

TPLTrakker

Analyst Briefing FY-2022-23





A Market Leader in the Telematics, IIOT & LBS Space across Pakistan

COMPANY OVERVIEW

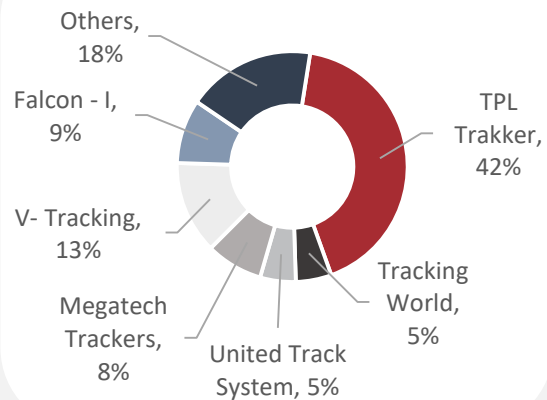
Market leader with over 20 years of deep expertise in Telematics, Digital Mapping and Location Services (LBS), and Industrial IoT solutions (IIOT)

- Largest installed base in Vehicle Tracking in Pakistan and growing IIOT portfolio
- Strong presence in UAE with platform to expand across GCC
- Licensed by the Survey of Pakistan, as the nation's only Digital mapping player and collecting, digitizing and mining geospatial data to offer LBS
- Sole licensee by FBR to track transshipment cargo across Pakistan

Leveraging our SaaS based holistic dashboards providing actionable intelligence and cost efficiencies for our clients as we simplify the complexities as they scale

Market Leader in the Telematics across Pakistan

Telematics Market Share



Revenue Model

Telematics	Digital Mapping	IIoT
Equipment Sale + Annual Monitoring Charges (AMC)	SaaS model	Enterprise Sales Model (Solution cost + Annual SLA)
Rental Income per year		

Key Strengths

In-house Engineering Expertise	IIoT Sensors Network and Expertise
In-house Software Development Expertise	Data Monetisation – From Trakker & Associated Companies
Top Corporates of Pakistan and UAE as clients	Highly Qualified & Experienced Management

Key Business Highlights

1st Company in Pakistan selling location services and telematics digitally locally

Only local company to be commercially licensing digital mapping data in Pakistan

Largest and blue-chip customer base in Pakistan in Telematics & IIoT

Largest database of geo-coded address in Pakistan – over 6 million

Only Company tracking bonded cargo for Pakistan Customs

PACRA Credit rating of A- and A2 with Stable outlook



Oil & Gas



Pharma



Insurance



Government



FMCGs



Banking



Textiles



Energy / Chem



Logistics



Telcos



LEAs





All amount in PKR'000 except EPS

	FY 23 Standalone	FY 22 Standalone	Variance (%)	FY 23 Consolidated	FY 22 Consolidated	Variance (%)
Turnover	2,253,140	2,106,469	7%	2,784,560	2,342,487	19%
Operating Profit	339,817	280,449	21%	259,300	120,415	115%
Finance Cost	(535,751)	(311,536)	72%	(558,736)	(311,907)	79%
(Loss) / Profit after Taxation	(42,274)	197,115	(121%)	(229,033)	22,864	(1102%)
Earnings per share (Rs)	(0.23)	1.05	(122%)	(0.86)	0.61	(242%)

Segment Wise Revenue Performance	FY 23	FY 22	Variance (%)
Telematics	1,018,733	1,196,760	(15%)
Industrial Internet of things (IIOT)	52,255	16,806	211%
STE (Customs Project)	1,040,498	695,693	50%
Auto Hardware & Navigation	141,653	197,210	(28%)
Astra Location Services (MAPS)	150,290	-	-
TME	381,130	236,018	61%
TOTAL	2,784,560	2,342,487	19%

Note: Standalone Financials excludes Maps and TME

Consolidated Financials excludes inter-company transactions

Comments

- **19% Overall Revenue Growth**, with significant growth of 3x in IIOT.
- **2.15x improvement** in Operating Results owing to improved GP margins.
- **Increment of 79%** in Finance Cost due to higher KIBOR.
- The **STE** segment contributed 46% to the topline of the Company.
- **Growth in revenue** is contributed by both the Company and its subsidiaries.



