

CELLUTRAK CANADA INC.

OPTIMIZING & PROTECTING FLEETS WITH LIVE GPS TRACKING TECHNOLOGY



CELLUTRAK'S COMPETITIVE ADVANTAGE

In-house engineers
software+ hardware



Worldwide



All in-one solution



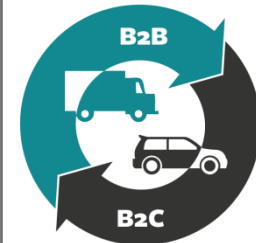
Military grade



Customer service



Cross-industries



Financial strength



CELLUTRAK HARDWARE

StarLink

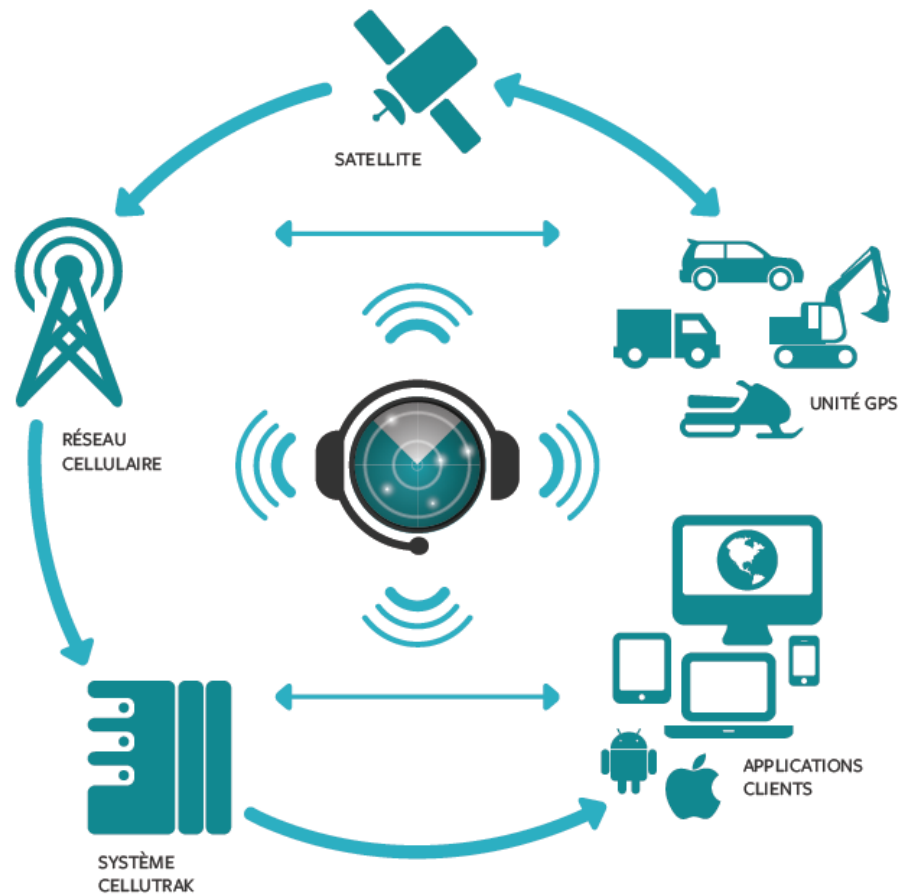


Shadow



- Product was initially designed to save lives. No cutting corners!
- Product engineered and designed in Israel with the highest quality standards.
- Robust product to address extreme climate conditions worldwide.
- All software & hardware R&D is done in-house. Makes development easier as adjustments can be made on both sides. Any challenge can be addressed.

