

Frequently Asked Questions (FAQs)

Business Combination Launch

What is the recent announcement between Powerfleet and MiX Telematics?

Powerfleet and MiX have successfully closed our previously announced business combination, forming one of the largest mobile asset Artificial Intelligence of Things (AIoT) Software-as-a-Service (SaaS) providers in the world. We are now one, joint company.

Who is Powerfleet?

Powerfleet is a global leader in artificial intelligence of things (AIoT) software-as-a-service (SaaS) solutions that optimize the performance of mobile assets and resources to unify business operations. Our data science insights and advanced modular software solutions help drive digital transformation through our customers' and partners' ecosystems to help save lives, time, and money. We help connect companies, enabling customers and their customers to realize more effective strategies and results. Its headquarters are in Woodcliff Lake, New Jersey, with global offices around the world.

Who is MiX Telematics?

MiX Telematics has been developing and implementing connected fleet and mobile asset management solutions globally with a heritage spanning more than 25 years. The company's SaaS-enabled software is designed to meet evolving fleet challenges and is supported by a network of 130 channel partners in over 120 countries.

What is the impact on our partners?

With our expanded world-class organization of 1,800 talented team members we will continue building and delivering on our Unity strategy by expanding upon our data ingestion and integration capabilities, enterprise SaaS applications, and AI-led features to ensure our partners and their customers can meet the challenges of today's business environment.

How is the organization branded now?

MiX Telematics has been rebranded to MiX by Powerfleet, establishing Powerfleet as the primary, global brand. The consumer brands Matrix and Beame in Africa will remain unchanged, as will the Pointer by Powerfleet brand in Israel. The combined business will continue to drive value for every customer, partner, and stakeholder within our growing ecosystem.

What makes this business combination special?

Several reasons:

- **Market Leadership:** The combined company will create a top-tier mobile asset IoT SaaS organization with a significant scale, serving all mobile asset types. The increased scale is expected to enable the combined entity to more efficiently serve our customers and create an advantage to compete in an industry characterized by the need for a high pace of development and innovation.
- **Scale and Data Strategy:** With a combined base of approximately 1.7 million subscribers following the transaction, the joint entity is expected to achieve significant scale as well as enhance our Unity platform strategy – including our AI-led data harmonization and integration capabilities.
- **Research and Development Excellence:** By integrating the Powerfleet and MiX world-class engineering and technology teams, the combined organization is expected to accelerate the delivery of top-class solutions with improved competitive advantage.
- **Go-to-Market Acceleration and Increased Reach:** Our combined geographical footprint, deep vertical expertise, and expanded software solution sets coupled with our extensive direct and indirect sales channel capabilities will enable us to maximize significant cross-sell and upsell opportunities within our impressive joint customer base.
- **World-Class Talent:** With more than 1,800 tenured and talented team members worldwide, the combined entity will focus on attracting and retaining top talent to deliver optimal value to our customers.

What is Unity?

Our Unity platform is a first-of-its-kind operating data hub for every mobile asset type. Unity is capable of ingesting and harmonizing data from any IoT device, OEM, or business system. Unity. By the use of AI, Unity transforms that data to deliver real-world, decision-grade insights for business improvement.

What do I stand to gain from the combined business?

You now have an expanded portfolio of IoT SaaS solutions for all mobile asset types to offer your customers. You will be able to benefit from working with a team that has an impressive complimentary experience. We will continue to keep our partners at the heart of our approach.

Will the way I currently operate with MiX and Powerfleet change?

No, your daily operations will remain unchanged. Our dedication to providing an exceptional experience continues, and we commit to positioning your needs at the forefront of our operations. The point of contact for your customer service will stay the same, barring any changes, which if any, you'll be promptly notified of. As a unified entity, you're now served by an even more robust, strategic partner and trusted advisor, offering the most dependable and cutting-edge solutions critical to your mission.