All amount in PKR'000 except EPS

	FY 23 Standalone	FY 22 Standalone	Variance (%)	FY 23 Consolidated	FY 22 Consolidated	Variance (%)
Turnover	2,253,140	2,106,469	7%	2,784,560	2,342,487	19%
Cost of sales	(1,412,374)	(1,360,234)	4%	(1,715,794)	(1,533,007)	12%
Gross profit	840,765	746,234	13%	1,068,766	809,480	32%
Administrative expenses	(388,305)	(359,924)	8%	(679,822)	(582,262)	17%
Distribution expenses	(112,643)	(105,861)	6%	(129,643)	(51,181)	21%
Operating profit	339,817	280,449	21%	259,300	120,415	115%
Research and Development expenses	(76,550)	(77,655)	1%	(86,632)	(77,655)	12%
Other expenses	(44,676)	(15,422)	190%	(44,676)	(15,422)	190%
Finance cost	(535,751)	(311,536)	72%	(558,736)	(311,907)	79%
Other income	318,278	210,638	51%	250,858	196,791	27%
Earnings before taxation	1,118	86,474	(99)%	(179,886)	(87,777)	(105)%
Taxation	(43,392)	110,641	139%	(49,148)	110,641	144%
Earnings after taxation	(42,274)	197,115	(121)%	(229,033)	22,864	(1102)%
Earnings per Share (Rs)	(0.23)	1.05	(122)%	(0.86)	0.61	(242)%

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Key FY23 Achievements: Telematics & IIOT (Pakistan)

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

Telematics

- Deals finalized with **Orient Energy, MK GAS, Jazz Pakistan, United Super Corp. Elivor Pakistan, Malik Logistics, Shalimar Transport, Rehmat-e-Shereen, Super Malik Goods Transport, Al Fajar Dairy, JZ Logistics**, etc. for fleet tracking and analytics.
- Won Tender of **SNGPL, PKLI, Faisalabad and Sialkot Waste Management Companies**.
- Increase our penetration further in financial sector by taking on board **First Habib Modarba, First Pak Modarba and Orix Leasing Pakistan (North)**.
- Signed an agreement with **Qarshi Industries, Westgate International, Zephyr Textile and Moiz Ali Trade** for container tracking.
- Business expansion with **Lahore waste Management, SOS Security & Samson group** on Vehicle tracking.

IIoT Solutions

- Providing Dashcam solution to **Daraz**.
- Won Tender of **Municipal Committees Kamoki, Okara, Wazirabad, Vehari, Daska, Murdkay, Khanewal, Burewala and Jaranwala** for fuel management solution.
- We have provided MDVRs to **Pak Arab Fertilizer, Aslam Energy (Hauler Flow Petroleum) and PSO Haulers**.
- We have provided generator monitoring solutions to
 - **MCB & MIB**
 - **Telenor Pakistan**.
 - **Mehmood Group & ECS Stores**.for their branches through out Pakistan

Auto Business

- **HNMPL Business Closed**.
- **Changan Master** Infotainment System unit for Alsvin & Charvan in demo.
- **Al Haj Group Proton Saga Deal** is in finally Stage.
- **MG** in discussion with management to provide Navigation Software.
- **KIA Lucky Motors** In discussion to Install Built Inn Tracker in stonic



Continuing to build on the momentum across a blue-chip client base in UAE with strong potential for GCC expansion.

Telematics

- Installation completed for **Fast Riders & Zone Delivery Services** for IVMS solution.
- Successfully completed the implementation of an IVMS and Fuel management solution for the entire fleet of **Veolia**.
- Pilot solution implemented for **Abella & Co** to provide a cold chain monitoring solution for their fleet.
- Deal in progress to provide an advanced IVMS solution with driver identification and fuel management for the fleet of **Al Shaya group** in UAE.