SYSTEM OVERVIEW



FREE MOBILE AND WEB APPLICATION

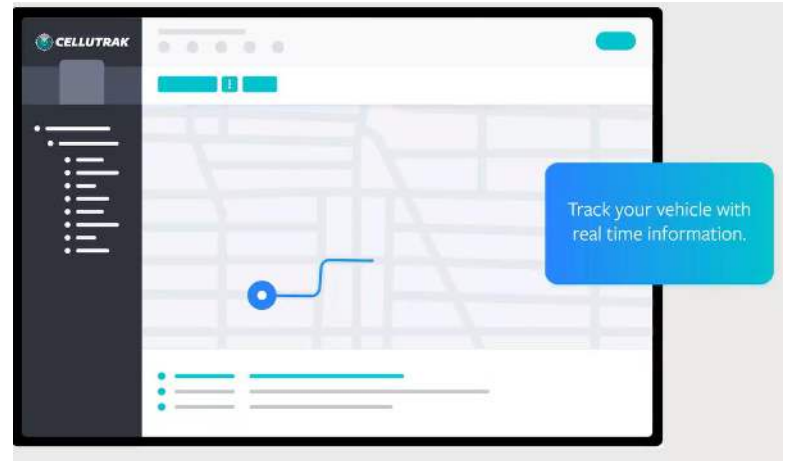
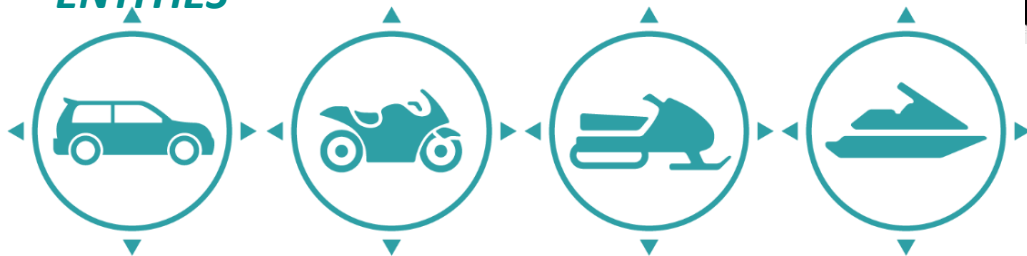


CROSS INDUSTRIES

REAL TIME SOLUTIONS FOR BUSINESSES



REAL TIME SOLUTIONS FOR GOVERNMENT ENTITIES



FLEET MANAGEMENT FEATURES

- Real-time GPS Tracking
- IN or OUT of Geofence Notifications
- Remote Kill Switch Commands
- Maintenance (with push notifications)
- Robust Keypads (for driver identification)
- Unlimited data
- Full coverage in North America
- Over the Air software updates
- Fleet Management System (FMS) reports: KM
 - Engine Hours
 - Trip history
 - Stops
 - Time at location
 - Idle

GREEN HOUSE GAS CUTS

IDLE PERCENTAGE REPORT

Daily Activity
Idle Percentage Report
Tachograph
Periodic activity
English
Español
Português
עברית
Русский
Japanese
Français

State Fuel Report

Idle Percentage Report


Search Parameters

By Vehicle / By Driver: By Driver
Start Date: 11/23/2014
End Date: 12/22/2014

Vehicle Name	Driver's Name	Total KM in Period	Total Engine Hours in Period	Total Idle Engine Hours in Period	Idle Percentage
	100 HRS	0.2	00:07:58	0:08	100 %
	1059 HRS	55.7	56:16:10	4:12	7.46 %
	11900 HRS - 11 september 2013	4.2	41:58:42	41:50	99.65 %
	1206 HRS	21.1	24:07:24	21:11	87.81 %
	1242 HRS	66.5	72:13:33	67:05	92.88 %
	1304 HRS	0.0	15:42:45	2:52	18.24 %
	1315 HRS	148.1	92:46:25	68:17	73.60 %
	160 HRS	48.8	61:27:13	57:44	93.95 %
	1669 HRS	380.3	48:24:46	11:04	22.86 %
	1686 HRS	0.0	43:59:44	43:29	98.84 %
	183 HRS	95.4	32:20:07	30:09	93.24 %
	2 HRS	6.9	07:00:01	6:52	98.09 %
	201 HRS	24.3	80:10:21	38:52	48.48 %
	202 HRS	64.5	73:03:14	55:45	76.31 %

