



Analyst Briefing 2022-23





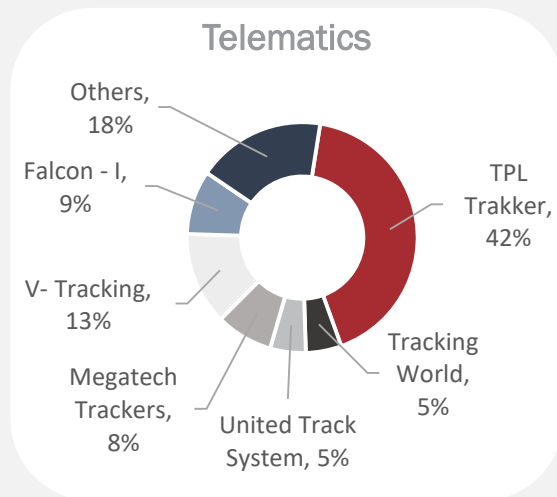
COMPANY OVERVIEW

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 country's only licensed 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



Revenue Model

Telematics

Equipment Sale + Annual Monitoring Charges (AMC)

Rental Income per year

Digital Mapping

SaaS model

IIoT

Enterprise Sales Model (Solution cost + Annual SLA)

Key Strengths



In-house Engineering Expertise



In-house Software Development Expertise



Top Corporates of Pakistan and UAE as clients



IIoT Sensors Expertise



Data Monetisation – From Trakker & Associated Companies



Highly Qualified & Experienced Management

Business Achievements



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 6million



Only Company tracking bonded cargo for Pakistan Customs

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Blue-chip Client Portfolio



Oil and Gas	Pharma	Textile	FMCG	Insurance	Govt.	Banking	Chemical	Logistics	Energy	Media	Telecom	On demand	LEAs	Ambulances

We have powered digital transformation and innovation for industry leaders



Pakistan

Government

Telecom

Bank

Fertilizer

Energy

Transportation

On demand

Insurance



Middle East

Government

Oil & Gas

Transport

FMCG

Transport



Pakistan Kidney & Liver Institute and Research Center



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Performance Highlights
FY 2022-23





All amount in PKR'000 except EPS

	HY 2022 SA	HY 2021 SA	Variance (%)	HY 2022 CONS.	HY 2021 CONS.	Variance (%)
Turnover	1,120,629	965,503	16%	1,334,784	1,085,222	23%
Operating Profit	166,402	78,046	113%	114,694	32,386	254%
Finance Cost	(254,559)	(147,173)	73%	(249,972)	(147,173)	70%
Profit / (Loss) after Taxation	26,348	(78,096)	134%	(56,374)	(130,987)	57%
Earnings per share (Rs)	0.14	(0.42)	133%	(0.15)	(0.54)	72%

Comments

- ❑ **23% Overall Revenue Growth**, with significant growth of 1126% in Industrial Internet of things (IIOT).
- ❑ **2.13x improvement** in Operating Results owing to improved GP margins.
- ❑ **Increment of 73%** in Finance Cost due to higher KIBOR.
- ❑ **Bottom line** improvement by **134%** and **57%** on unconsolidated and consolidated basis respectively.
- ❑ **Meaningful step down** in SMS costs locked in.
- ❑ **Headcount rationalization** and **general BPR** across departments to implement further savings.

Segment Wise Performance

	HY 2022	HY 2021	Variance (%)
Telematics	523,180	520,710	0.5%
Industrial Internet of things (IIOT)	23,182	1,891	1126%
STE (Customs Project)	458,167	318,941	44%
Auto Hardware & Navigation	116,100	61,977	87%
Astra Location Services (MAPS)	47,093	61,984	(24%)
TME	167,062	119,719	40%
Total	1,334,784	1,085,222	23%

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Key Business Highlights

Telematics & IOT

FY 2021-22





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

Telematics

- Deal has been finalized with **Malik Logistics**, **Shalimar Transport**, **Elivor Pak**, **Rehmat-e-Shereen**, **Super Malik Goods Transport**, **Al Fajar Dairy**, **MK Gas** etc. for their fleet.
- Won Tender of **Pakistan Kidney and Liver Institute** and **Faisalabad Waste Management Company**.
- 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 **Westgate International** and **Moiz Ali Trade** for container tracking.

IoT Solutions

- We have provided Dashcam solution to **Daraz** for their transporter **Jade E Services**.
- Won Tender of **Municipal Committee Kamoki**, **Municipal Committee Okara**, **Municipal Committee Wazirabad**, **Municipal Committee Vehari** and **Municipal Committee Daska**.
- We have provided MDVRs to **Fatima Fertilizer** and **Aslam Energy** for their Hauler **Flow Petroleum**.
- We have provided generator monitoring solutions to **MCB Phase 02 & 03** for their branches through out Pakistan (Currently 480 branches have been covered).
- We have provided generator monitoring solutions to **Telenor Pakistan – MCB**.
- TME taking the relationship with **Veolia** to the next stage to provide customized IoT solutions across the UAE

Auto Business

- **HNMPL** rate revisions in progress
- **Changan Master** AVN unit for **Alsvin** was arranged and installed on vehicle. Some configuration errors need to be rectified. Another unit in size of 7" has also been requested by **Changan Masters** with additional specs and quotation.