IIoT Solutions

- TME is in process of developing a satellite based driver monitoring system with **Thuraya** to target their clients in North Africa.
- Pilot testing in progress with **Tarsheed LLC** for a major telecommunications service provider in Iraq to monitor gensets unit's health and consumption of fuel.
- Deal with **Emirates Global Aluminum (EGA)** to provide a driver monitoring system has reached a final stage with one business unit.
- Successfully Installed a temperature and humidity monitoring solution for one of the cold storage warehouses for **La Maison Nordique**

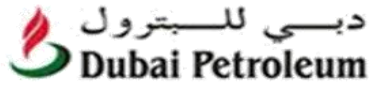
Compliance

- Devices for IVMS installed for **Emirates Transport & Saudi Al Wefaq**.
- Enrolled with the **Shahin** initiative of SIRA to encourage logistics and vehicle recovery businesses in Phase 1 to comply and implement approved IVMS on their fleets.

TPL Trakker

A Blue-Chip and Growing Client Portfolio Across Pakistan and the GCC (TME)

TME
TRAKKER MIDDLE EAST LLC





Key Updates

- In FY23 rates for installation of AT, FATA/PATA, Reverse Cargo and EPZ were increased for the first time since project inception in 2013 to cover additional costs of E-seals for additional security.
- With inception of tracking and monitoring of TP cargo from Q3, the results indicate a rise in installations by 8.25%
- May 2023 of FY23 had record highest number of installations.

New Initiatives

E-Seals

- Installation of new RFID seals has successfully been integrated in the system from Q2 of FY23

New Projects

- Inception of Tracking & Monitoring of TP cargo for 20 locations nationwide
- Cross Stuffing of containers with e-seals installation by TPL is under consideration by customs
- Taftan Project which was sat to start in Q4 of FY22 is delayed until further notice

Transshipment

- TP trade through Sost border is expected to start shortly, which will result in significant increase in business volume.



Key Challenges

- Increased SMS cost from Rs. 0.30 to Rs. 2.50
- High cost of Business
- Political instability and security concerns
- Business instability
- Currency Devaluation
- Unregulated competitors

Operations and Cost Outlook

- **Digital Transformation:** Advanced automation and digitization, laying the foundation for future efficiency.
- **BPR Initiatives:** Ongoing, in-depth evaluations to pinpoint savings opportunities for the coming year.
- **Inventory & Vendor:** Innovations in management and vendor discussions promise long-term streamlined operations.
- **IT & Telco Efforts:** Continued pursuit of sustainable, cost-effective IT and Telco solutions.
- **SaaS Platform:** Strategically leveraging our SaaS platform for both cost benefits and future growth insights.
- **Consumer App:** Behind-the-scenes analytics and effort gearing up for substantial user experience enhancements

Sales Pipeline Update

- Core Telematics to focus on expanding Corporate fleet coupled with tailored dashboard analytics
- Strong momentum in IIOT with a healthy funnel
- Dedicated team for Industry specific IIOT Solutions
- Working with Govt. bodies, key aggregators and tech start-ups
- Digital sales driven by organic channels for higher ROI
- Auto Hardware business expected to slow down but impact on profitability will remain subdued
- TME geared to deliver major operational efficiencies via SaaS platform to global clients with GCC roll-out potential
- Dedicated teams to drive cross-selling potential with TME

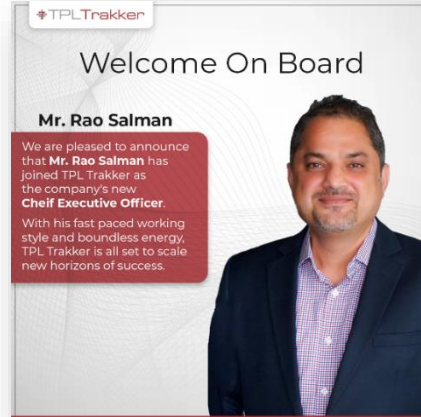
TPL TRAKKER

Marketing & Communication





100M sales growth by sales team
Central 1 region



CEO Announcement



Brand of the Year Awards 2022



A collaborative training session with
[The Hunar Foundation](#)



Successful Stolen Vehicle Recovery
Assistance (Success rate 90%)



Women's Day Celebration with staff



Independence Day Celebration with staff

TPL Trakker

Marketing & Communications Update



Champions Of Change – CEO Connect in Peshawar



Team Trakker – Cricket Tournament



First Town-hall 2023



PACRA maintained the A- and A2 ratings for TPL Trakker Ltd.



