



Analyst Briefing FY 2022-23

March 2023





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

COMPANY OVERVIEW

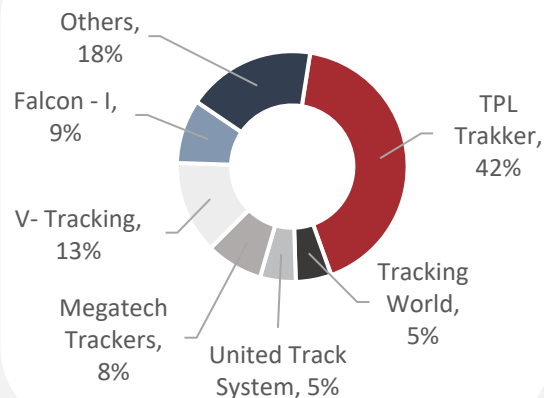
Market leader with over 20 years of deep expertise in Telematics, Digital Mapping and Location Services (LBS), and Industrial IoT solutions (IIOT)

- 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 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







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 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 rating of A- and A2 with Stable outlook

TPL Trakker

A Blue-Chip and Growing Client Portfolio



Oil & Gas



Pharma



Insurance



Government



FMCGs



Banking



Textiles



Energy / Chem



Logistics



Telcos



LEAs





All amount in PKR'000 except EPS

	H1 FY23 Standalone	H1 FY22 Standalone	Variance (%)	H1 FY23 CONS.	H1 FY22 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%

Segment Wise Revenue Performance	H1 FY23	H1 FY22	Variance (%)
Telematics	523,180	520,710	0.5%
Industrial Internet of things (IIOT)	23,182	1,891	1,126%
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%

Note: Standalone Financials excludes Maps and TME

Comments

- ❑ **23% Overall Revenue Growth**, with significant growth of 12x in 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.
- ❑ **Headcount rationalization** and **BPR** across departments to streamline further savings.



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

Telematics

- Deals finalized with **Malik Logistics**, **Shalimar Transport**, **Elivor Pak**, **Rehmat-e-Shereen**, **Super Malik Goods Transport**, **Al Fajar Dairy**, **MK Gas** etc. for fleet tracking and analytics.
- 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.

IIoT Solutions

- Providing Dashcam solution to **Daraz**.
- 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 II & III** for their branches through out Pakistan (c.500 branches covered today).
- We have provided generator monitoring solutions to **Telenor Pakistan**.
- 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** in demo.

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

Telematics

- Finalizing a deal with **Fast Riders** for provision of IVMS for their entire fleet of motor bikes used for delivery services across UAE.
- Devices for fleet monitoring being installed for **CAFU Petroleum Transport** for fleet monitoring.
- Working with **Fujairah Police** to provide IVMS with driver identification for their fleet of patrol vehicles.
- Deal signed with **Dubai Al Ahlia Transport** for monitoring of their new fleet used for transportation of fuel.

IIoT Solutions

- TME taking the relationship with **Veolia** to the next stage to provide customized IoT solutions across the UAE. Merger with Suez to provide new business opportunities
- Installed a fuel dispensing solution for **Veolia** at their site in Abu Dhabi to monitor procurement and consumption of Fuel.
- Delivered a driver fatigue monitoring solution for **Emirates Global Aluminum (EGA)** on a part of their fleet.
- Added a genset monitoring solution to the product portfolio. Pilot testing in progress with **Tarsheed LLC**.