Rows 31

Total KM in Period: 39637.8
Total Engine Hours in Period: 5157:06:52
Total Idle Engine Hours in Period: 2604:51
Total Idle Percentage: 50.51 %

GREEN HOUSE GAS CUTS

IDLE PERCENTAGE REPORT

Idle Percentage Report

Daily Idle Percentage Report

EW - Honda

Driver's Name:

Vehicle Plate: VE2ESW

Vehicle Name: EW - Honda

For Date: 10/7/2022

Idle Engine threshold:

Eng

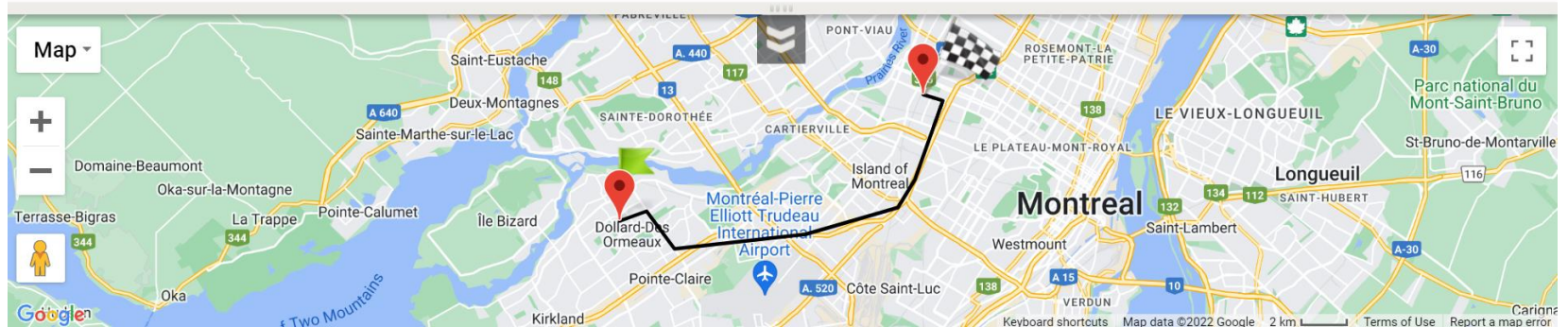
CELLUTRAK...

cellutrak...

CELLUTRAK
Powered by: ITURAN

Vehicle Plate	Vehicle Name	Driver's Name	Beginning of Trip	End of Trip	End odometer	Total KM in Period	Total Engine Hours in Period	Idle Time	Idle Engine Count	Idle Perc
VE2ESW	EW - Honda	Ed Wolofsky	08:12:50	08:50:11	65828	20.90	00:37:21	00:07:42	2	20.62%

Rows 7, Line status 1



GREEN HOUSE GAS CUTS

MAINTENANCE MANAGEMENT

Maintenance

Maintenance Expected

Maintenance management

Save

New Treatment

Delete

Add/Remove

Vehicles

CELLUTRAK HO CONTROL

CHEVROLET: HHR

Honda: Valkyrie

JAGUAR: X-TYPE

TOTOTA: COROLLA

TOYOTA: SIENNA

Management treatments

Parameters management

Name	Kilometers	Time (hours)	Engine Hours	Fuel Consumption (l)	Treatment Warning	Treatment Expected	
Engine Oil			100		0	0	
Oil Change	50				0	0	
Rotate tires	5000				0	0	
Tune up			250				
filter			250				

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DRIVER BEHAVIOUR

Management of information on driver behavior such as speeding, excessive acceleration or braking and excessive use of engine idling.