Two prestigious Brand Of The Year Awards 2022



Blood Donation Drive With Indus Hospital



Toy Distribution Activity in collaboration with Child Life Foundation



1000+ Installations in a day
By front line technical officers



Dawat-e-Eid for staff



Iftar gathering for field staff



CEO meet up with top clients
Pakistan and UAE



MT program 2022 success story
Hired for full time position



Summer internship program



Management Trainee Program



Hepatitis-C Screening Camp for employees



Analyst Briefing: September 2023

What We Do



We use **geospatial analytics** and **AI** to help enterprises solve their **biggest challenges**.

Location Data

Plug & Play APIs that support business operations with tools such as optimized routing, live tracking & navigation, geofencing, geo-marketing and more.

GIS as a Service

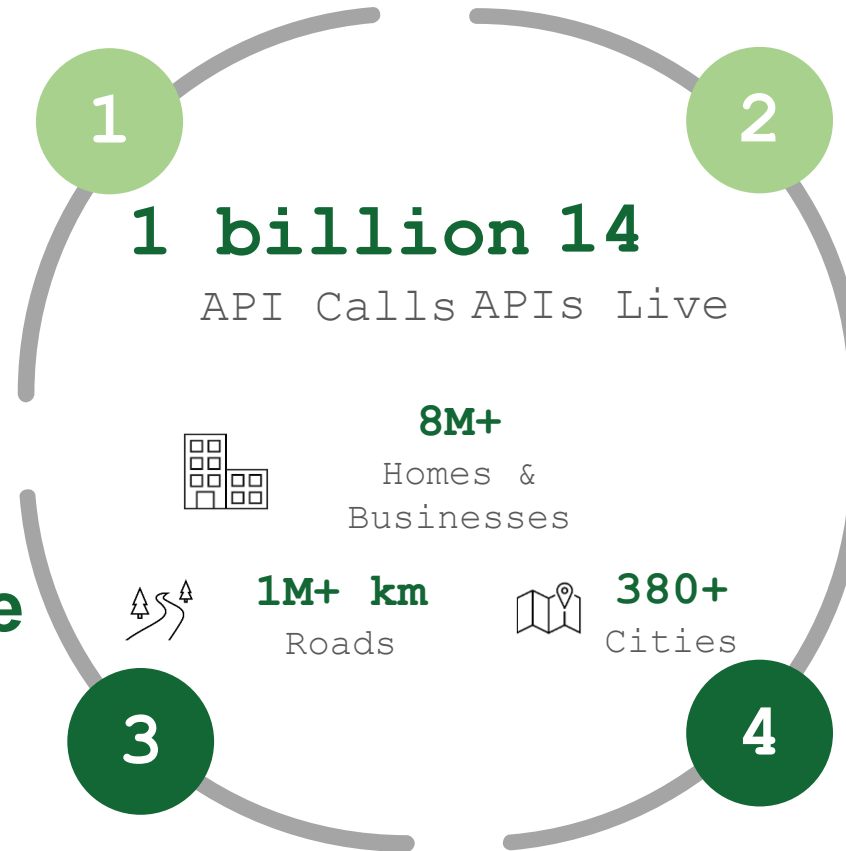
Custom platform development as well as dedicated field surveys, data gathering and digitizing capabilities in geospatial data sets and more.

Location Intelligence

AI platforms that drive profitability improvements through supply chain optimization, order allocation, demand modelling, network planning, and other white space analysis.

Consumer

Navigation App that facilitates mobility with landmark based routing, public transport data and fuel cost optimisation.



Pakistan's only location data company



We use location data and AI to help enterprises scale.

