

 TPLTrakker



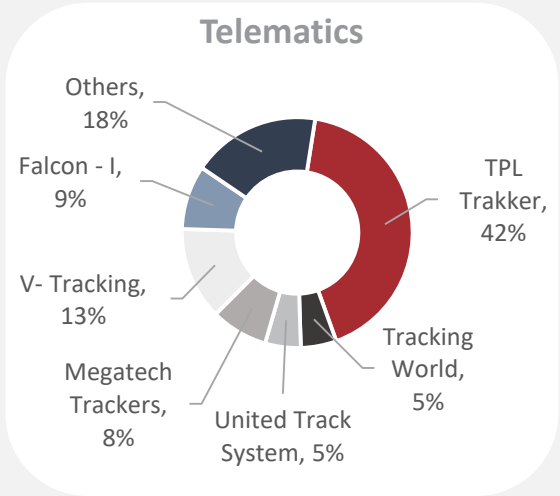
TPL Trakker







A Market Leader in the Telematics & LBS Space across Pakistan

Company Overview

- Market leader with over 20 years of deep expertise in Connected Car, Digital Mapping and Location Services, and Industrial IoT solutions
 - We have secured **100% market share in Location & IoT solutions.**
 - Licensed by the **Survey of Pakistan**, we are collecting, digitizing and maintaining geospatial data to offer location-based-services
 - Country's only licensed Digital mapping player and licensed by FBR to track transshipment cargo
- Utilizing its **SAAS Products** like Location Based Services Platform (Enterprise Location APIs) and DART (configurable location and monitoring management solution) TPL Trakker Maps intends to expand internationally.

Market Leader in the Telematics across Pakistan

















































































	Connected Car	Digital Mapping	IIoT
Revenue Model	Equipment Sale + Annual Monitoring Rental Income per year	SaaS model	Enterprise Sales Model (Solution cost + Annual SLA)
Relevant Strength	 In-house Engineering Expertise  In-house Software Development Expertise  Relationship with Top Corporates of Pakistan	 IoT Sensors Expertise  Years of Data – 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 customer base in Pakistan in Telematics & IoT
-  Largest database of geo-coded address in Pakistan – over 6million
-  Only Company tracking bonded cargo in liaison with Pakistan Customs

Our Clients

We have powered digital transformation and innovation for industry leaders

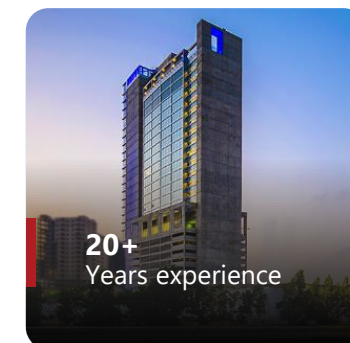
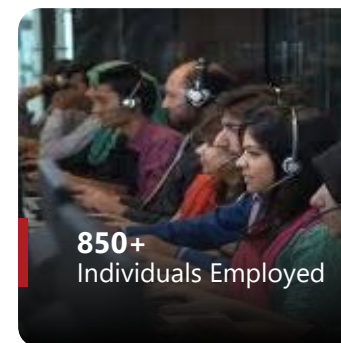
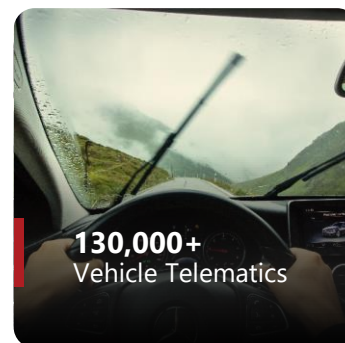
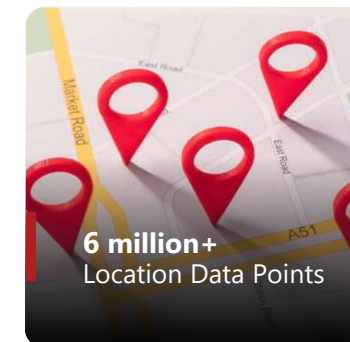
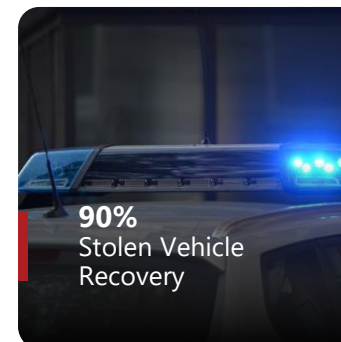
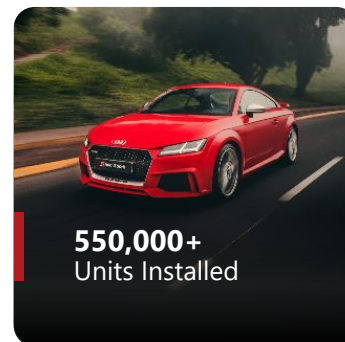
Oil and Gas	Pharma	Textile	FMCG	Insurance	Govt.	Banking	Chemical	Logistics	Energy	Media	Telecom	On demand	LEAs	Ambulances
														
														
														
														
														
														

About TPL Trakker

We are market leaders in Telematics, Mapping and Location Services and Industrial IoT

Leveraging our engineering & software expertise, we are creating innovative connected solutions and services.

