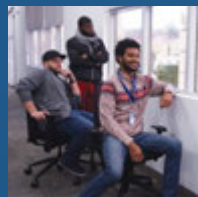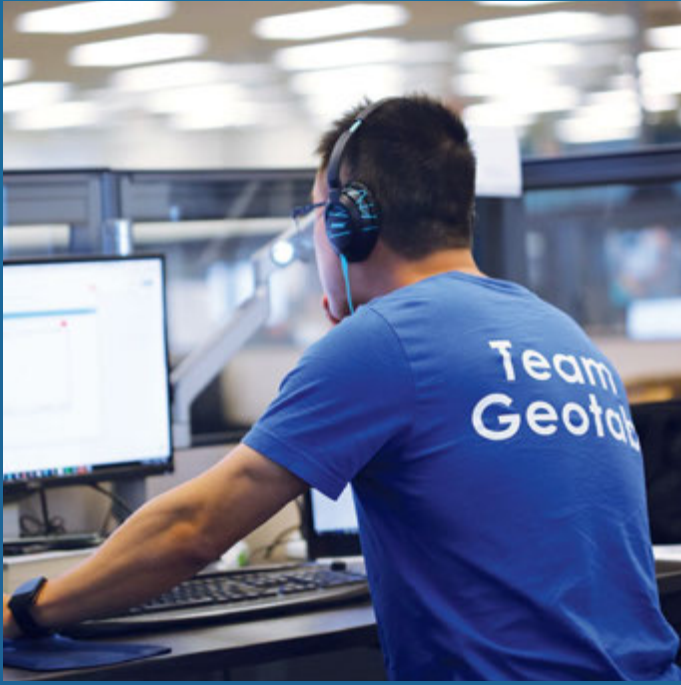## Technology breakthrough paves the way for success

It wasn't until GPS technology was made freely available in the 1990s that the vision for Geotab could become a reality. Telematics started out as a niche market, mainly because it used expensive satellite communications to relay data. Back then, customers were hindered by the high cost of data, obtaining only a limited amount of information.

Geotab solved that problem through design. Rather than using satellite to relay information, the initial Geotab GO module stored vehicle data in its memory, which could be transferred to a computer via a memory key. This architecture eliminated the cost penalty associated with fleet tracking. With access to affordable, accurate information, customers could gather much greater insight on their fleet.

In the beginning, very few people in the market knew about telematics or GPS technology. Eventually, the clear competitive and operational benefits of telematics persuaded the market and sparked widespread enterprise adoption.

Worldwide growth and expansion

Global demand for telematics is increasing and Geotab is rising to the challenge. Geotab is expanding its reach by developing relationships with professional services partners, wireless carriers, and value-added resellers across Europe, Australia, Africa and Japan. We continue to grow the ecosystem of business apps and solutions and are focused on becoming the industry's standard platform for smart, flexible and secured fleet management.

Our Values:

Innovate.

Go above and beyond.

Embrace change.

Develop for the future.

Collaborate and strive for transparency.

Do the right thing.

Work hard. Play hard.

Keep it simple.

Geotab life

Geotab is built upon a culture of trust, continuous learning and teamwork. Workers are drawn to the collaborative, transparent working culture, a direct result of the company's flat organizational structure and emphasis on teamwork.

Focus on employee well-being

To support employee satisfaction and health, Geotab has implemented many progressive initiatives, including an inventor reward program, customer experience and support incentive program, training plans, community outreach, company-wide social events, theme days and team building activities. Geotab also provides employees with ergonomic workstations, Friday lunch, light breakfast program, putting green and games room, nap room, walking treadmill, and subsidized fitness club membership.

Employee training and development

Each Geotab employee has a set of Key Performance Areas (KPAs) aligning with Geotab's goals, which develop individual capability and help achieve organizational goals. The measurable KPAs are evaluated annually. Geotab makes significant investments in employee training and encourages ongoing development through company-initiated training and tuition reimbursement.

Browse current job opportunities at: www.geotab.com/careers
Follow us at: @InsideGeotab

Community Engagement

Geotab encourages and supports community involvement through a wide range of company-sponsored programs and initiatives. These efforts have been designed to positively impact our communities by working to create a better place for everyone to live.

Sustainability

At Geotab, we understand that how we choose to live our lives and operate our business impacts the environment in so many ways. Geotab is committed to integrating sustainability best practices into our decision-making and business activities worldwide — to protect the planet now and in the future.

We take a comprehensive approach to environmental responsibility. We invest our efforts into preserving the earth's natural resources through constant innovation and the efficient use of materials in our daily productions and new methods as we grow and expand into other global regions.

Helping businesses reduce their carbon footprint

Geotab's advanced telematics technology and solutions make it possible for businesses to minimize their environmental footprint, by helping them reduce fuel consumption, lower CO_2 emissions, optimize routing, reduce idling and aggressive driving, and maintain optimal vehicle engine performance. Geotab will continue to develop innovative solutions to support the sustainability of businesses large and small.

GEOTAB.
management by measurement

www.geotab.com

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