



Steve Towe

Chief Executive Officer

What industry  
drivers are bringing  
us together today?

HEART@BEAT  
2023

**90%**

of forklifts are involved in an accident

## **Fleet Vehicle Accidents**

are the costliest type of workplace injury

## **Soaring Sustainability Concerns,**

particularly for light, medium, and heavy duty vehicles

**97%**

of drivers at risk of safety concerns

**7%**

increase in commercial auto rates

**70%**

of businesses struggle to hire skilled workers

Why does  
Powerfleet exist,  
and why have we  
embarked on this  
strategy?



# Evolution of Powerfleet

Today, Powerfleet is a highly differentiated, proprietary software platform providing critical data-insights for safe and efficient operations

2018 – 2021

Product and geographical expansion through strategic initiatives and transformative merger

- Global expansion through Pointer merger
- I.D. Systems rebranded to Powerfleet
- Improved hardware and focused on transition to cloud
- Established as leading provider of solutions for managing and securing high-value enterprise assets
- Significant future opportunities to rationalize cost, increase margins and restructure the business to increase efficiency

**\$53M**  
Revenue<sup>(1)</sup>

**Breakeven**  
EBITDA  
Margin<sup>(1)</sup>

**~37%**  
Recurring  
Revenue<sup>(1)</sup>

**~250K**  
Subscriber  
Base<sup>(1)</sup>

**\$140M**  
Revenue<sup>(2)</sup>

**~7%**  
EBITDA Margin  
Expansion<sup>(2)</sup>

**~65%**  
Recurring  
Revenue<sup>(2)</sup>

**650K+**  
Subscriber  
Base<sup>(2)</sup>

Today

Vehicle of scale, well positioned to consolidate the fragmented industry

- ✓ New executive leadership team in place
- ✓ Focused go-to-market strategy
- ✓ Launched Unity software platform, including module based SaaS enterprise solutions
- ✓ Acquired Movingdots to gain toehold into Europe and mobile interface capabilities
- ✓ Accelerating revenue and profitability growth through move towards recurring service revenue
- ✓ Significant cost saving initiatives expanding gross margins and EBITDA margins

# Revolutionizing Industries and Reshaping the Future

Part of **POWERFLEET UNITY**

Core Targets/  
Channels

## Industrial

High speed and complex facilities drive need for innovative IoT solutions.

- Forklift OEMs
- Industrial manufacturing and distribution-centric companies
- Sold through 600+ dealer network to SME market

Solutions

- Market leading Forklift Gateway is the IoT hub that delivers advanced solutions that focus on workplace safety, maintenance management, collision avoidance and compliance.

What makes Powerfleet Compelling?

- Only vendor that allows our customers to be OEM agnostic and use the best equipment for the job while using real-time fleet data to help lower costs and improve workplace safety.

## Logistics

The need for resilient supply chains driving high demand for IoT solutions.

- Fast-moving and perishable supply chains in:
- Retail
  - Cold chain
  - Logistics/Global Trade companies

- IoT gateways purpose-built for logistics operations.
- Sensors bring together real-time data such as location, speed, temperature, weight, driver data and fuel usage.
- Our Unity platform is where IoT data is combined with other enterprise data to help companies reduce chargebacks, improve throughput and unify their assets on a single platform.

- Eliminate data and channel latency with real-time devices and sensors means our customers can operate at the speed of business.
- Unify operations and bring all IoT data, regardless of the device, onto our platform.



## Connected Vehicle

Connected vehicle market accelerates with rapid growth for in demand IoT solutions.

- Mid to large fleets for field services, construction, government, car rental and insurance industries

- Broad set of advanced IoT solutions offer deep insight into real time vehicle data and performance.
- Integrate any device into Unity platform and through our modularized solutions, improve safety, reduce costs and improve customer satisfaction.

- Ability to unify all IoT data on a single platform.
- Powerful collision reconstruction, advanced fuel management and a market-leading electric vehicles (EV) solution to help companies on their sustainability journey.