Our Strategic Business Units		
Connected Vehicle Solutions	Location Services & Solutions	Industrial IoT Solutions
<ul style="list-style-type: none">▪ Driver behavior▪ Usage based Insurance▪ Video Telematics▪ Driver fatigue▪ Predictive maintenance▪ Fleet management	<ul style="list-style-type: none">▪ Container security▪ Geo-Marketing▪ Route Optimization▪ Data & API/SDK▪ Navigation & GIS	<ul style="list-style-type: none">▪ Genset Monitoring▪ Fuel Management▪ Smart Agriculture▪ Water Level Monitoring▪ Smart Warehousing▪ Cold-Chain Monitoring



TPL TRAKKER

**Performance Highlights & Re-Structuring Update
FY 2021-22**





All amount in PKR'000

	YE 2022 SA	YE 2021 SA	Variance (%)	YE 2022 CONS.	YE 2021 CONS.	Variance (%)
Turnover	2,106,469	1,886,242	12%	2,342,487	2,111,257	11%
Operating Profit	280,449	189,872	48%	120,415	86,732	39%
Finance Cost	(326,958)	(389,543)	(16%)	(327,329)	(389,684)	(16%)
Profit / (Loss) after Taxation	197,115	(120,202)	264%	22,863	(108,910)	121%

Comments

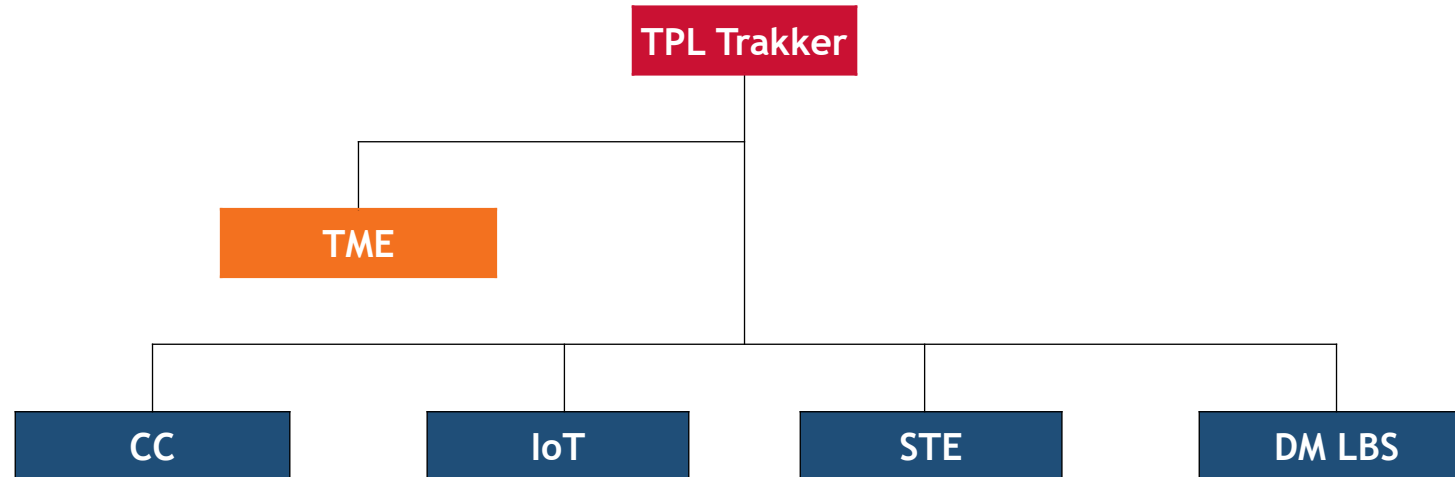
- ❑ **11% Overall Revenue Growth**, with significant growth of 21% in Digital Mapping and Location Services.
- ❑ **1.5x improvement** in Operating Results owing to improved GP margins.
- ❑ **Reduction of 16%** in Finance Cost due to repayment of existing debt.
- ❑ **Bottom line** improvement by **264%** and **121%** on unconsolidated and consolidated basis respectively.

Segment Wise Performance

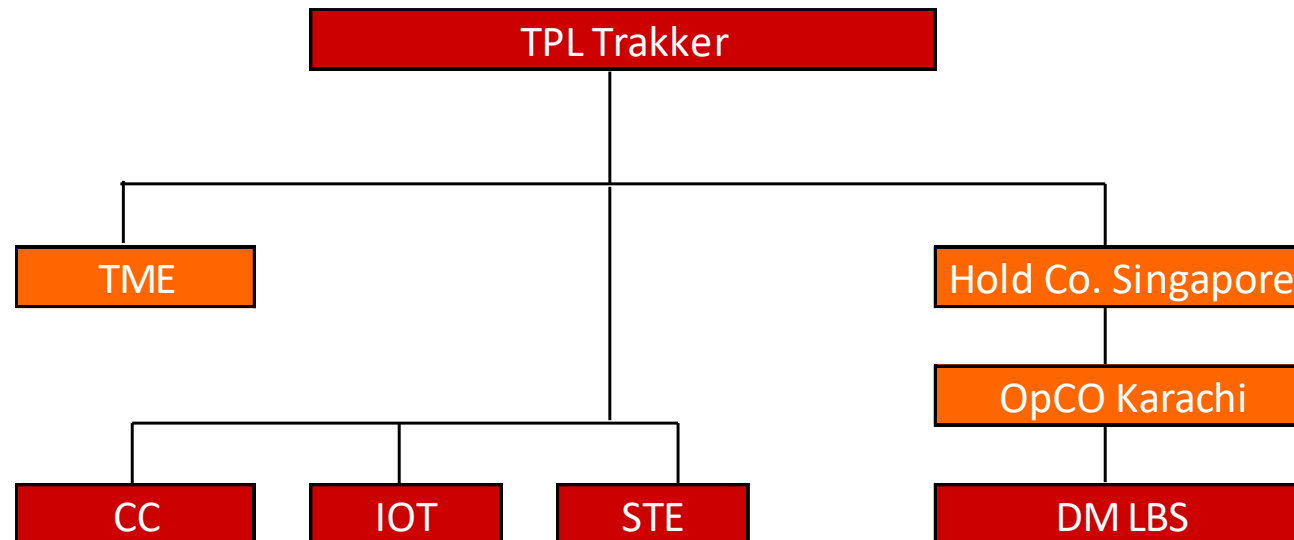
	YE 2022	YE 2021	Variance (%)
Connected Car	1,196,760	1,114,669	7%
Digital Mapping & Location Services	197,210	163,184	21%
STE (Customs Project)	695,693	599,898	16%
Industrial Internet of Things	16,806	8,491	98%
TME	236,018	225,015	5%
Total	2,342,487	2,111,257	11%