Key Highlights

15

Blue Chip Clients

10+

AI Engineers

50+

GIS Analysts

Why clients choose us

Custom
Mapping &
API
development

Rich
Data
offering
with custom
data
gathering

PKR
Denoted
payments

30%
Cheaper than
Competitor
APIs

Top API Use Cases

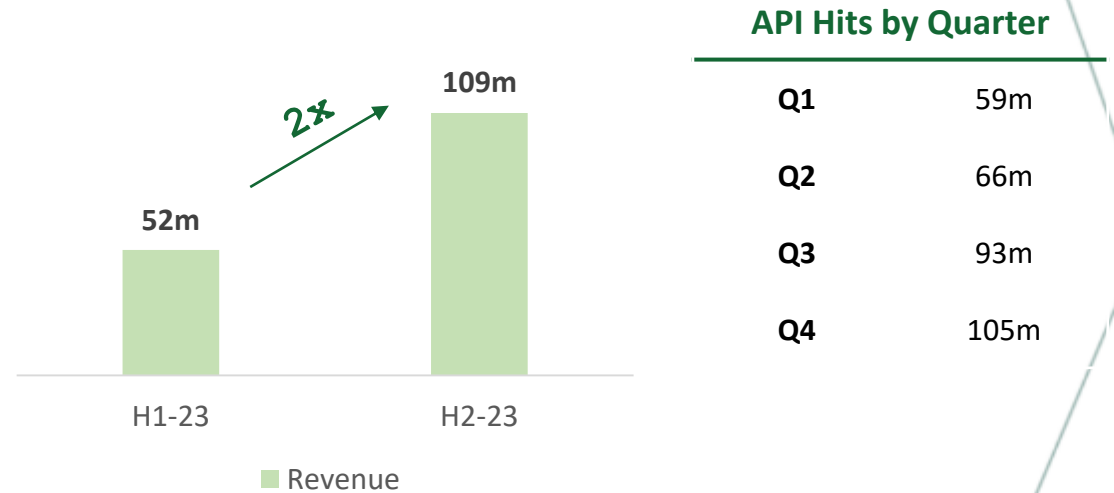
**Route
Optimization**
For Riders
and Field
Force

**Live
Tracking**
of
Customers
and Riders

**Location
Based
Offers**
From Customer
Location

**Address
Capturing**
Based on
Customer
Location

FY23 Revenue and API Calls



Business Model

Enterprise SaaS
Variable, monthly
recurring revenue based
on number of API calls
consumed or value
delivered

Contract Pricing
Fixed cost with one
off, cost-plus
commercials based on
services offered

FY23: Traction



We have a growing client base and a robust sales pipeline ahead.