# Customer Pain Points are Driving New Solutions

Customer are demanding better solutions as they become more sophisticated

## Customers are Experiencing Pain Points...



### Data Indigestion

- Multiple systems that do not talk to each other
- Lack of central visibility
- Data overload



### Sustainability

- Lack of single source for aggregated ESG reporting
- Legislative mandates



### Safety

- Personal safety
- Cybersecurity in vehicles
- Excessive asset wear & tear



### Labor

- Productivity & utilization
- Employee retention
- Driver shortage



### Risk & Liability

- Insurance costs
- Brand reputation

## ...and Technology is Fueling New Solutions



### One-Stop-Shop Capabilities

- Modular solutions
- Single pane of glass to view all applications



### Cloud Capabilities

- Technology architecture
- Data Storage
- Data Ingestion



### Digitization & Automation

- IoT integration
- Data powered applications



### OEM and Cross-platform Integration

- Device agnostics data ingestion
- Integration capabilities across platforms

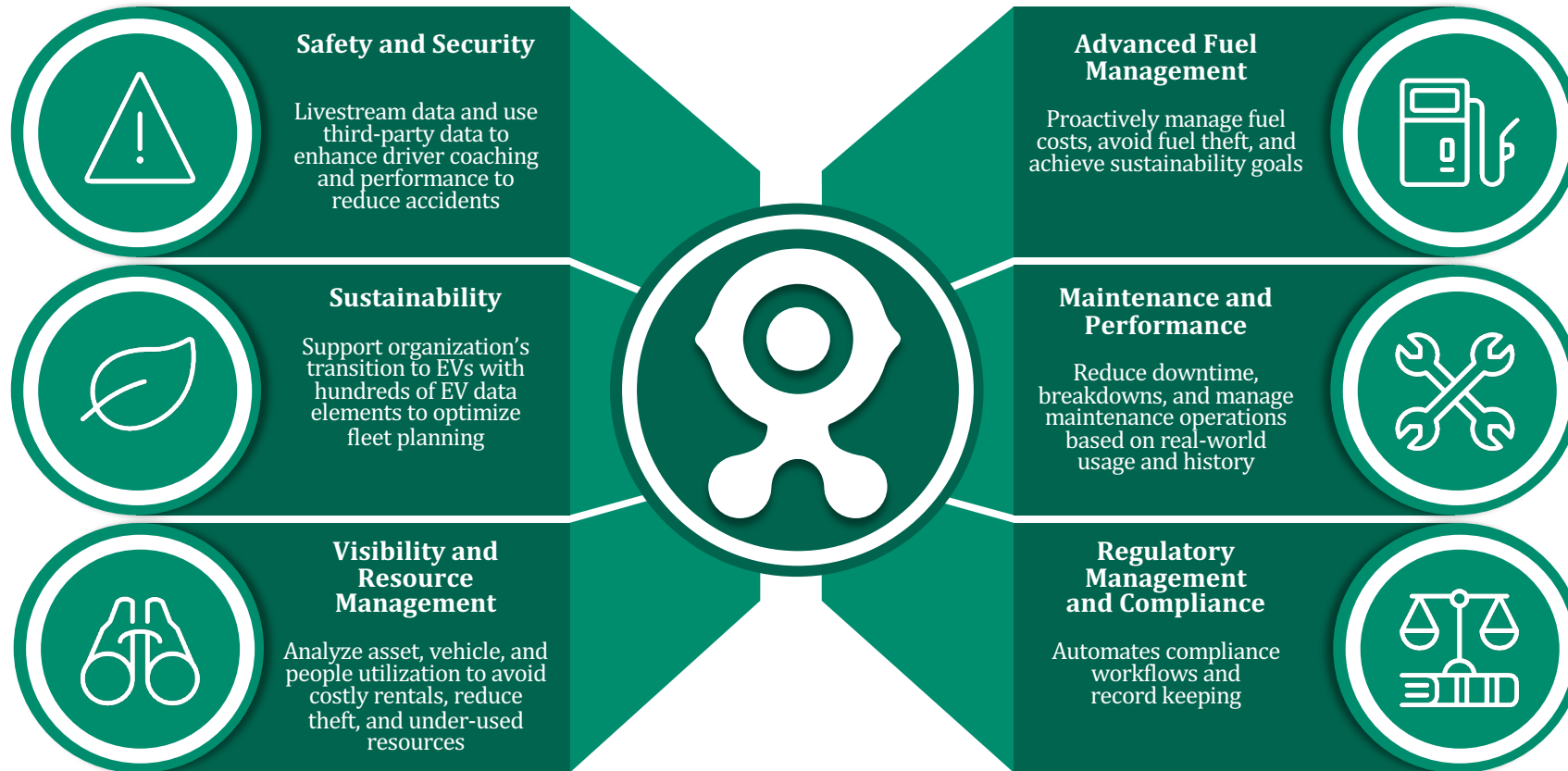


### Utilization of AI / ML

- Efficient Solutions
- Predictive systems

# ...Delivered Through Data-Powered Applications

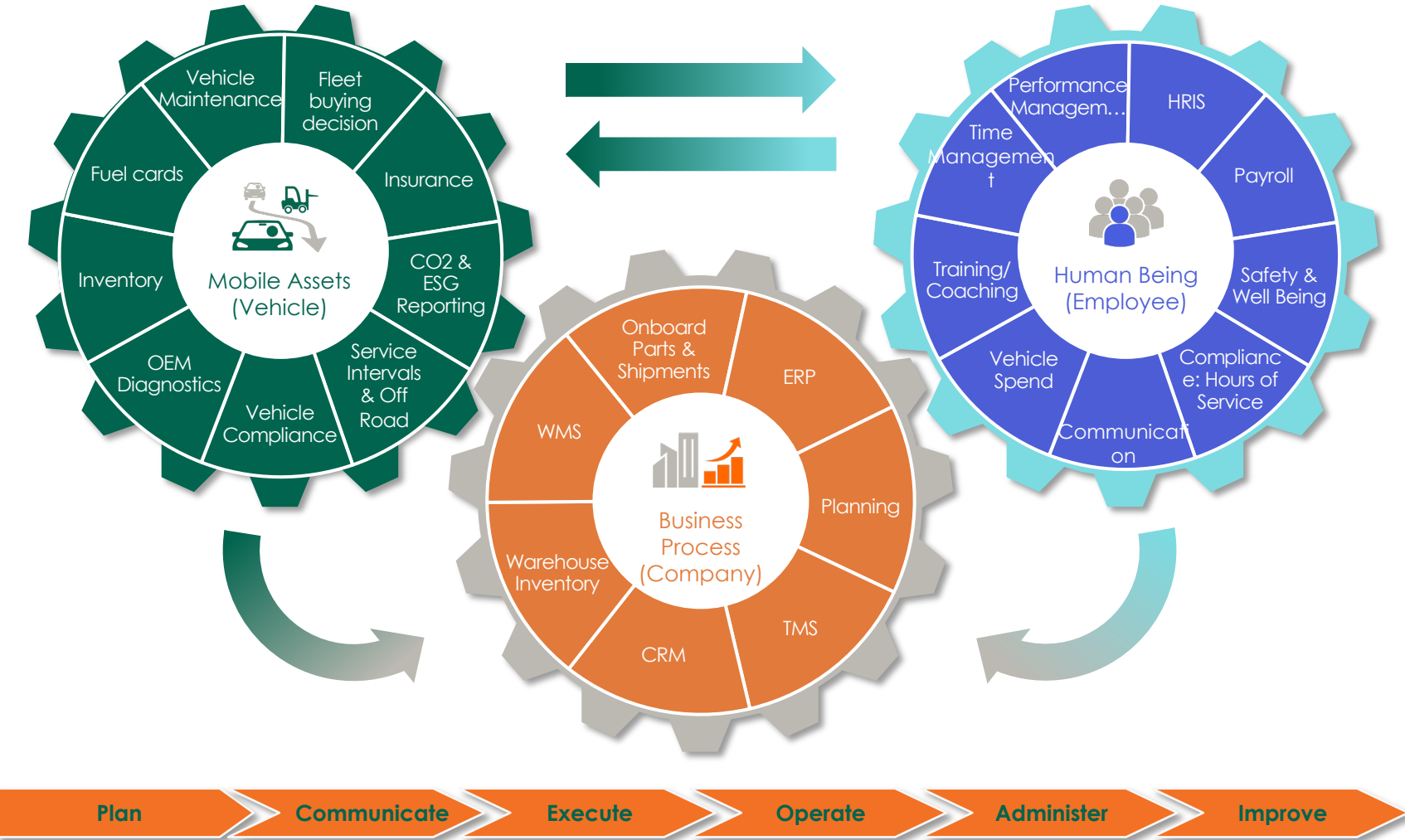
Unique modules provide targeted insights to customers complex enterprise problems





# Unified Operations & Services

Unity platform integration with outside data sources optimize mobile assets, individuals operating the assets, and business processes



# Data-driven Innovative Software Platform

Cognitive data engine applying artificial intelligence and machine learning to solve customer's most complex challenges