Existing Structure



Proposed Structure





With the TPL Maps division being carved out from TPL Trakker, a revised strategy is being formulated. The local Op-co has been incorporated and duly named “Astra Location Services (Pvt) Ltd”, the incorporation of foreign Hold-co is under process.

Product & Market Strategy

- Focus on market segmentation based on Industry verticals. Relevant and high revenue verticals are being considered such as FSI, E-commerce & Retail, Logistics & Distribution, Rapid Delivery and Public Sector
- Develop new geospatial use-cases / products for specific industry verticals to address the market needs and to capture a larger segment
- Four use-cases have been identified – **optimal site selection , supply chain optimization, field force intelligence, and other white space analysis**, to be served through an advanced analytics and machine learning web platform utilizing TPL Maps’ geospatial data

Sales Strategy & Team Restructure

- Individualized for every vertical
- Focus on high value prospective clients in the e-com, logistics, financial services, and rapid delivery sector
- Similarly, the Maps Sales team will be re-structured with respect to verticals to maximize market penetration.

Q2 Timeline

Oct 22 – Begin seed fundraising roadshow and commence product development of advanced analytics platform

Nov 22 – Foreign Hold-co incorporation complete

Dec 22 – Secure seed funding; advanced analytics platform POC go live with first clients

Jan 23 – Consumer navigation app public beta go live

3 Year Timeline

FY23

Complete product development of 2 out of 4 analytics use cases with post revenue go live on 2 clients; Successful public launch of consumer app following beta go live; develop local data partnerships strategy.

FY24








Expansion to 10+ analytics clients and finalize local data partnerships; achieve product market fit in consumer app and legacy product offering supported by new sales strategy.

FY25

Expansion to 25+ analytics clients across 4 use cases and achieve product market fit across advanced analytics product suite, following which regional expansion financed by Series A fundraising.



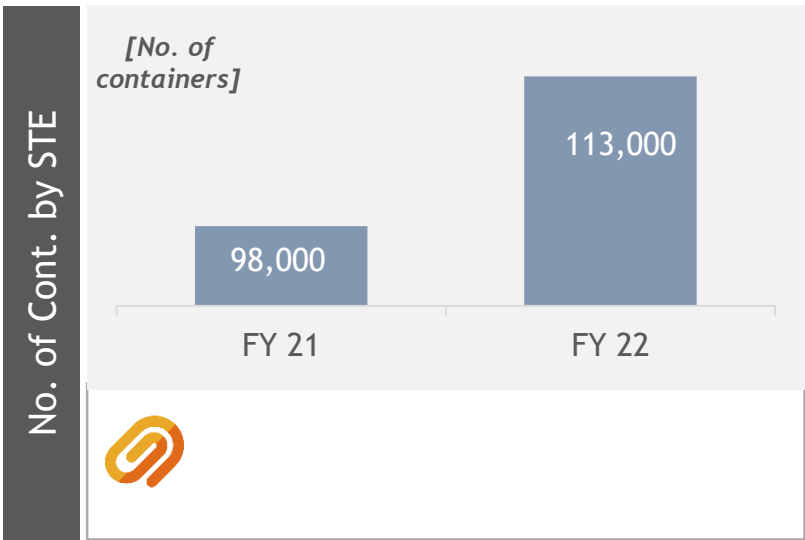
*Based on comparable analysis of global comps, we expect to secure seed funding for TPL Maps at a **\$10-15m pre money valuation**, based on an **11x through the cycle EV to Sales** multiple.*

Name	Country	Company Overview	Revenue (\$m)	EBITDA Margin	Valuation (EV/Sales)		
					Through the Cycle	Exit	Exit Type
HERE Maps		Mapping and LBS	1,076	11%	2.9x	2.9x	Acquisition
TomTom		Mapping and LBS	524	N.M.	1.5x	10.0x	IPO
NavInfo		Mapping and LBS	455	7%	12.3x	23.0x	IPO
Auto Navi		Mapping and LBS	130	N.M.	5.9x	12.0x	Acquisition
NearMap		GIS Analytics	89	N.M.	9.1x	58.0x	IPO
MapmyIndia		Mapping, LBS, GIS Analytics	28	45%	32.3x	48.0x	IPO
MapsPeople		Indoor Mapping	4	N.M.	16.0x	20.0x	IPO
Median Comps			329	21%	11.4x	24.8x	



Key Updates

- Decline in container volume was witnessed in the start of first quarter of FY 22 due to 700% increase in freight charges which then subsequently normalized in Q2 of FY 22 resulting in 15% YoY growth in number of containers tracked
- June 2022 witnessed the highest number of containers tracked since project inception in 2013. A total of 13,000+ containers were tracked in the month
- Increase in monitoring footprint covering over 13+ installation & removal points across Pakistan
- Increase in rate per container in FY 23 which will have significant topline impact



New Initiatives

EPZ Cargo

- Tracking of EPZ cargo was reduced prior to Covid
- Revision of mandate for installing tracking in EPZ cargo will add approx. 2,000 to 3,000 containers annually

Inter-port movement

- FBR has planned to initiate tracking for inter-port movement

Transshipment

- Initiated tracking in selected Transshipment cargo for FATA/PATA & Aza-Khel dry ports resulting in approx. 25,000 containers annually
- Plan to increase roll-out to other dry ports such as Sialkot dry port, Faisalabad dry port, Islamabad dry port, etc.