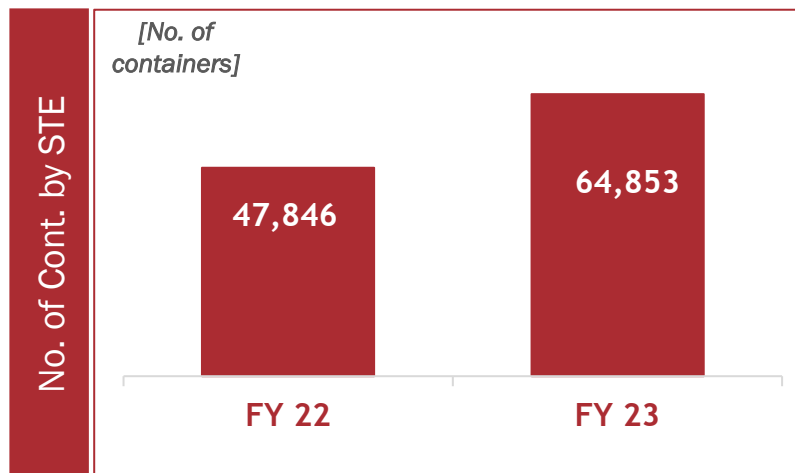
Compliance

- Completed 97% of 2G/4G conversion of total fleet in compliance with UAE regulations
- Application in progress for registration with **Asateel** in Abu Dhabi which will provide an opportunity to deliver IVMS for civil defense and 2.5 tonne cargo vehicles and add a new revenue stream for TME



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+



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 Torkham 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

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



Analyst Briefing: March 2023

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

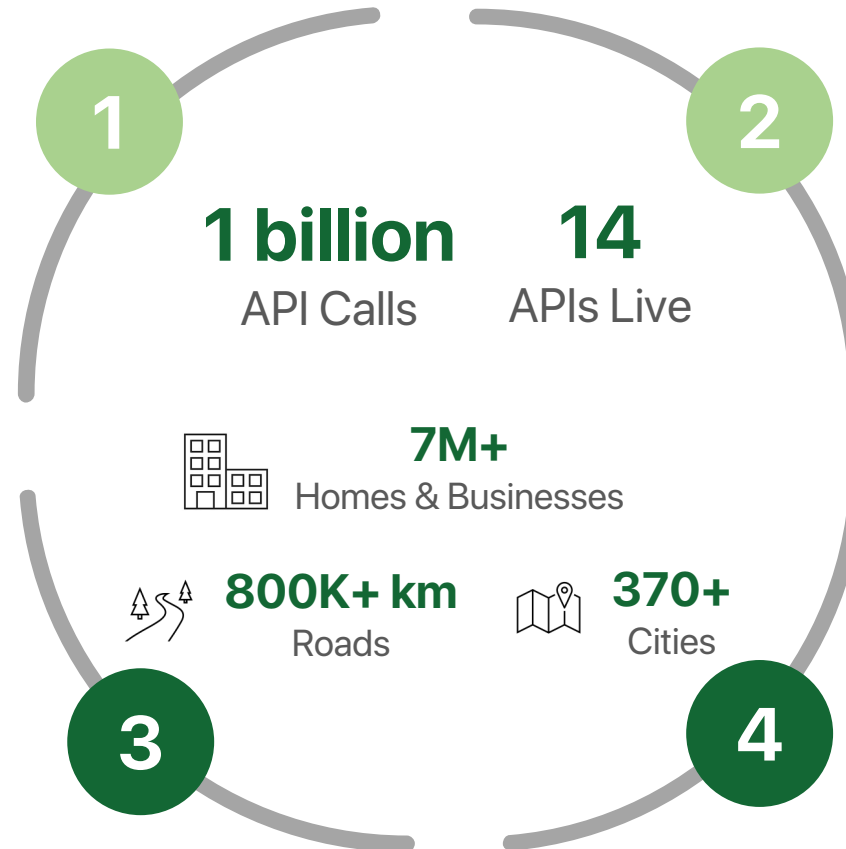
Data Gathering & Digitization, Local Mapping, and Surveys that bring visual context to location data.

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.



Location Data



New Clients On Boarded



Reseller Partnerships



Integrations In Process



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



HBL
Pakistan's largest commercial bank



Faysal Bank
Pakistan's leading Islamic Bank



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



Khaadi
Pakistani fashion and lifestyle brand



Rayn Group
Leading Pakistani Technology Conglomerate



Metro
Pakistan's leading supermarket chain store operators



Daraz
Pakistan's leading e-commerce player

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

Export Excel

- X

Mapping Public Transport



Thank You

TPL TRAKKER

APPENDIX



TPL Trakker

Marketing & Communications Update



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.

TPL TRAKKER

THANK YOU