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Key Business Highlights
Safe Transport Environment
FY 2022-23

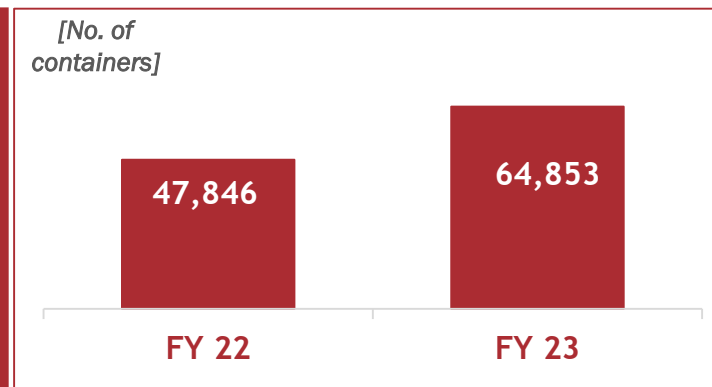




Key Updates

- In FY23 rates for installation of AT, FATA/PATA, Reverse Cargo and EPZ were revised for the first time (increased) since project inception in 2013 to cover additional costs of E-seals for additional security
- Q1 and Q2 for FY22 marked with frequent closure of Pak Afghan border for sizeable period of time had a noticeable effect on total number of installations during the period.
- The increased political uncertainty in the country has shown an adverse effect in trade volume.
- June 2022 last month of FY22 had record highest number of installations i.e. 13,700+

No. of Cont. by STE



New Initiatives

E-Seals

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

New Projects

- Uzbekistan has also been included in AT and tracking till Torkhum border has already been started
- Cross Stuffing of containers with e-seals installation by TPL is being planned by customs
- Taftan Project which was sat to start in Q4 of FY22 is delayed until further notice

Transshipment

- The establishment of new edible oil factories at Meeranshah is expected to increase the volume of FATA / PATA transshipments.

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Marketing & Communications Updates
FY 2022-23





DIGITAL SALES – 177%

H1 2022-23 witnessed over 177% in increased revenue YoY. With a renewed dedicated team, we have closed the H1 with PKR 24.69 million with 2.65 ROAS

CUSTOMER MIGRATION CAMPAIGN (CMC) – 56%

As part of the on-going customer on-boarding migration from existing customer database, we have secured with PKR 10.8 million in H1 2022-23

FIG CONVERSION – 116%

As part of the on-going customer on-boarding migration from FIG to TPL Trakker revenue stream, we have secured with PKR 10.9 million in H1 2022-23

CHURN RETENTION – 234%

Due to recent tweaks in Churn process, Retention with 92% and collection additional PKR 4.0 million have been recorded in H1 2022-23

OTHER INCOME(Transfer, Add-ons etc.) – 87%

Upselling of various add-ons and reinstating churned customers yielded PKR 4.2 million further in CS domain in H1 2022-23.

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Sales – Partnerships



Fatima Fertilizer



TPL Trakker Partners with Fatima Fertilizer to Provide MDVR Solution .

PKLI



Pakistan Kidney & Liver Institute and Research Center

TPL Trakker Partners with PKLI to Provide Vehicle Tracking Solution .

MCB



TPL Trakker Partners with MCB Bank Ltd to Provide Genset Fuel Management Solution.

MC Kamoke



TPL Trakker Partners with MC Kamoke to Provide Vehicle Fuel Management Solution Under ADB Project.

MC Okara



TPL Trakker Partners with MC Kamoke to Provide Vehicle Fuel Management Solution Under ADB Project.

MC Wazirabad



TPL Trakker Partners with MC Kamoke to Provide Vehicle Fuel Management Solution Under ADB Project.

First Pak Modaraba



First Pak Modaraba and TPL Trakker collaborate to secure Auto-Financing solutions.

First Habib Modaraba



First Habib Modaraba and TPL Trakker collaborate to secure Auto-Financing solutions.

Daraz



TPL Trakker Partners with Daraz to Offer Vehicle Dashcam Solution

Aslam Energy



TPL Trakker and Aslam Energy Pvt Ltd. to Provide MDVR Solution .

Elivor Pak



TPL Trakker Partners with Elivor Pak to Provide Vehicle Tracking Solution .

West Gate



TPL Trakker Partners with West Gate to Provide Container Tracking Solution.