TPL TRAKKER

KEY BUSINESS HIGHLIGHTS

Connected Car

FY 2021-22





Key Achievements

- ✓ Multiple successes in winning **Public / Private Sector Projects** across Pakistan for tracking & monitoring segments.
- ✓ **Vehicle Tracking**
 - ✓ Partnered with **Collaborative**, the vehicle fabrication company to provide fleet management services to **Lahore Waste Management** and **Lahore Solid Waste Management**.
 - ✓ Won Tender of **National Highway & Motorway Police Lahore** and **Sui Northern Gas Pipelines Limited**.
 - ✓ Increase our penetration further in financial sector by taking on board **Habib Metropolitan Bank, Standard Chartered Bank, First Habib Modarba** and **Trust Modarba**.
 - ✓ Deal has been finalized with **USAID, Pioneer Cement, Food Panda, Hilton Pharma, Vital Pakistan Trust, Sindh Health Care Commission, Metro News** etc. for their fleet.
 - ✓ Agreement has been signed with **Aga Khan University Hospital** for their vehicle fleet management and installation also started.
 - ✓ Signed an agreement with **Meri Gari** for portable devices and container tracking.
- ✓ **Strategic Alliance(s)**
 - ✓ Signed a strategic alliance with **Shell Pakistan** to offer Vehicle Telematics under the brand name of **Shell Telematics** to Shell Fuel Card customers.
 - ✓ Reseller agreement has been signed, **Telenor Pakistan** will be selling IoT products (white labelled) such as Generator monitoring, MDVRs / Dash Cams, Smart warehousing solutions etc.
- ✓ **IoT Solutions**
 - ✓ We have provided generator monitoring solutions to **MCB & MIB** for their branches through out Pakistan. (Currently 108 branches have been covered)
- ✓ **Auto Business**
 - ✓ Took **Proton Pakistan** on board to provide offline maps, AVN, Wireless Charger, Front & Rear Camera and Speakers for Proton Saga. Furthermore, they have also authorized TPL Trakker as the only tracking company which complies with their Vehicle Warranties.

TPL TRAKKER

KEY BUSINESS HIGHLIGHTS

Digital Mapping and Location Services

FY 2021-22





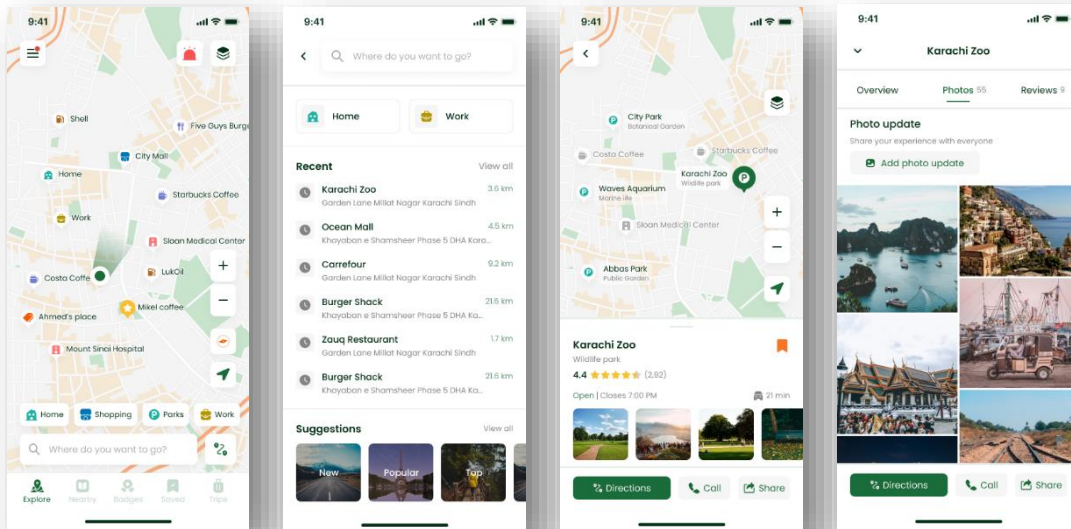
Key Achievements

TPL MAPS APP Revamp

The Maps App of Pakistan

The following activities took place regarding the TPL Maps App revamp

- A comprehensive market and user focus research was conducted to understand user behavior and expectations for a Navigation App.
- An International pitch was called to select a vendor for User Journeys, User Experience and User Interface
- A Jordanian company UX Labs was selected
- App wireframes and design was finalized after benchmarking with international giants
- App development took place in-house by the TPL Maps Tech team.