What can I expect from a technology development viewpoint?

Together, we are a stronger and more profitable company enabling deeper innovation and investment capabilities focused on customer outcome and speed to value. The combination strengthens our Unity data ingestion and integration capabilities - empowering you to consolidate your supplier base and unlocking untapped data in your business to provide incremental value. We are also excited to be able to deliver new and differentiated solutions across all of your mobile asset types like never before.

Will you continue to prioritize safety, compliance, sustainability, and efficiency in your product roadmap, given the evolving industry standards?

Yes, these core (combined) pillars are the cornerstone of our organization and will remain a key priority. The increased scale will also enable further investments in solutions that align with evolving industry standards.

Will I need to migrate to a new system?

No, there will be no telematics platform migration necessary. On the contrary, we are excited to be able to offer you even more products and services.

Will my pricing and products change?

No, there will be no changes to pricing, current products, or warranties. Now you will have access to a broader range of products to meet a diverse set of requirements.

Will the integration be a distraction for the organization?

No, the harmonization will be rapid and seamless, focusing on customer-centricity and enhanced capabilities for you.

Who will lead the combined organization?

Steve Towe, CEO of Powerfleet, will lead the combined organization. Stefan Joselowitz, the CEO of MiX Telematics, has retired and will remain a shareholder of the combined entity. This is a merger of equals and leaders from both Powerfleet and MiX will play key roles in the combined business.

Executive Leadership Team:

Steve Towe, Chief Executive Officer

David Wilson, Chief Financial Officer

Melissa Ingram, Chief Corporate Development Officer

Jim Zeitunian, Chief Technology Officer

Charles Tasker, Chief Revenue Officer

Andrea Hayton, Chief Marketing Officer

Jonathan Bates, Chief Product Officer

Catherine Lewis, Chief Customer Officer

Offer Lehmann, Chief Operating Officer

When can I meet the new Executive team?

We are hosting online partner forums with our Executive Leadership in April - invitations will be sent out soon. We will also be hosting a global partner conference in Q4'2024—additional details to follow.

When can I learn more about the combined solution suite?

We will be sharing a series of pre-recorded training sessions that will cover the Unity platform, in-warehouse solutions, AI video as well as ELD BYOD & DTCO in June - with many more sessions to follow. There will also be opportunities for a live Q+A session for each of these overviews.

When can I order these products?

We are currently addressing this across regions, and we will communicate readiness as soon as we are in a position to do so. This is a key strategic priority for our business, so you can anticipate this happening in due course. However, if you have an opportunity that includes the extended solutions as part of our combined business, please discuss this with your representative who will assist you and your customer/prospect whilst official processes such as ordering systems are updated.

Will any staffing changes affect my business?

No, your business will not be affected. If your day-to-day contact changes, we will be sure to promptly communicate that to you.

Will there be any immediate changes to customer support channels or processes?

No, customer support channels and processes will remain unchanged. The commitment to your satisfaction and support will continue and will be prioritized to entrench our philosophy of exceeding your expectations and delighting you with exceptional service.

Has contact information changed?

No. Phone numbers and email addresses remain the same. The MiX email addresses will eventually change to Powerfleet to end in the domain @powerfleet.com. Any emails you send to legacy addresses (@mixtelematics.com) will automatically redirect to the new email, once established.

How will the combined organization address potential concerns related to data security and privacy for its extensive subscriber base?

Data security and privacy are paramount. The combined organization will uphold rigorous standards to address concerns, ensuring the protection of the extensive subscriber base's sensitive information.

Will there be opportunities for me to provide feedback and input into the combined organization?

Yes, your feedback is highly valued. Input will be actively sought now that we have come together as one business to ensure that your needs are considered and that your perspectives shape the future direction of offerings for your business.

What if I have more questions?

Contact your Powerfleet or MiX by Powerfleet representative for assistance. They will try to provide answers or direct you to the appropriate resources.