## POWERFLEET UNITY

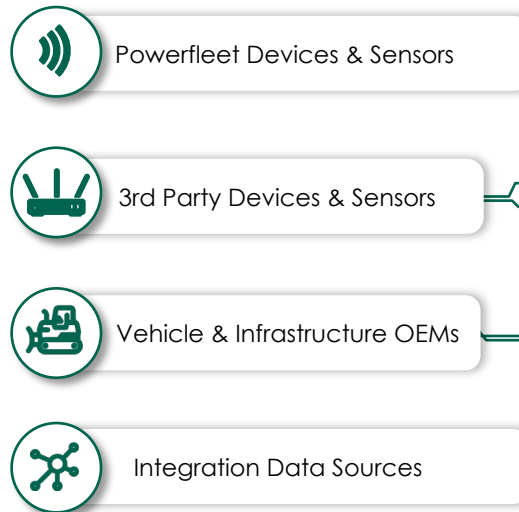
### Overview

- Single integrated platform to manage all mobile assets
- Device agnostic data ingestion
- Leverages AI / ML to clean, harmonize, and transform datasets
- Generates meaningful business insights, delivered through data powered applications

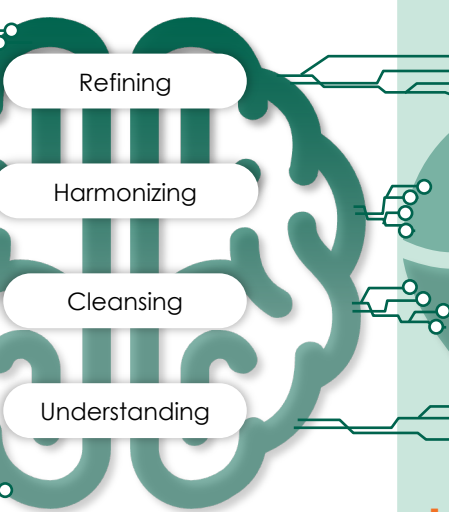
### Subscription Business Model

- Base access fee plus fee per value added module
- Single or multiple modules can be purchased
- 3-5 year subscription
- Additive fees for data ingestion and integration to third party systems to improve ARPU

### 1 Device Agnostic Data Ingestion



### 2 Data Transformation



### 3 Business Insights

#### Data Powered Applications



#### Unified Operations & Services



- Derive meaningful insights
- Delivered via Powerfleet front end or external APIs

What does **People  
Powered IoT** mean?

**HEART@BEAT**  
2023

# We are People Powered IoT

Helping you save lives, time, and money



## People

At Powerfleet, we are all about people. Partnering with us means working directly with experienced, consultative, tenured, and talented people across your entire journey.



## Platform

Powerfleet Unity, our fleet intelligence platform, unites people, assets, and IoT device data together on a single platform to transform the way you do business.



## Partnership

Powerfleet is your reliable, strategic partner with you on your journey to true digital transformation. We help change agents like you realize more effective strategies and results.

# Diverse Customer Base

# 8,000+

customers across a wide range of industries including Construction and Heavy Equipment, Distribution, Field Services, Leasing and Car Rental, Government and Public Safety, Manufacturing and Automotive, Oil, Gas, and Chemical, Transportation and Logistics, Utilities and Telecommunications, and Cold Chain Logistics

## Distribution



## Automotive



## Transportation



## Rental Car



## Retail



## Government



## CPG/Food & Beverage



## Construction





# PowerPlay 2022 Winners Enjoyed Barbados!



POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
SUDEEP SINGH

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
JUSTIN SCHNEIDER

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
MAATAN PARDO

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
SHARON SETROZENBERG

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
LIRIANA AGUI

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
JANET HUNTER

POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
BENJAMIN MAYS

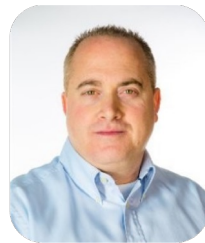
POWER PLAY 2022  
CERTIFICATE OF ACHIEVEMENT  
SHALOM BEITZ



# Leadership Team



**Ilan Goldstein**  
CEO - Pointer Israel



**Offer Lehmann**  
Chief Operating Officer



**Jim Zeitunian**  
Chief Technology Officer



**David Wilson**  
Chief Financial Officer



**Josh Betz**  
SVP, Sales



**Matt Harris**  
VP, Account Management



**Joel Norris**  
VP, Sales



**Andrea Hayton**  
Chief Marketing Officer



**Eduardo Shavez**  
General Manager - Mexico



# HEART BEAT

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