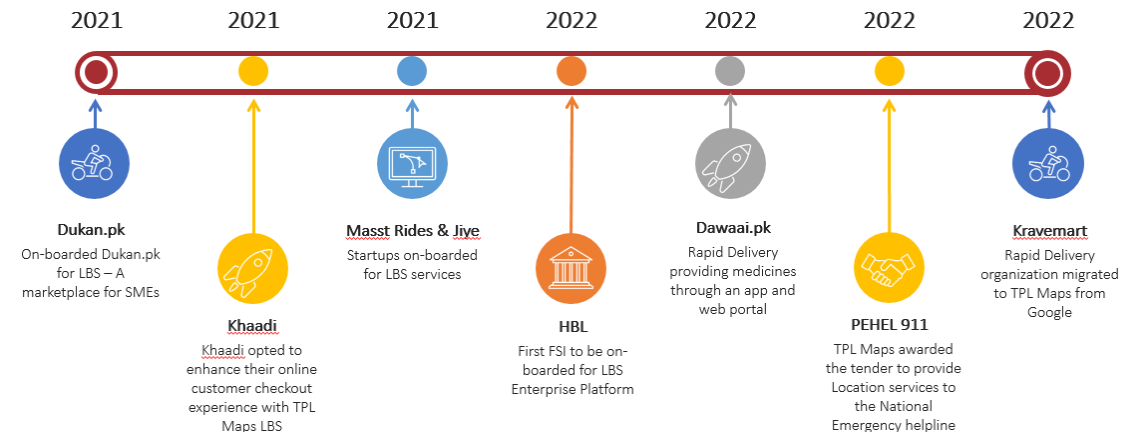
LBS Platform / APIs

Market reception of TPL Maps LBS platform considerably increased during the second year of commercial operations.

We saw organizations convert from Google to TPL Maps LBS based on stable platform, competitive performance, and cost effective rates

Industry leaders in Retail, Banking, Rapid Delivery and various startups were on-boarded to the service along with retaining big names from the year before.

New APIs for **Route Optimization**, **Bulk Geocode**, **Bulk Reverse Geocode**, along with **Satellite API**. **Secondary site** is fully operational and tested; **DR drill** was also successfully passed. Updated SDKs were also released.





Key Achievements

DART Solution



DART Was commercially rolled out in in 2021. DART was also customized for international markets.

- The product was pitched to high value prospective clients in the e-com, logistics, financial services, and rapid delivery sector.
- Cybernet started using DART on the subscription model to manage it's StormFiber maintenance and new connection team.
- Smaller players in Agri sector were also on-boarded.
- Conversations with HBL are under way.
- Reseller partnership talks with Telenor B2B are also under way.



Data Acquisition

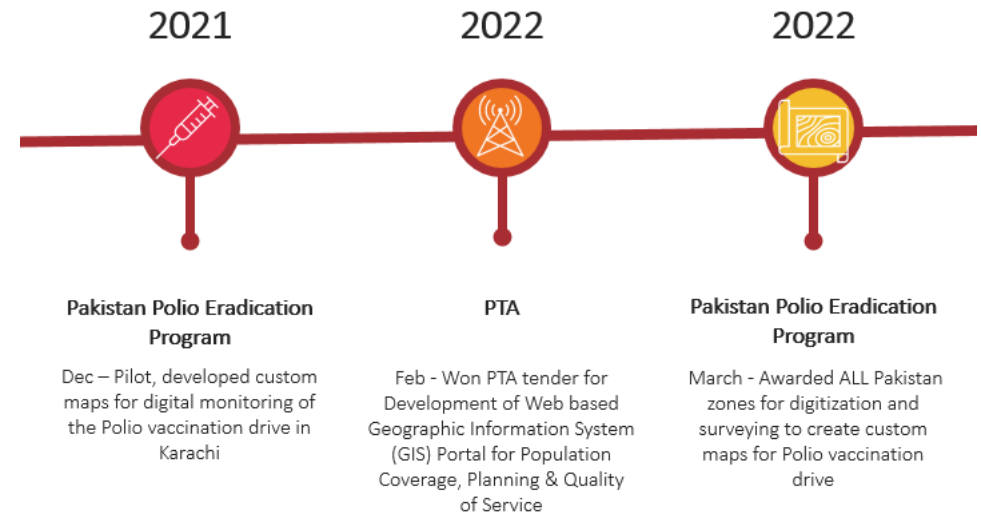
TPL Maps' most valuable asset is the data collected and ingested in the LBS system through which the division generates revenue.

Multiple avenues were explored to acquire, barter or partner with for Geospatial data with local Retail brands, Courier companies and internationally with TOMTOM and Apple

Custom GIS Projects

A strategic vertical that has served TPL Maps very profitably this year.

- A strategic alliance was entered into with **Rayn Group** to serve **Pakistan's Polio Eradication Program**.
- TPL Maps services were availed for multiple segments of the project
- TPL Maps was awarded the development of the GIS Portal for Population Coverage, Planning & Quality of Service for 5G rollout by **Pakistan Telecommunication Authority**
- Upcoming are collaborations with National Disaster Management Authority and NESPAK for national level projects



TPL Maps – App Revamp

Beta & Launch

The **new and improved TPL Maps** will be launched to the Market by the end this year with a separate Product Brand Beta release is being tested by select members of the TPL Management and Group wise technical and product teams to enable smooth transition to a wider audience.

Launch Plan

A Go-To-Market plan is being devised for the App Launch which includes positioning to the optimal audience ranging across all SECs. The Launch Plan will utilize all avenues to get the maximum app installs through partnerships, media integrations, digital advertising, digital PR, on-ground activations, social media and partner app promotions along with Mobile manufacturer partnerships.

