A) OUR PRODUCTS' AIM

1) *Customer Satisfaction*

Mastercom Ltd is a local provider of fleet management solutions that enable our clients to better serve their customers and increase their productivity. With functionality such as real-time and historical tracking, efficient jobs & messaging and 'managed locations,' our customers are employing effective mobile resource management on a daily basis. Commercial fleets use Mastercom's Telematics products and services to successfully plan their driver and vehicle schedules, assigning the closest and most suitable vehicles to each particular job while guarantying the security of their assets, crew members as well as the services they offer.

2) Risk reduction

Our solutions have proven highly effective in reducing business risk for commercial customers from varying industries such as the *matatu* industry, Taxi & car hire services, Motorbikes , Bus & Coach as well as Transport & Logistics. We also offer services such as stolen vehicle tracking, Crash alert and Road-side assistance to consumers that help address personal risk.

Hundreds of fleet operators around the country use Mastercoms'sTelematics solutions to reduce their business risk on a daily basis. This is through our superior fleet management system which equips fleet operators with what they need to improve the performance of their fleets, lower their accident rates and to better utilise their resources.

Mastercom's telematics solutions present an opportunity for ongoing return on investment for our customers and includes best-of-breed reporting and analytics functionality.

3) Cost reduction

Mastercom Telematics' has fleet management solutions that improve our customers overall productivity, operate more efficiently and bring about significant cost reductions through our on-board computers, our web-based services and our reporting and analytics tools.

Features like real-time and historical tracking and in-cab driving alerts assist commercial fleets of all sizes to optimise the management of their vehicles and drivers. Key cost reductions reported by customers who implement Mastercom'sTelematics fleet management system are those on fuel consumption and operational and maintenance costs.

4) Driver safety improvement

Mastercom's Telematics consumer solutions offer a variety of vehicle tracking solutions for individuals their families as well as their businesses. Solutions have been packaged to meet both basic and enhanced security and personal safety needs and include features such as stolen vehicle recovery, crash alert and road-side assistance. Mastercom'sTelematics fleet customers are equipped with timely information and key reporting and analytics tools that reveal how each driver is performing. This enables them to implement highly effective, targeted driver training programmes, which in turn result in efficient corrective action, improved driver behavior and reduced motor accidents. Fleet drivers, across numerous industries, develop safer driving habits and feel supported and more satisfied in their jobs.Many of our customers rely on Mastercom's Telematics technology offering real-time audio and visual alerts for drivers to notify them when they over-reverse, brake or accelerate too harshly, idle excessively or exceed the speed limit.

C) OUR PRODUCTS

I) Impact/crash Sensor -When combined with an Fleet Management Communicator on-board computer or a basic tracking device, the Impact/crash Sensor detects severity of any impact to the vehicle or equipment. This is recorded and logged as an event, which can also be sent to the vehicle fleet manager or tracker software, informing him /her of the incident.

<u>Key features</u>

- The date and time of the impact

- Vehicle/machine on which the impact occurred

- The driver of the vehicle

- The G-force value of the impact

- The direction of the impact (e.g. front, right, left-rear)

Benefits

The benefits of combining an Impact/crash Sensor with an FM Communicator on-board computer or a basic tracker are that operators will know:

- When it occurred and severity of incidents

- Who the operator/driver was at the time

II) **Driver code and identity plug -** The robust driver code-plug is essential to measuring and improving driver safety and performance. Used to identify drivers and control access to vehicles, this little accessory has stood the test of time and is integral to the Mastercom's Telematics fleet management & driver safety offering.

Key features

- **Driver Identification**

Using the driver code-plug it is possible to know which drivers committed driving violations such as speeding, over-revving, excessive idling, etc. as every trip or part there-of will have a driver associated with it. This information can be used to perform tailored driver training programmes to improve driver and passenger safety.

- **Access Control**

Through defining access control lists and installing and configuring the FM Communicator's starter interrupt feature, it is possible to restrict access to vehicles. Ie.the driver keys are programmed with a unique identifier that is used by the on-board computer to determine if a driver has permission to start a vehicle or not. This ensures that drivers only

