



# TPLTrakker

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**Analyst Briefing**

**March 08, 2021**

# TPL Trakker

## Overview of Current Fiscal Year - July 2020 to Jan 2021

### Commercial launch of LBS APIs

#### Product

TPL Maps data was made accessible for commercial use via APIs whereby TPLT is licensing its data to customers

#### Target Market

Organizations that have developed / under-developing mobile or web applications requiring location services as a critical component

#### Ideal Verticals

Telecom, Software Houses, Banking, Utilities, Government, Healthcare, Real Estate and On-Demand Services (i.e. Rapid Delivery services, ride hailing services and Et al)

### On-Boarded Clients



BYKEA



miRide

eat مبارك  
EAT MUBARAK



foodpanda



B 4 U C A B S

- Food Panda is a Client for LBS APIs Solution.
- Pakistan is the first country where Delivery Hero i.e. FoodPanda have switched from using Google Maps to a local Mapping services provider.

- B4U Cabs, a Ride Hailing Service originated from Lahore, competing with the market leaders but has better served cars and no peak rate limitations - now expanding to other cities.
- TPLT anticipates significant LBS API consumption via Consumer App and Driver App to exceed even utilization of Food Panda.

# Digital Mapping Business

Overview of current fiscal year - July 2020 to Jan 2021

## Data Partnership Initiatives

- TPLT has partnered with organizations with similar data collections of their customer addresses and locations, reinforcing our data collections with respect to entries and accuracy.
- In process of onboarding KE, PTCL and Jazz to discuss mutually beneficial collaborations.
- With these strategic partnerships, TPLT can explore various opportunities for monetization of data by making it accessible as third party data in different sectors.

## Strategic Partnerships

- TPLT has partnered with **National Incubation Centers** across Tier 1 cities of Pakistan for its initiative to support Startup Ecosystem.
- It has introduced free LBS API service to Start-ups to cut their costs by providing solution in comparison to Google.

## Contracted for DOAM Project

- TPLT is awarded with Consultancy Services Contract for **Mapping of Historical & Religious Sites in Pakistan**, in a Bid by the Department of Archeology and Museums (DOAM).
- TPLT and DOAM together, will conduct a feasibility study for **mapping all cultural locations** such as historical monuments, archaeological and religious sites across Pakistan.
- Upon completion of field survey, the digitized data will be made available to the DOAM via Mobile and Web Applications.

# Tracking & IoT Business

## Overview of current fiscal year - July 2020 to Jan 2021

- ❑ Multiple successes in winning **Public Sector Projects** across Pakistan for tracking & monitoring segments.

- Sialkot Dry Port
- Zarai Taraqati Bank Limited
- Waste Management & Municipal Corporations of various cities
- City police & City Dolphin Rawalpindi
- DMC Korangi
- Pakistan Red Crescent Society

- ❑ Became **Official Tracking Partner** for iEngineering - one of the largest providers of base transceiver station.
- ❑ **Exclusive Tracking Partner** of Standard Chartered Bank in Pakistan.
- ❑ **Onboarded Mobilink Microfinance Bank** for tracking of LTVs which are leased by the bank.
- ❑ Became one of the two approved companies to provide **Vehicle Tracking Services** for the fleet of Pakistan State Oil and K-Electric.
- ❑ Became the **ONLY Approved Vendor** to provide bike tracking in Honda Motorcycles and installed trackers in their arrangement with Benazir Income Support Program.
- ❑ **Launched Trakker PRO**
  - ❑ A unique product launched for the first time in the tracking industry globally where TPLT will either recover stolen vehicle or give the cash equivalent to the value of the vehicle.
  - ❑ Interest received from Banks wanting to replace this with Insurance as part of their car financing schemes, enabling us to increase per unit pricing with banks.
- ❑ **Acquired Trakker Middle East** to use a sales & marketing base to take our SaaS solutions outside Pakistan.
- ❑ **Pre-qualified by FBR** as a Solution Provider for Video Analytics Solutions that will be mandated by the FBR to be installed in 30 manufacturing sectors in the next 12 months.

# TPL Trakker (Consolidated)

## Financial Performance Analysis | 1HFY21 vs. 1HFY20

PKR (000s)	Dec – FY 21	Dec – FY 20	Dec – FY 21 Vs. Dec – FY 20
Particular	Actual	Actual	Variance - %
<b>Revenue</b>			
- Connected Car	521,086	531,639	-2.0%
- Digital Mapping	356,176	364,465	-2.3%
STE / Container Tracking	283,418	336,712	-15.8%
LBS / Data	41,685	457	9025.6%
Navigation	31,074	27,296	13.8%
- Industrial Internet of Things	5,984	22,779	-73.7%
Trakker Middle East	122,097	-	100.0%
<b>Total Revenue</b>	<b>1,005,343</b>	<b>918,883</b>	<b>9.4%</b>
Cost of Sales	(672,788)	(644,926)	4.3%
<b>Gross Profit</b>	<b>332,555</b>	<b>273,957</b>	<b>21.4%</b>
Administrative Expense	(276,944)	(210,591)	31.5%
Distribution Expenses	(45,866)	(56,594)	-19.0%
<b>Operating Profit</b>	<b>9,745</b>	<b>6,772</b>	<b>43.9%</b>
Less: Research & Development Expenses	(40,197)	(11,514)	249.1%
Less: Other Expenses	(15,430)	-	100.0%
Less: Finance Cost	(183,018)	(223,045)	-17.9%
Add: Other Income	80,183	65,893	21.7%
<b>(Loss) / Profit Before Tax</b>	<b>(148,716)</b>	<b>(161,893)</b>	<b>-8.1%</b>
Less: Taxation	(64,345)	(24,907)	158.3%
<b>(Loss) / Profit for the Period</b>	<b>(213,059)</b>	<b>(186,800)</b>	<b>14.1%</b>

### Rationale Behind Variance

- Revenue higher than prior period mainly because of acquisition of additional stake in TME.
- Reduction in Finance Cost due to lower policy rate in the current period (7.00%) relative to the prior corresponding period (13.25%)
- Growth in other income is associated with interest income earned on related party balances.
- Other expenses pertain to impairment loss recognized on acquisition of management control of Trakker Middle East.