APP Phases

The first release of the App is being developed in phases. The first phase included the fundamentals of a navigation app – search, route optimization, navigation, places of interest. The second phase will include personal suggestions based on user usage, emergency mode, satellite maps and the third phase will integrated different partners to scale up the usage of the app so users can book hotels, bus, metro train and air tickets, advertise restaurants and tourists sites, plan group travels etc.

Partnerships

Direct Hotel Chains

BOOKME.PK

Saastaticket.pk

Ticketwala.pk

Cafes, restaurants, Tourist sites, PlayAreas, etc

Payment Partners – Easypaisa, Jazzcash, HBL

EasyTickets

TripAdvisors

Booking.com

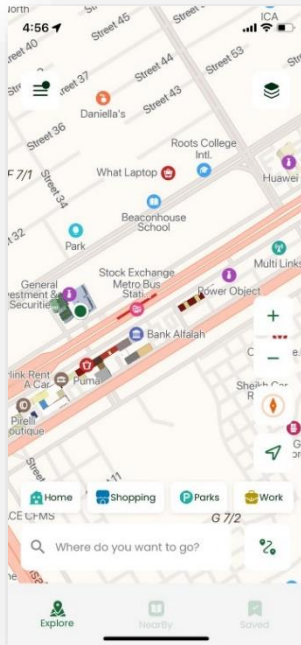
Restaurant chains

Public Transport – Metros- Lahore, Islamabad, Peshawar

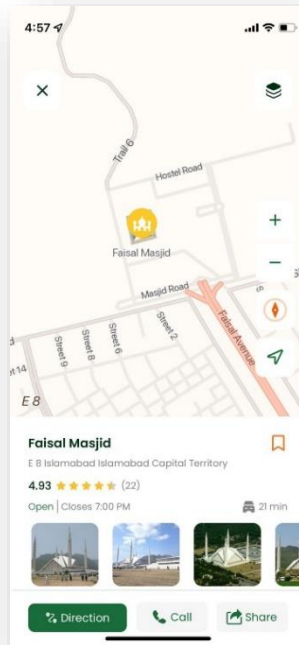
Local Handset manufactures – iTel, Techno, infinix, Premier, Oppo, etc

TPL Maps – App Revamp

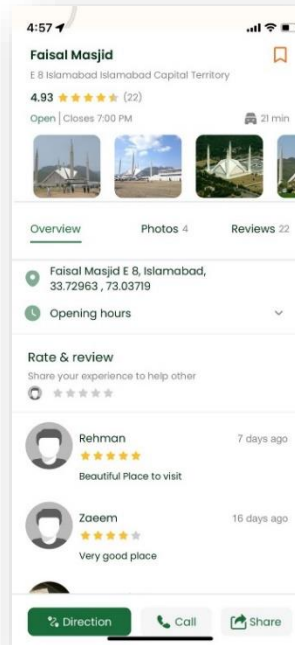
Home



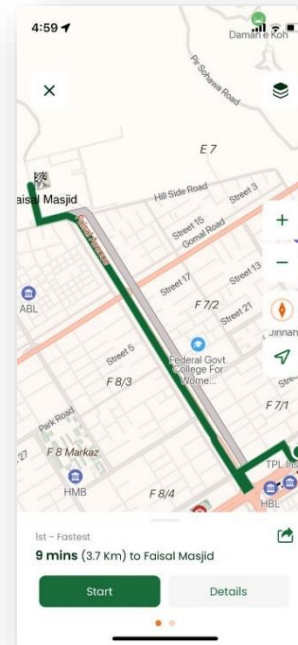
POI



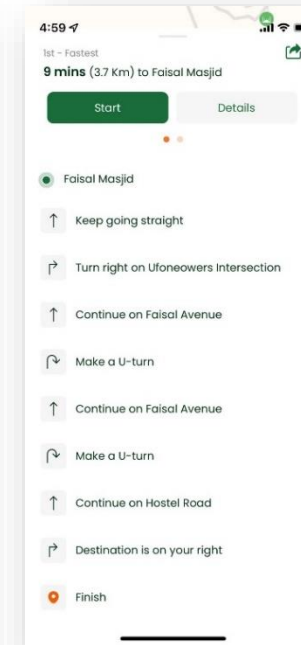
POI Detail



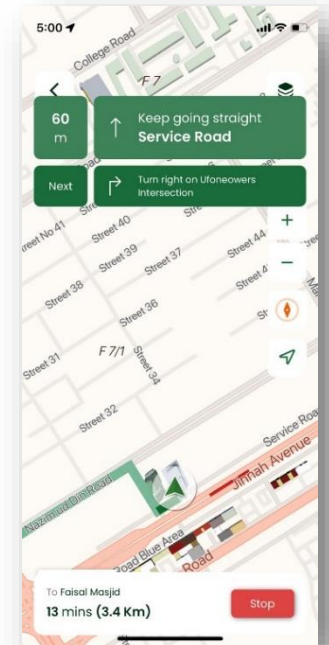
Directions



Directions detail



Navigation





Maps – Pakistan Polio Project

In order to aim for effective use of Pakistan's Polio Eradication Program's workforce, efficient planning, and delivery methods, leading to higher productivity and greater outreach, TPL Trakker's Digital Maps team is developing the digital base maps having admin boundaries of districts, tehsils, UCs, across required areas of Pakistan. This will provide relevant stakeholders reporting of coverage of vaccination process during polio eradication program.