New Clients On Boarded



KFC
(Call Center/App)
Multinational fast food restaurant chain



faysalbank
Faysal Bank
Pakistan's leading Islamic Bank



Krave Mart
Top Rapid Delivery Player in Pakistan



Dominos
Pakistan's leading Pizza Delivery chain



udhaar
Dominos Leading Payment Processing Platform



Golootlo
Pakistan's first and largest QR-based discount app



Rayn Group
Leading Pakistani Technology Conglomerate



Metro
Pakistan's leading supermarket chain store operators

Integrations In Process



Cheezious
Leading Food Delivery Player



Rozee
Pakistan's Premier Employment Platform



Dvago
Pakistan's leading Medicine Delivery Platform



Trukkr
Fintech Platform for Pakistan's Trucking Industry

API Improvements

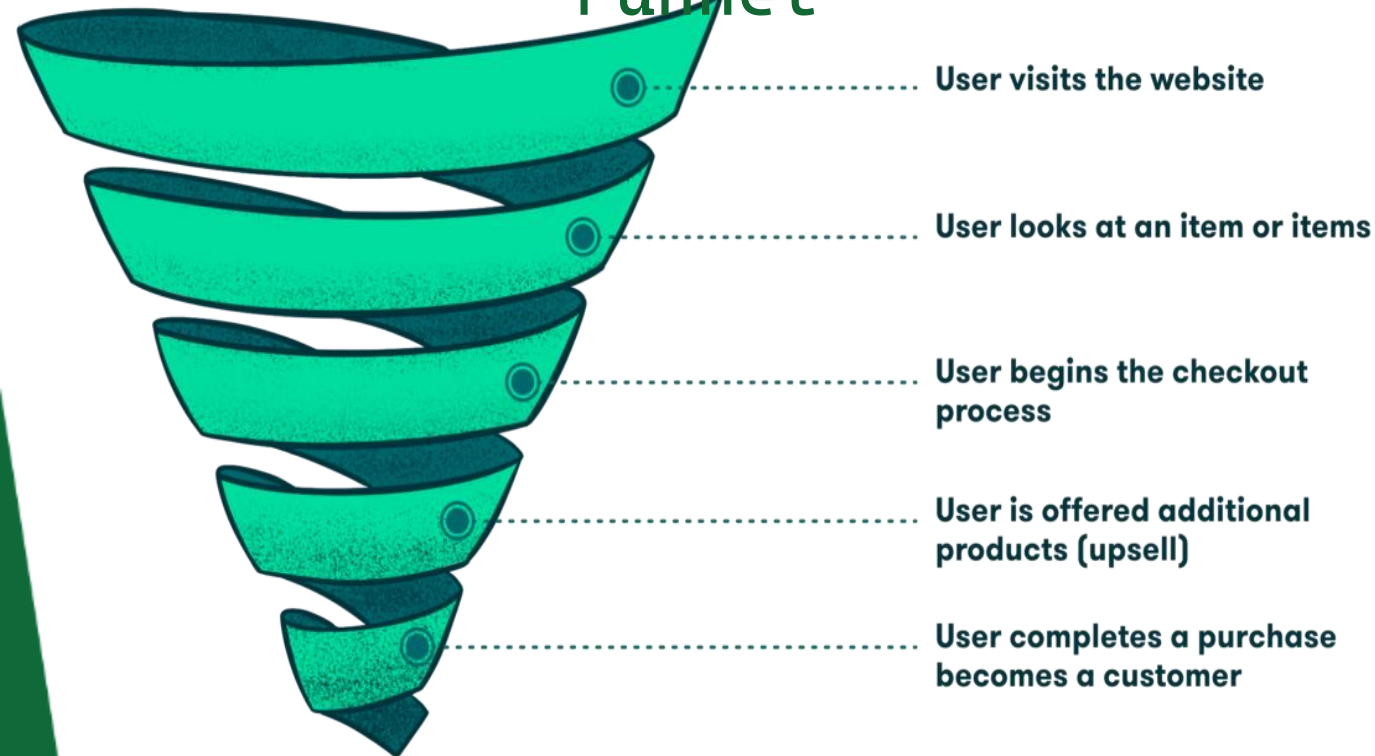
- Base Map:** incorporated smart algorithms, improved UI/UX
- Search Algorithm:** Incorporated AI/ML into search quality
- Address Standardization:** that cleans and segments fuzzy address
- Enhanced Data Collection:**, POI data points,

FY23: Ecommerce Optimization



Navigating industry challenges with pinpoint precision - few use cases

Indicative Sales Funnel



LBS Value Addition



Enhancing website user experience

Accurate and intuitive map integrations for finding products and store locations.



Automated Service Delivery Validation

Automated service area delivery confirmation



Enhanced Order Processing

Routing orders to relevant outlet/fulfillment center based on location



Geo-targeted Promotions

Based on user location, Discounts on additional products that are available online



Optimizing delivery and logistics

Route planning and tracking to improve delivery efficiency.

Navigation App



Successful beta launch of Pakistan's **first native navigation app**.