# TPL Trakker (Consolidated)

## Financial Performance Analysis | 2QFY21 vs. 1QFY21

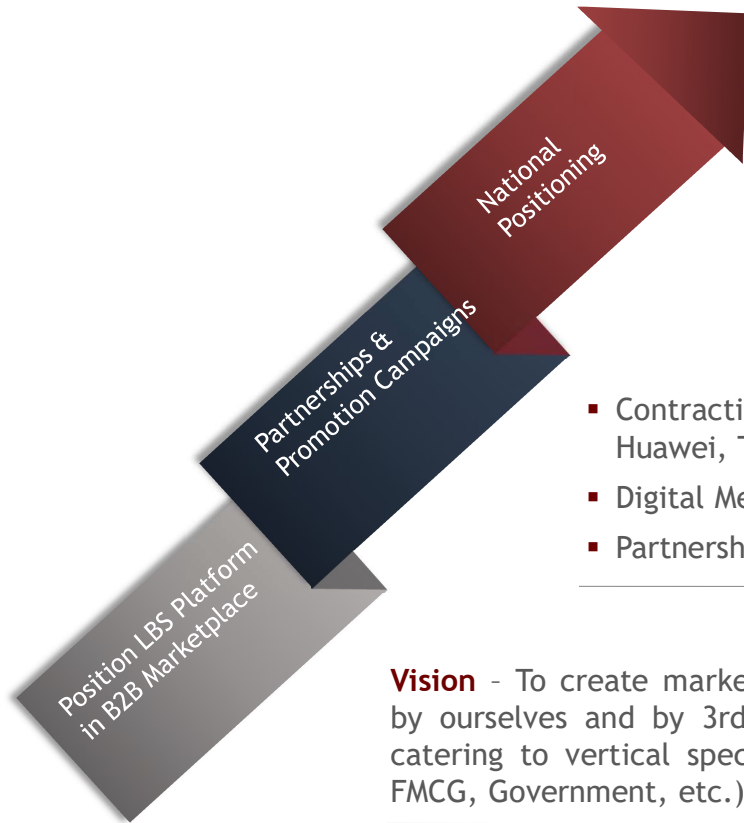
PKR (000s)	2Q – FY 21	1Q – FY 20	2Q – FY 21 Vs. 1Q – FY 20
Particular	Actual	Actual	Variance - %
<b>Revenue</b>			
- Connected Car	291,561	229,525	27.0%
- Digital Mapping	192,024	164,152	17.0%
STE / Container Tracking	153,397	130,021	18.0%
LBS / Data	18,448	23,236	-20.6%
Navigation	20,179	10,895	85.2%
- Industrial Internet of Things	3,931	2,053	91.5%
Trakker Middle East	60,603	61,493	-1.4%
<b>Total Revenue</b>	<b>548,119</b>	<b>457,223</b>	<b>19.9%</b>
Cost of Sales	(347,640)	(325,148)	6.9%
<b>Gross Profit</b>	<b>200,479</b>	<b>132,076</b>	<b>51.8%</b>
Administrative Expense	(130,797)	(146,147)	-10.5%
Distribution Expenses	(23,198)	(22,669)	2.3%
<b>Operating Profit</b>	<b>46,484</b>	<b>(36,740)</b>	<b>-226.5%</b>
Less: Research & Development Expenses	(40,197)	-	100.0%
Less: Other Expenses	-	(15,430)	-100.0%
Less: Finance Cost	(82,512)	(100,507)	-17.9%
Add: Other Income	37,720	42,463	-11.2%
<b>(Loss) / Profit Before Tax</b>	<b>(38,506)</b>	<b>(110,214)</b>	<b>-65.1%</b>
Less: Taxation	(57,331)	(7,014)	717.4%
<b>(Loss) / Profit for the Period</b>	<b>(95,835)</b>	<b>(117,228)</b>	<b>-18.2%</b>

### Rationale Behind Variance

- Improvement in GP Margin across periods (2Q 21 – 36.6% vs. 1Q 21 – 28.9%) due to higher revenue.
- Reduction in Finance Cost due to lower policy rate in the current period
- Other expenses pertain to impairment loss recognized on acquisition of management control of Trakker Middle East in 1Q 2021.

# Digital Mapping Business

## Future Roadmap



TPLT intends to position TPL Maps App as the National Maps App of Pakistan, enabling us to become the go-to Pakistani Maps App in competition with the Google Maps App. Recently, entered into MoU with the NITB for LBS Technology Partnership.

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- Contracting for Factory Installed Maps for Huawei, Tecno, Infinix, ITEL Mobile and Vivo
  - Digital Media promotion campaigns
  - Partnership with Tourism Service Providers
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**Vision** - To create marketplace of B2B apps (developed by ourselves and by 3rd parties) on our LBS platform catering to vertical specific needs (Logistics, Telecom, FMCG, Government, etc.).

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**Thank You**