operate and drive vehicles and equipment that they have permission to use, thus ensuring driver safety and maximum control over assets.
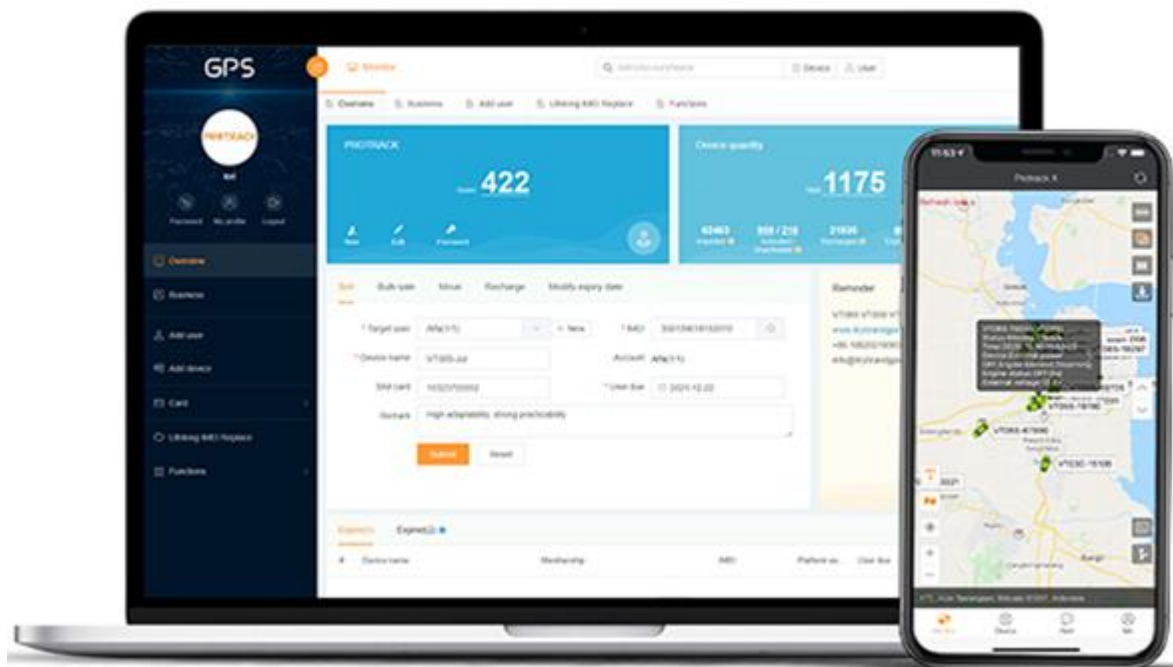
III) **Master Keypad -** The Master Keypad is small device installed inside the vehicle and connected to an FM on-board computer such as the FM Communicator. Using the FM Keypad, drivers can record driving reasons or dial up to 4 pre-defined numbers as determined by the customer (e.g. office, breakdown, home, police).

Key features

- Phone Functionality - When combined with the FM Voicekit, phone and voice calls can be made to 4 predefined numbers. The vehicle can also receive voice calls

Benefits

Combined with an FM Voicekit, the benefits extend to allowing the driver to make and receive calls to and from pre-defined numbers, thus saving communication costs.

IV) **Basic tracker-** This tracker is for individuals who want to only track and get the geographical location of their assets at any given time. The tracker also helps in storing and retrieving vehicle's tracking history and reports.

Key features

- Vehicle ignition status – Notifies you when vehicle's engine running status is ON or OFF
- Car battery and voltage monitoring – Shows you the battery voltage of the vehicle's battery
- Trip history – Generates the history and number of trips covered by your vehicle over a certain period of time
- Geo-Fencing – Notifies you via SMS or E-mail when vehicle leaves a specified geographical zone
- Immobilization – Helps you immobilize your vehicle remotely when need arises
- Mileage calculation – Shows you the number of kilometers covered over a specified time frame
- Speeding report – Shows you a clear report of the vehicle's speeding history step by step
- Track by SMS/GPRS – Helps you track your vehicle/asset via SMS and GPRS
- Mobile and computer tracking – This makes tracking your vehicle easy by enabling you to do it from the convenience of your mobile phone and or computer

V) Motorcycle Tracker – This is a superbly designed tracker that helps you track your motorbike or three wheeler (TukTuk) conveniently. It is designed to be waterproof going by the nature of motorcyles and Tuktuks.

   Benefits

- Track by SMS/GPRS – Helps you track your bike via SMS and GPRS
- Mobile tracking – This makes tracking your vehicle easy by enabling you to do it from the convenience of your mobile phone
- SOS Panic Button – Saves the day for the rider incase of a hijack or theft

VI) Retriever – Mastercom is introducing the "Retriever" which is a solution to all the unending theft of motor vehicles that go unrecovered due to tracking interference. This is a new product that has technologically been proven to be efficient in securing your assets to perfection.

   Benefits

- Successful recoveries in cases of ordinary tracking vandalization
- Signal notifications to countrywide boosters strategically located to secure your assets

VII) Container & Cargo Tracking – This is developed to track your container and cargo whenever it is in transit. Mastercom's Container and Cargo tracker is in use by clearing and forwarding companies that aim at securing customers' good on major highways until deliveries. It is also used by individuals who transport valuable cargo all over the country.