Highlights

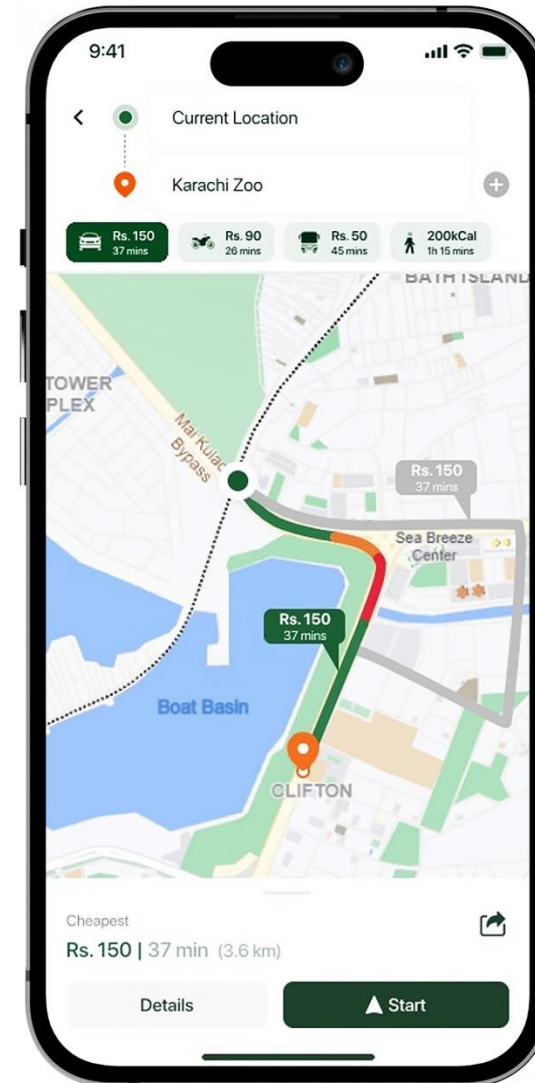
Successful MVP / Public Beta launch of TPL Maps Navigation App on August 14th to mark Independence Day for iOS and Android

Navigation App has strong coverage in press through launch events, promotional campaigns, journalist meet ups, podcasts and technology expos.

Our customer feedback to development loop operates on a 2-week cycle - new updates have been launched every 2 weeks since August 14th

Next Steps

- User Feedback Incorporation:** to improve current functionality and feature offering, as well as improve user experience and design
- Fuel Cost Optimization:** Launch fuel cost tracking, measurement and optimization feature
- Public Transport:** Launch bus mode (Islamabad first) with routes, stops, waiting times and bus directions.



Public Beta



Location Intelligence



AI platforms that drive **profitability improvements** in enterprise operations.

Product Offering

1

Supply Chain Optimization

Network optimization, address cleaning and standardization, order allocation, routing, and fuel consumption optimization.

Our ML algorithms use variables such as rider utilization, order demand and delivery area to match orders to the best rider, reducing delivery times, improving

2

Fraud Prevention & Security

Proactive fraud flagging and customer profiling for banking, fintech and public security.

Utilize variables such as customer location, frequently visited places, transaction history and more to build profiles on customer mobility, security risks, and more.

Target Customers

1

Logistics, Distribution and Rapid Delivery

2

Banking, Fintech and Public Security

Next Steps

- **Supply Chain Optimization:** Development expected to complete in end October, following which multiple POCs in discussion with local partners
- **Fraud Prevention:** currently in advanced discussions with multiple banking institutions following which development expected to commence

Regional Expansion



Strategic focus on building a **scalable, exportable** technology stack.

Short Term Objectives

1. **Engaging Distribution, Logistics and Rapid Delivery players in MENA**, with initial focus on the UAE, Saudi Arabia and North Africa, inclusive of legacy players as well as start ups
2. **Focus on building regional relationships** and developing market hypothesis on local mobility and navigation challenges.
3. **Additional focus on Enterprise SaaS platforms** and custom GIS / AI projects that have little reliance on local data collection or surveying, as these are more easily scalable at a low marginal cost.

Product Potential

1. **Location Data APIs:** that do not require data collection and are easily scalable, such as fuel cost optimization, order optimization, address standardization and more.
2. **Data Partnerships:** Licensing our data to global players interested in the region
3. **Location Intelligence:** Enterprise SaaS supply chain optimization platform that uses AI to drive operational efficiencies within Distribution, Logistics and Rapid Delivery; most relevant to markets with poor address visibility and weak location data.

TPL TRAKKER

THANK YOU