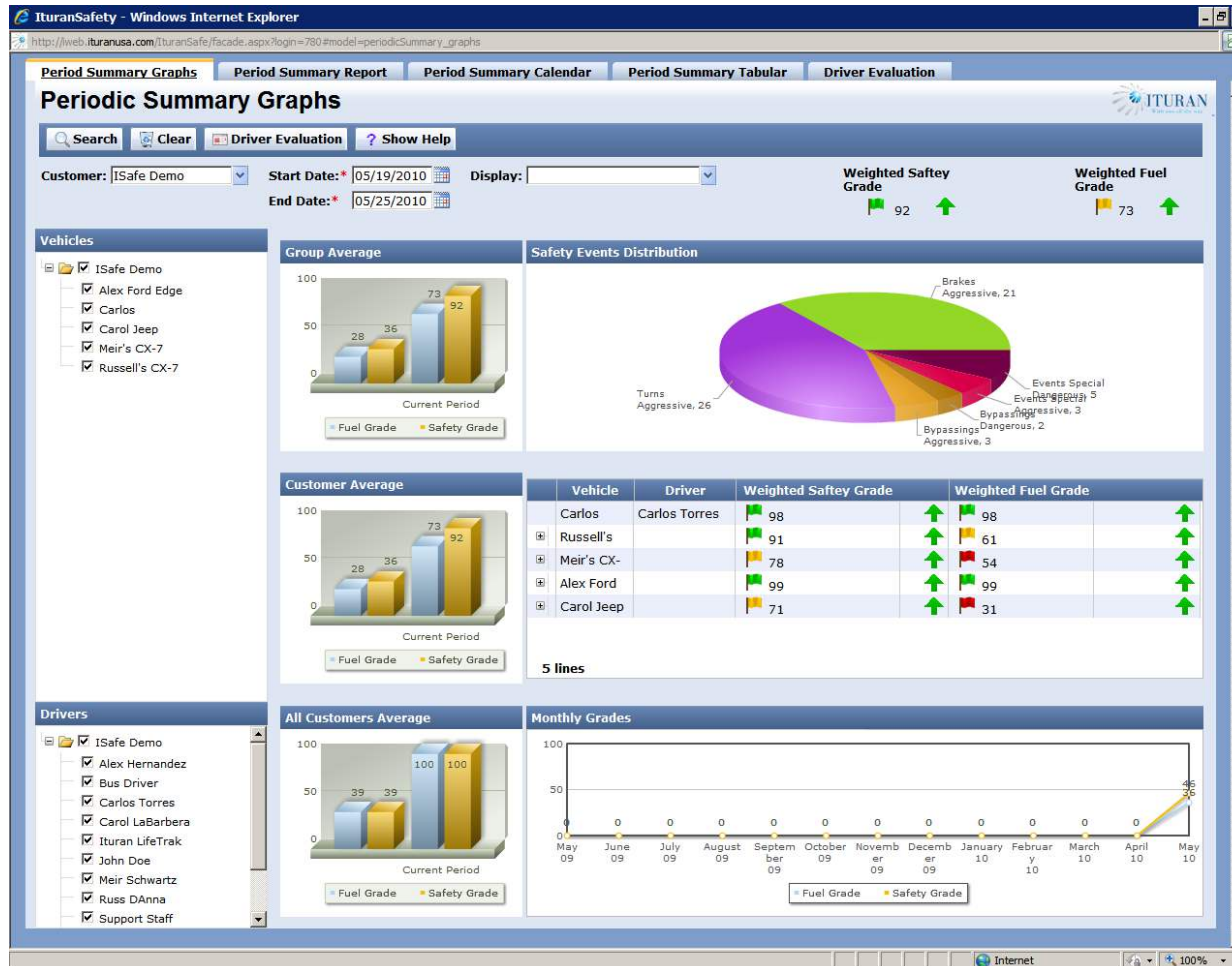
- Reduce Gas Emission by tracking and correcting driving habits.
- Obtain Period Summary Graphs, Reports, Daily Calendar, Driver Evaluation and more

18 MEASUREMENTS OF DRIVER BEHAVIOUR	
These measurements generate a report broken down by safety and fuel criteria	
FUEL	SAFETY
Acceleration	Left turn
Left turn while accelerating	Wide left turn
Right turn while accelerating	Right turn
Wide left turn while accelerating	Wide right turn
Wide right turn while accelerating	Breaking
Swerving/ lane changing	Left turn while breaking
Overtaking	Right turn while breaking
Speeding	Wide left turn while breaking
	Wide right turn while breaking
	Circular driving

GREEN HOUSE GAS CUTS

DRIVER BEHAVIOUR, PERIOD SUMMARY GRAPHS

The collected data of events and trends are evaluated and presented in a pie and line chart. Such events are speeding, excessive acceleration, braking, and excessive use of engine idling.