Activity:

1. Boundary Demarcation

- One-to-one sessions with area in-charges of each UC
- Digitize boundaries using Satellite Imagery

2. No-Interest Areas Identification

- Identification of commercial and no interest areas such as open fields/factories by using existing datasets

3. Field Survey

- Mobilize surveyors along with polio staff/team member to geotag the boundaries using GPS enabled mobile application

4. Data QA/QC

- Identify and resolve topological errors
- Compare desktop and field survey data
- Identify overlapping and missing areas
- Report and re-survey the area

Deliverables:

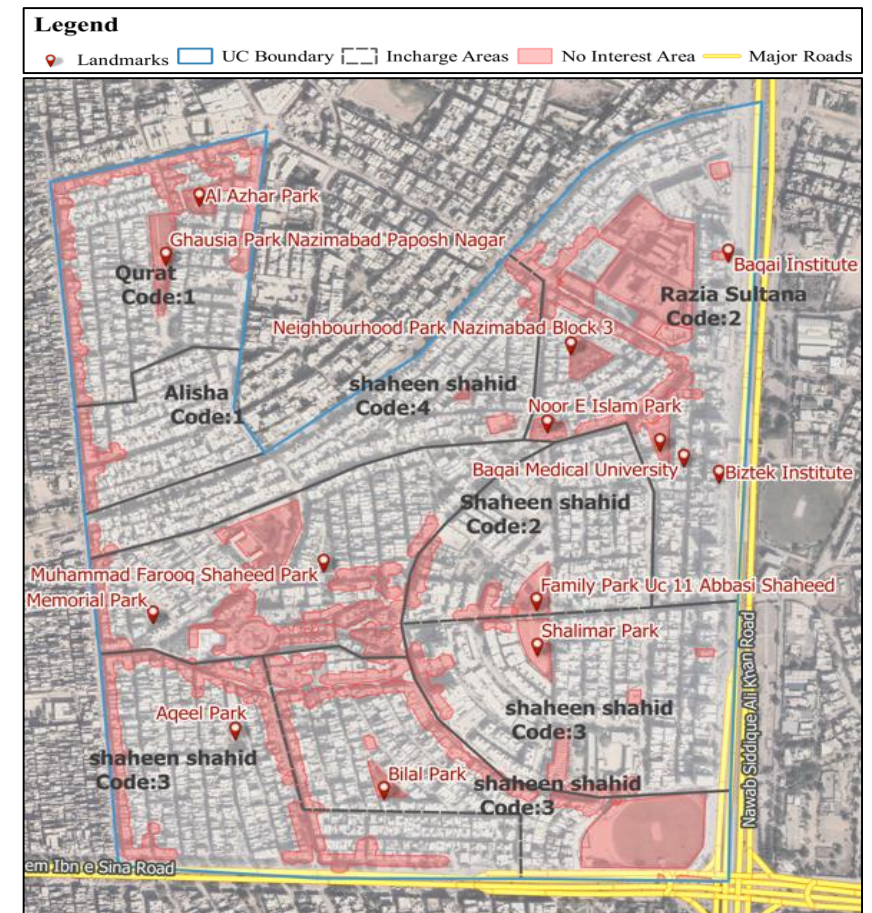
1. Map Layouts

- Overlay Datasets
- Export to High Resolution Image

2. Building Footprints

- Digitizing building footprints using high resolution satellite imagery

3. Major Landmarks



Maps – Pakistan Polio Project



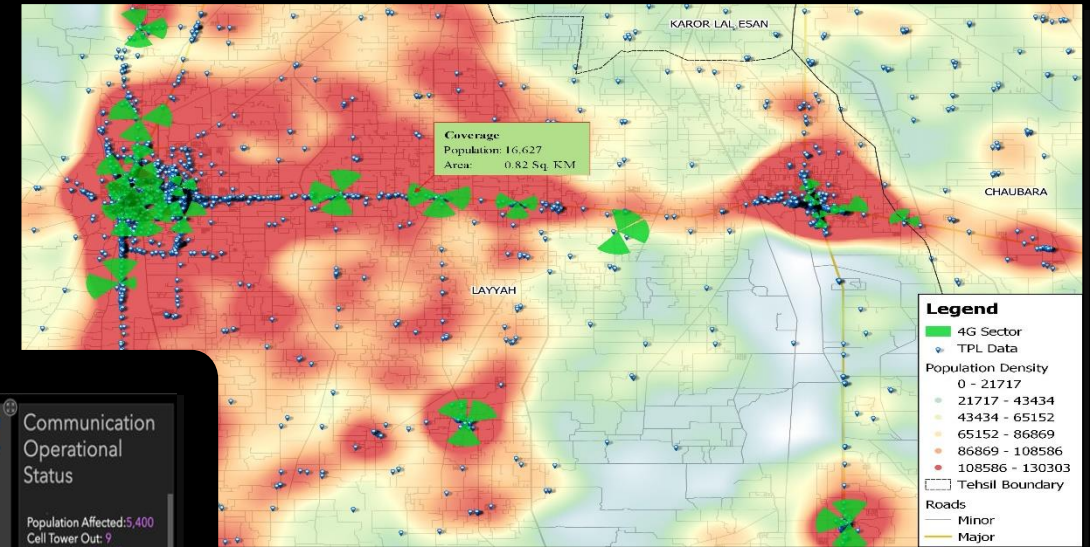
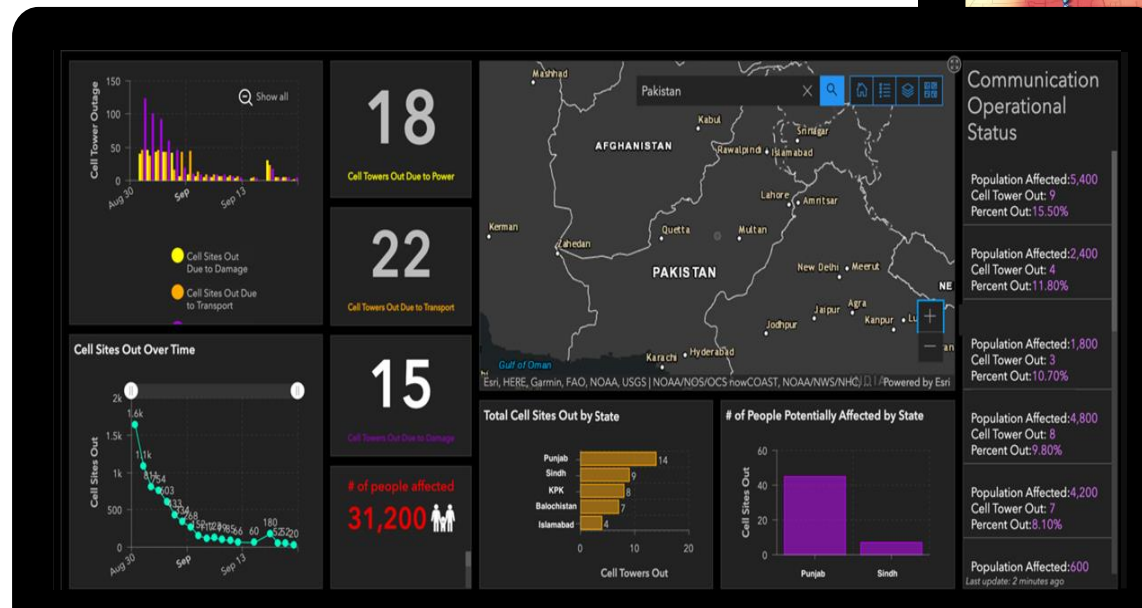
National & International Recognition