Champions Of Change – CEO Connect
in Peshawar



Team Trakker – Cricket Tournament



First Town-hall 2023



Toy Distribution Activity in collaboration
with Child Life Foundation



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



Management Trainee Program



Hepatitis-C Screening Camp for employees



Cycling Tournament for employees



Two Months Internship Program for differently abled school kids from IRWA closed successfully.



Analyst Briefing: March 2023

We use **AI** and **location data** to help businesses **scale**.

We're also building Pakistan's
first native **navigation app**.

Location Data



New Clients On Boarded



Reseller Partnerships



Our Data Offering

Custom

Mapping & API development

Rich

Data offering with custom data gathering

PKR

Denoted payments

30%

Cheaper than Competitor APIs

Top Use Cases

Route Optimization

For Riders and Field Force

Live Tracking

of Customers and Riders

Location Based Offers

Based on Customer Location

Integrations In Process



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



HBL
Pakistan's largest commercial bank



faysalbank

Faysal Bank
Pakistan's leading Islamic Bank



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



Khaadi
Pakistani fashion and lifestyle brand



Metro
Pakistan's leading supermarket chain store operators

What We Do



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

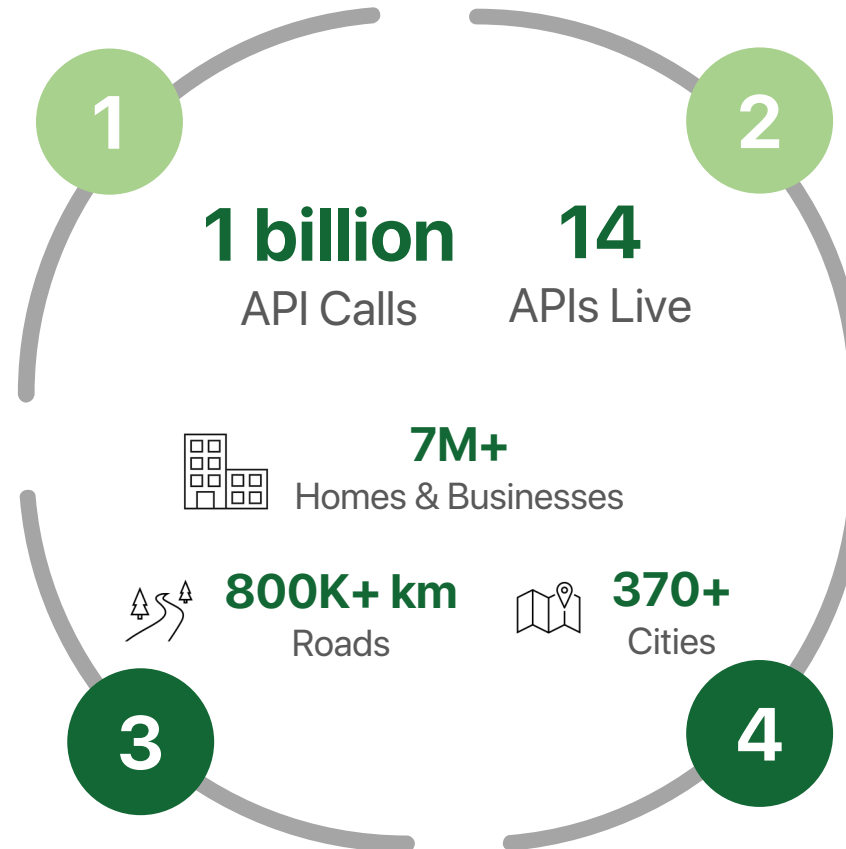
Data Gathering & Digitization, Local Mapping, and Surveys that bring visual context to location data.

Location Intelligence

AI Engine that drives business profitability with supply chain intelligence, demand modelling, customer profiling and other white space analysis.

Consumer

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



New Product Updates



July 2022 – Dec 2022

Consumer App

- Repositioned target customer, spoke to users, created market hypothesis towards mobility facilitation versus exploration
- Created MVP roadmap with 3 core features (plus fixes):
- These features allow us to target Pakistani mobility pain points
 1. Fuel Consumption and Optimized Cost Routing
 2. Public Transport
 3. Landmark Navigation

Location Intelligence

- Repositioned market hypothesis, MVP feature offering and target customer. Favorite use cases:
 1. Site Selection
 2. Supply Chain Optimization
 3. Demand Modelling

Jan 2023 – June 2023

Priority 1: Consumer App

- Targeting MVP launch in H1 CY23
- Speaking to users and iterating features based on feedback
- Monetization will begin once market fit has been achieved

Priority 2: Supply Chain Optimization

- Targeting Monetized MVP launch in H1 CY23
- Initial 'hair on fire' customers steering towards companies with variable delivery routes
- Speaking to users and iterating features based on feedback

Priority 3: Location Intelligence & Location Data

- Roll out Location Intelligence (PTA complete, second use case MVP already approved by leading Bank)
- Continue development of other use cases for various industries
- Evaluate and add to API offering to maintain competitiveness

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Thank You