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DRIVER BEHAVIOUR, PERIOD SUMMARY REPORT

Easily export reports to excel spreadsheets. Analyze the listed drivers and vehicles for each event. Events documented are in kilometers, engine hours, safety grade, fuel grade, braking, turning, overtakes, speeding and accelerations.

IturanSafety - Windows Internet Explorer

http://web.ituranusa.com/IturanSafe/facade.aspx?login=780#model=periodicSummary

Period Summary Graphs | **Period Summary Report** | Period Summary Calendar | Period Summary Tabular | Driver Evaluation

Period Summary Report

Search Clear Export Print 30

Customer: ISafe Demo Start Date: 05/19/2010 Category: Group by: Driver End Date: 05/25/2010 Display:

Vehicles

- ☒ ISafe Demo
 - ☒ Alex Ford Edge
 - ☒ Carlos
 - ☒ Carol Jeep
 - ☒ Meir's CX-7
 - ☒ Russell's CX-7

Driver	Vehicle	Total Miles	Total Engine Hours	Weighted Safety Grade	Weighted Fuel Grade	Brakes	Turns	Overtake	Exceeded Speed Limits	Accelerations	Special Events
Russ DAnna	Russell's	59	03:41:13	96	64	3	4	2		5	2
Meir Schwartz	Meir's CX-	22	02:30:04	60	26	5	4			7	3
Ituran LifeTrak		178	85:31:23	93	71	6	12			23	2
	Meir's CX-	134	06:55:59	97	84	4	8			11	2
	Alex Ford	7	75:55:10	100	100						
	Carol Jeep	37	02:40:14	79	21	2	4			12	
Carol LaBarbera	Carol Jeep	11	08:28:24	63	42	3	2				
Carlos Torres	Carlos	103	03:08:41	98	98		3	2		1	5
Bus Driver	Russell's	56	04:36:24	87	60	4	1	1		9	2
Alex Hernandez	Alex Ford	7	33:58:27	100	100						

Drivers

- ☒ ISafe Demo
 - ☒ Alex Hernandez
 - ☒ Bus Driver
 - ☒ Carlos Torres
 - ☒ Carol LaBarbera
 - ☒ Ituran LifeTrak
 - ☒ John Doe
 - ☒ Meir Schwartz
 - ☒ Russ DAnna
 - ☒ Support Staff

7 lines, Active Row 3

Total - Miles: 436 Engine Hours: 141:54:36 Brakes: 21 Turns: 26 Overtakes: 5 Exceeded Speed Limits: Accelerations: 45 Accelerations: 14

Done Internet 100%

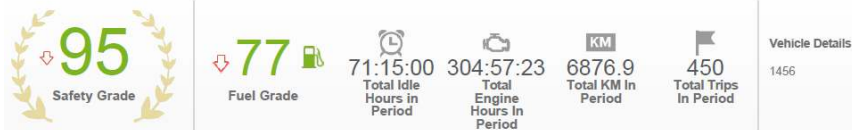
GREEN HOUSE GAS CUTS

DRIVER BEHAVIOUR, DRIVER REPORT CARD

Driver Evaluation Report

Driver 1456

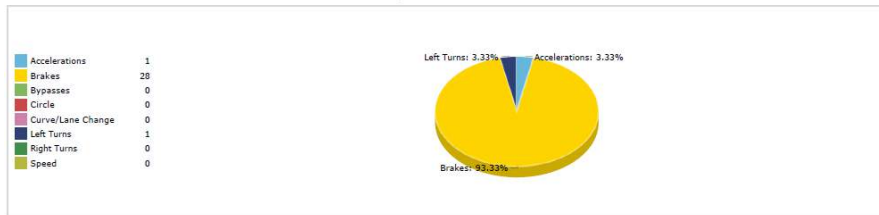
From: 8.1.2022 To: 9.12.2022 Customer: Beck Fleet Services