Maps – PTA GIS Portal for Population Coverage, Planning & Quality of Service for 5G rollout



This will also allow TPLT to venture into the telecommunication market segment with its growing digital mapping solutions enhancing the sector's existing planning and expansion capacities. It will also open up an additional revenue line for the Company's digital mapping business unit and is a further sign of market confidence in our commercial strategy to market maps.



- Interactive map & dashboards
- Multiple datasets overlay
- Coverage analysis
- Population growth trends

TPL TRAKKER

KEY BUSINESS HIGHLIGHTS

Digital Sales & Marketing

FY 2021-22





Partnerships



Bank Alfalah



TPL Trakker Partners with Bank Alfalah to Offer Vehicle Tracking Solutions.

Proton



TPL Trakker and Proton Pen New Partnership for a Seamless and Connected Automotive Future.

SCB



Standard Chartered Bank and TPL Trakker collaborate to secure Auto-Financing solutions.

Shell



Shell Pakistan Joins Forces with TPL Trakker to Launch 'Shell Telematics' Integrating Fuel Cards with Vehicle Trackers.

Telenor



TPL Trakker & Telenor Pakistan join hands to strengthen IoT Connectivity Infrastructure.

KE



TPL Trakker offers customized fleet management solution to KE via new Partnership.

PTCL Group



Pakistan Telecommunication: PTCL Group, TPL Trakker Renew Partnership for ICT Services Development.

SNGPL



TPL Trakker signs MoU with SNGPL for Fleet Management Solutions.

HMB



TPL Trakker with HABIBMETRO becomes pioneer for Advanced Auto Finance Solutions in Pakistan.

Dukaan.pk



TPL Trakker and Dukaan.pk Come together to Serve Pakistan by Facilitating Small Business Owners.

Jiye Technologies



TPL Trakker Partners with Jiye Technologies to Supercharge Key Logistics for Pakistan's Agriculture Sector.

Masst Rides



TPL Trakker to Power Masst Rides' Next – Gen Transportation Service.



Digital Launches

Launch of Trakker-i



Launched Trakker-i on all internal digital outlets and paid campaigns

Launch of DART



Launched DART on all internal digital outlets

Pinktober Campaign



Launched Trakker Pink Plus.

Big Friday: TrakkerMax

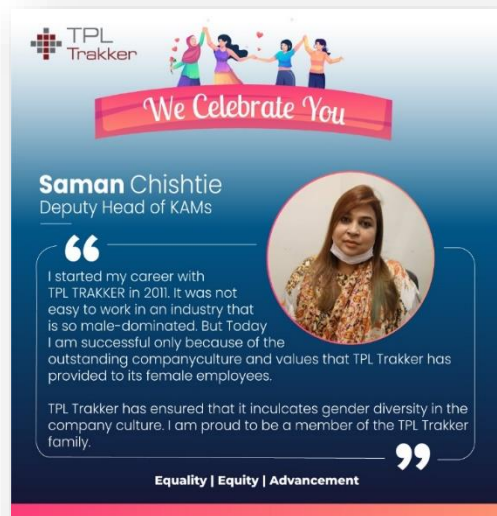


Big Friday discounted offer



Engagement Initiatives

Women of Trakker



We Celebrate You – internal activity for female staff.

Trakker's Got Talent



Talent hunt campaign for Trakker employees.

Affiliate Program



For Sales enthusiast who want to be associated with Trakker's commission based part time job.

Nowpdp Inclusivity Program



For Sales enthusiast who want to be associated with Trakker commission based part time job.

TPL TRAKKER LIMITED

THANK YOU