   Benefits

- An assured delivery and tracking of your cargo until scheduled destination

- Notification and recording of vandalization of cargo while on transit

VIII) **Fleet Management** – Mastercom's State of the art fleet management products & services provide the most comprehensive range of fleet management information available today. Our flagship product, the Fleet Management Communicator, will meet all your fleet management and telematics requirements. Our innovative technology will save you money targeting specific areas such as: Fuel management, Driver safety , Vehicle Tracking, Journey Management and timely arrival to scheduled destinations.

Benefits
- Cost reduction on fuel management
- Crew safety
- Vehicle real time tracking
- Journey management and timely arrival to scheduled destinations

Real-Time GPS Tracking
Track in real time. Everything is accessed over the web and mobile APP.

Daily Route Maps
View all the journeys and routes taken on a day.

Live Alert Notifications
Be alerted to the events you think are important.

Create Geo-fences
Complete control and protect your assets and business.

Over-speed Monitor
Preset a threhold of speed and monitor it in real time.

Reports & Analytics
Data-rich reports generate analytics to help improve efficiency.

IX) **Automotive Appliances** – Mastercom offers a variety of solutions to all your other automotive appliances which include
- RF ID / Driver Identification – This is aimed at ensuring that your vehicle is only driven by the authorized person. This is through using technological driver identification mechanisms fit onto your vehicle that ensure minimum misuse of your asset.
- Ignition Key Access – This is a guaranteed way to ensure that your vehicle is not carelessly accessed and only authorized personnel access it.

- Finger Print Ignition Key Access – This is a technologically proven way of limiting access to igniting your vehicle and only a specified and authorized person whose fingerprints are recognized will start your asset.
- Car Alarms - These are modern car alarms that will notify you whenever there is an interruption or trial to access your vehicle without your authorization.
- Car Cameras – These are cameras that help you as a driver to monitor your surroundings while still behind the wheel. This is by you being able to view your rear using our modern HD cameras that are mounted on your vehicle.
- Passenger Sensor – Mastercom has introduced the latest way to detect whether your vehicle is carrying the right number of people as should be the case, their time of boarding and alighting. This has proven very efficient with taxi and Cab services where the drivers are expected to submit returns with the number of passengers ferried.

X) **CCTV Appliances** - This is a product designed to ensure that you are in the know of whom is around you and what is happening around you. This is by offering you the latest HD Clear Imaging Continued Circuit Television (CCTV) cameras and appliances that are Infrared enabled to ensure continued coverage even at night. They are most suitable for
- Home, Nanny Care and personal use
- Office use
- Schools
- Hospitals
- Hotels
- Streets
- Among others

XI) Access Controls – This is a product aimed at putting you in control of who access given areas/places as authorized. They are the most secure way to avoid burglary and forced entry.

This is best used in

- Offices
- Hospitals (theatres and surgery rooms)
- Homes

The package comes in either

- Access Barcode Cards
- Face detection
- Fingerprint recognition

D) SOLUTIONS

I)   Immobilizer

This is one of the solutions offered to you by Mastercom that enables the remote immobilization of your asset as requested for a variety of reasons, most primarily the asset's security.

II)   E-messaging

This is a solution crafted to send notifications via SMS to a chosen list of numbers incases of emergency (most likely during a crash). This technology also sends a panic message to emergency contacts such as ambulances, police and notifies them of the location of the crash/incident as the case might be. This is a proven way to reduce fatalities during a crash and helps highly in recovery missions.

III)   Stolen Assets/vehicle Recovery

This is our core promise to you "enhancing security for your assets through a combination of technological advancements". In conjunction with private security firms, the Police and other rescue operators, we strive to recover your stolen/lost assets on the shortest notice possible.

IV)   SOS Panic Button

This is a button that sends panic signal notifications to Mastercom's Control Room and is effective in times of danger. This leads to successful recoveries and saving possible highly charged situations such as carjackings, theft etc.

V)   Geo - Fencing

This is a solution that gives you constant, timely and accurate notifications whenever your vehicle/asset leaves a given geographical area as zoned. The notifications are instant and can be sent via e-mail or via SMS. This is to ensure that you have the answer to whenever your vehicle goes out of it's zone.

VI)   Hours of Service

With the ever expanding regulatory environment for Hours of Service / working hours legislation, it is important to partner with a long-standing company with experience and technology in maintaining and supporting hours of service compliance electronically.