Safety events grades



Safety Events Distribution



Monthly Grades



Driver Evaluation Report

Driver 114

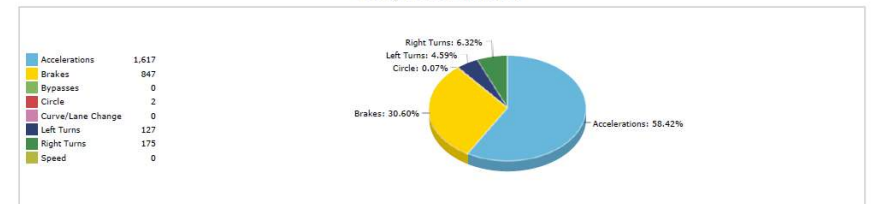
From: 8.1.2022 To: 9.12.2022 Customer: Beck Fleet Services



Safety events grades



Safety Events Distribution



Monthly Grades



ANTI-THEFT SOLUTION

- Exit Notifications
- Real-time tracking on demand
- Obtain map coordinates with satellite and street views
- Remote Engine Disable Commands
- Towing Notifications
- Power Loss Notifications
- Over the Air software updates
- 24/7 Theft Support Hotline

THEFT STORIES

CELLUTRAK WORKS WITH SURETE DU QUEBEC TO OBTAIN A SEARCH WARRANT AND RECOVER A STOLEN KUBOTA MACHINE VALUED AT \$78,000

LABOUR DAY WEEKEND: SUNDAY SEPTEMBER 3RD A KUBOTA R520 WAS STOLEN FROM A JOB SITE IN LONGUEUIL, QUEBEC.

Montreal is no stranger to heavy machinery theft, that is why a local construction company that had been previously targeted was more than equipped to deal with theft during this long weekend. Gearing up for this long weekend, the owner ensured that the Cellutrak telematics devices were installed and setup on their mobile devices.



Cellutrak's multi-layered alerts went out at 5:44 PM demonstrating that the Kubota machine's ignition was engaged and the vehicle was on the go. The machine was taken 61.8 KM away to Saint-Philippe, Quebec. Cellutrak's 24/7 customer service was able to provide the Surete du Quebec with all the required data including visuals to help obtain a search warrant. With this warrant the police were able to find the machine in a remote location, the thief's garage. Within 48 hours, this machine was back at work, minimizing this business owner's risk and saving him time and money.

CELLUTRAK AND KUBOTA PARTNERSHIP LEADS THE WAY

Kubota and Cellutrak Canada have partnered together to offer unique products and services yet to be seen in the market. This strategic alliance has distinguished Kubota and Cellutrak as leaders within the industry for both **telematics and anti-theft**. Exclusive to this partnership, Cellutrak offers a personalized concierge service to all Kubota dealerships and Kubota customers. **Since the partnership began in 2014, Cellutrak has recovered numerous Kubota machines, representing in excess of \$1,800,000 in Canada and the USA.**

ABOUT KUBOTA: Kubota Canada Ltd. is the Canadian marketer and distributor of Kubota-branded equipment, including a complete line of tractors up to 118 PTO HP, performance-matched implements, compact and utility-class construction equipment, consumer lawn and garden equipment, commercial turf products and utility vehicles. For product literature or dealer locations, please visit www.kubota.ca

ABOUT CELLUTRAK: Made for Families. Built for Fleets. Trusted by the Armed Forces. Cellutrak powered by Ituran offers military grade technology for vehicle theft prevention, real time tracking, and telematics management. Cellutrak offers an entire product line of GPS tracking and management solutions for both business and consumer use. Ituran is a publicly traded company and an international leader. Look for their symbol "ITRN" on NASDAQ. www.cellutrak.ca

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[cellutrakgps](https://www.cellutrak.ca)   



THEFT STORIES

Made for families, built for fleets, trusted by the armed forces.



PRESS RELEASE

Spring is here and so is the Cellutrak GPS tracking system that led to the recovery of a stolen 2018 Porsche Panamera worth \$81,000 in the month of May.

May 2021 — A leased Porsche Panamera was stolen and taken to the old port in Montreal, Quebec. Cellutrak's 24/7 customer service team provided crucial location data that allowed Montreal authorities to search containers in the old port. The Porsche was discovered inside a container and returned to its rightful owner.

Vehicles are stolen for many reasons, one big reason is to export luxury cars to other countries. "Quebec is a strategic hub for exporting vehicles, notably because of its portuary activities. Its proximity to the U.S. border and major waterways makes it easy for thieves", according to [Infoassurance](#).

According to the [Service de Police de la Ville de Montreal \(SPVM\)](#), "Nearly 500 vehicles are stolen every day in Canada. The millions of dollars paid in settlements increase your auto insurance premium whether you are the victim of car theft or not. As a vehicle owner you have a role to play in reducing the chances for your vehicle to be stolen."

Cellutrak offers a unique GPS tracking solution with features that can help reduce vehicle owner's risks. These features include real-time tracking, remote engine disable, real-time alerts, detailed reporting and more. The Cellutrak 24/7 customer service team is available to train customers on the easy to use mobile and web based application.

About Cellutrak GPS Tracking Solutions

Cellutrak, powered by Ituran, was created in North America in 2009. Cellutrak offers a complete line of military grade GPS tracking devices complete with a full suite of telematics functions and reporting for business, consumer and Kubota clients. Our solutions include theft prevention, asset management, fleet management and telematics, and more. We provide the latest technology in hardware and software, and are committed to providing the best customer service in the industry. Cellutrak has recovered millions of dollars worth of vehicles from all different industries.

THEFT STORIES

Made for families, built for fleets, trusted by the armed forces.



PRESS RELEASE

Montreal resident's 2018 Honda Accord stolen from their driveway in the middle of the night and recovered with the help of Cellutrak's Theft Prevention solution.

The Honda Accord is valued at \$35,000.

July 2021 — On July 15th around midnight, a Cellutrak customer in the West Island of Montreal was targeted for vehicle theft. The Honda Accord was broken into by the key hole, reprogrammed and taken approximately 15 minutes away. In the automotive industry, it is becoming a common trend for car thieves to be able to easily reprogram the whole system in Honda Accords.

The Cellutrak customer was preparing to leave their home for work when they realized their vehicle was gone. Cellutrak's GPS tracking services are available through a mobile or web-based platform. The customer was able to locate their vehicle in real time and called the Service de Police de la Ville de Montreal (SPVM) to investigate this situation. The owner was able to get back their vehicle within a few hours after police gathered all the necessary evidence. Part of the evidence that was collected was a detailed report from the Cellutrak system outlining the playback of the route driven by the car thieves.

According to the [Insurance Bureau of Canada](#) (IBC), The Honda Accord falls under the category of most stolen vehicles in Quebec in 2020. "Each year, auto theft and fraud costs Canadians nearly \$500 million. These costs include fixing or replacing stolen vehicles, and the investigative and judicial costs linked to detecting and penalizing fraudsters and thieves."

The Cellutrak theft prevention solution provides multiple tools to help recover vehicles. Some of the key features include remote engine disable, real-time alerts for when vehicles enter or exit zones, detailed reporting and more. Cellutrak's 24/7 theft team is available around the clock to work with authorities in recovering vehicles.

About Cellutrak GPS Tracking Solutions

Cellutrak offers a complete line of military grade GPS tracking telematic solutions specializing in theft prevention and fleet management for businesses and consumers. Cellutrak was created in North America in 2009 and is a subsidiary of the publicly traded and international GPS leader, Ituran (Nasdaq: ITRN). Cellutrak provides the latest technology in hardware and software that is designed to reduce vehicle owner's risks and increase productivity. Cellutrak's full suite of telematics features include real-time tracking, remote engine disable, real-time alerts, maintenance management, detailed reporting and more. Cellutrak is committed to providing the best customer service in the industry, including our 24/7 theft support department that has aided in recovering millions of dollars worth of vehicles in different countries.



THANK YOU!

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