VII)   Fleet & Journey Management

Mastercom Limited offers Journey / Fleet Management solutions to our customers around the country. These dedicated and unique around-the-clock journey and fleet management service along with driver safety consulting are vitally important, especially within the Oil and Gas Industry and aims at knowing where and when a given vehicle is at a given period of time.

VIII) Driver Safety

This is a solution providing integrated driver safety solutions to businesses that embrace a culture of ensuring employee and community safety and maintain the highest driving standards. Often termed a driver monitor, the solution provides key safety information and functionality. The good news is, this leads to a reduction in incidents, Improved driver safety and well being, Improved passenger safety and well being, Improved community awareness and social responsibility, Reduction in fatalities Reduction in accident related costs

IX) Vehicle tracking

Mastercom pioneered GSM/GPS based vehicle tracking technology in Kenya and has a number of different vehicle tracking products on offer - ranging from entry level products such as the *Basic Tracker* for basic tracking, history and stolen vehicle recovery to the sophisticated *Fleet Management Communicator & Retriever*. In fact just about every product in Mastercom's portfolio is equipped to offer tracking features of varying complexity to consumers and commercial customers depending on client's specifications.

X) Fuel Management

Fuel is often the second biggest expense (after staff costs) on a Fleet Manager's income statement and since you can't manage what you don't measure, we support a variety of methods to measure fuel - off the vehicle's CAN-bus (through the FMS gateway) or using a fuel-flow meter. This leads up to 15% savings on fuel costs, Improved driver behavior, Comparative data in terms of fuel usage per driver, Reduced carbon emissions, Reduced environmental impact, Reduced fleet operating and maintenance costs

XI) Car Hire / Leasing

This is a solution to car hire companies as well as leasing companies. This is because you can be able to monitor the usage of the vehicle leased/rent out, the number of kilometers covered, how fuel has been consumed by designing a "hands-free" solution enabling your clients as well as you to continue doing your job without the need to keep a log of miles/kilometres or routes taken as this will only be a click away.

XII) Transport & Logistics

Mastercom Telematics strives to provide our customers within the transportation and logistics industry with the most effective, convenient, and accommodating mobile technology possible. The solutions that MiX Telematics clients utilise are cost effective alternatives that make the management of their fleets that much simpler. MiX Telematics has a wide range of devices that can assist you with key business components like ensuring the safety and security of your fleet, lowering your fuel consumption and management costs as well.

XIII) Bus & Coach

Mastercom Bus & Coach offers solutions to some of the county's top bus and coach companies and understand the unique needs of this transportation sector. Our work across a broad spectrum of operators clearly evidences the capacity of our solutions to drive substantial improvements in fuel economy, reduce accident rates and enhance the passenger experience. Our dedicated Mastercom team of industrious professionals will work alongside your team to deploy our leading-edge mobile computing hardware into your vehicles at times that will ensure that your operations will be unaffected. The vehicle data collected will be presented through our web-based application which will arm you with a comprehensive suite of management reports to help drive your business forward. This in the long run will see a hike in Improved road, driver and passenger safety, Fuel savings of up to 15% in some cases, Reduced wear and tear therefore savings on maintenance.

IX) Oil & gas

We have using technology to provide products and services that companies in this sector need in order to run smoothly and ensure the safety of their workforce. Our solution has been designed to guarantee cost effective and convenient strategies for the fleet managers, and their teams; all the while securing the safety or their vehicle fleets and their drivers. Trip reports provide insight into the journeys undertaken by drivers, highlighting exceptions (e.g. entry into no-go zones), driving violations (e.g. over speeding), and include details such as trip start date and time, location from which departed, trip distance, end location, driving time, idling time, parking time, associated driver, etc. this leads to Detection and rectification of common inefficiencies, reduced accident rates, Lowered fleet operating costs, Improved driver behaviour and safety levels, Enhanced customer service and optimised route planning.

X) Personal Safety

An extensive range of products and services by Mastercom translate into customized safety solutions and packages that suit specific individual safety requirements. Whether you're looking out for your own or your family's personal safety or for the safety of an entire staff of fleet drivers, Mastercom Ltd has a trusted safety solution

designed to put your mind at rest. Reducing risk is a key benefit offered by many of Mastercom Telematics products and services, along with other benefits. 24-hour emergency assistance, roadside and crash alert, Insurance approved stolen vehicle recovery in Kenya, Improved driver safety, drivers, passengers and other road users are better protected and supported Reduced fuel consumption through awareness and improvement of driving style, Lowered accident rate, Saves lives.

E)   **SUPPORT**

- Downloads
- FAQ

F)   **CONTACT US.**

- Postal Address
- Physical Address/location
- Telephone contacts
- Facebook page
- Twitter handle
- Website

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