GEOTAB®

20 25 | COMPANY OF THE YEAR

Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN COMMERCIAL VEHICLE FLEET MANAGEMENT INDUSTRY

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Geotab excels in many of the criteria in the North American commercial vehicle fleet management space.

RECOGNITION CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Leadership Focus

Geotab is a global leader in connected vehicle and asset management solutions, headquartered in Ontario (Canada) and Georgia (United States). By leveraging advanced data analytics and artificial intelligence (AI) to transform fleet performance and operations, Geotab has established itself as the world's largest telematics and fleet management company, surpassing 5 million total connected vehicle subscriptions across passenger, commercial, bus, and off-highway segments, out of which more than 3 million subscribers can be attributed to truck fleets Adding its most recent million in under 2 years highlights exceptional product quality and market reach. The company processes over 100 billion data points daily, powering its analytics, benchmarking, and AI and machine learning (ML) models that enhance fleet performance, safety, and sustainability. It commands a strong presence in North America, where most enterprise and mid-sized fleets in the United States and Canada are already customers.

> *"Geotab is recognized for reliability, innovation, and customer value, earning strong brand equity and market trust in North America. It holds FIPS 140-3 and FedRAMP authorizations, underscoring its commitment to data security and privacy. The company is trusted by government agencies, Fortune 500 firms, and small-to-medium fleets, reflecting broad confidence in its solutions."*
>
> *- Mugundhan Deenadayalan, Research Manager*

2025 marks 25 years of innovation in connected fleet technology for Geotab. Its extensive partner ecosystem, spanning more than 700 global partners and integrations with over 80% of leading original

equipment manufacturers (OEMs), firmly positions it in mixed-fleet and OEM-embedded telematics markets. Its open platform and Geotab Marketplace now offer hundreds of hardware and software solutions. Annual research and development (R&D) investments exceeding US$150 million and a portfolio of more than 630 patents underscore its innovation strength and long-term credibility. The integration of Verizon Connect's commercial operations in Australia and Europe further enhances Geotab's ability to deliver deeper data insights and greater value to customers worldwide.

Brand Equity

Geotab is recognized for reliability, innovation, and customer value, earning strong brand equity and market trust in North America. It holds FIPS 140-3 and FedRAMP authorizations, underscoring its commitment to data security and privacy. The company is trusted by government agencies, Fortune 500 firms, and small-to-medium fleets, reflecting broad confidence in its solutions.

Its open platform and expansive partner ecosystem make Geotab synonymous with flexibility and scalability. The brand represents not just telematics but intelligent, future-ready fleet management, positioning it as a premium and respected name in the North American telematics market.

Customer Ownership & Purchase Experience

Geotab customers report a strong overall experience, particularly after implementation. Onboarding is carefully structured, with new users supported with the Customer Onboarding Starter Kit through Geotab's Software Development Kit (SDK) workflows, self-paced guides, interactive dashboards, and default rules that simplify setup. Training and support are available 24/7 via the online Learning Hub, webinars, peer-community forums, and "Ask-the-Expert" sessions.

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Case studies confirm quantifiable benefits of using Geotab devices and analytics in terms of reduced fuel and energy use, improved safety, enhanced compliance, and greater operational efficiency. This translates into strong returns on investments (ROI) for fleets that fully leverage Geotab's features and training resources.

Geotab's open architecture and customizable features are designed to meet each customer's unique needs. Built on Google Cloud Platform (GCP), it ensures scalability, reliability, and data availability, with options for both public and private cloud deployments to meet varied security and data residency requirements. In terms of payment models, Geotab offers flexible options ranging from usage-based fees, flat monthly/annual/lifetime subscriptions, or consolidated payments to Geotab/OEMs, with separate payments for Marketplace apps. Customers can choose between capital expenditure (CAPEX) or operational expenditure (OPEX) models to align with their financial and operational goals. Geotab's extensive network of authorized resellers

ensures competitive pricing and tailored solutions based on fleet size, service requirements, and support agreements. Accordingly, customers benefit from the maximum value and flexibility offered by Geotab's solutions.

Customer Impact

Geotab's connected fleet solutions have consistently driven measurable customer value across diverse industries and regions. In Spokane (United States), Geotab partnered with Routeware to digitize the city's solid waste operations, resulting in annual savings of $25,000 in printing and paper costs, improved operational efficiency, route optimization, billing integration, and better citizen service. Geotab-enabled analytics allowed Nussbaum Transportation (United States) to reduce insurance costs by $300,000 in one year by demonstrating safe driving practices and lowering risk. Similarly, PepsiCo Turkey achieved a 60% reduction in collisions through data-led driver coaching and personalized training. In Latin America, Mercado Livre, one of the region's largest eCommerce and technology companies, saw a 42% drop in driving incidents after adopting Geotab telematics, while California Freight (United States) slashed idling costs from $100,000 to $50,000 per month through data-driven driver training. A Domino's Pizza franchise in Kentucky (United States) also reported $100,000 in annual insurance savings and a 30% per-mile cost reduction using Geotab GO devices and in-cab cameras.

Leveraging Geotab's telematics solutions, Milk & More, a leading UK-based online grocery and milk delivery company, achieved annual savings of over $2.5 million while it shifted from diesel to electric vehicles (EVs). Using MyGeotab dashboards and custom reports, the company gained full fleet visibility, optimizing energy use and driver performance. A large-scale fleet EV Suitability Assessment (EVSA) conducted by Geotab with Enterprise Fleet Management that evaluated more than 91,000 of the latter's leased vehicles revealed that 13% were ready for electrification, potentially cutting 194,000 tons of CO_2 emissions over 4 years, translating into cost savings of $33 million.

Across all these deployments, Geotab's intelligent data insights empowered customers to cut costs, enhance safety, boost efficiency, and accelerate the transition to sustainable fleet operations.

Visionary Megatrends

Geotab continues to redefine the fleet management landscape with its future-focused approach. Geotab Ace, the world's first fully integrated generative AI (GenAI) fleet assistant, merges conversational AI with Geotab's trusted data. It interprets billions of data points daily from predictive maintenance and trip analytics to EV performance to deliver intuitive, personalized insights in natural language. Geotab Ace simplifies decision-making and democratizes data access, giving fleet managers instant, context-aware answers tailored to their configurations in MyGeotab.

Marketplace integrations are also advancing the capabilities of Geotab's fleet management platform. For instance, Whip Around strengthens maintenance and compliance by linking defect reports and work orders within the Geotab marketplace, while MoveEV brings new abilities to the platform by streamlining EV home charging reimbursement for mixed fleets. These integrations support improved visibility, efficiency, and workflow automation and, therefore, better fleet management.

The GO Focus Plus AI Dash Cam enhances road safety through real-time, in-cab voice coaching. Advanced AI and dual-facing cameras detect fatigue and distraction, proactively providing driver support. The AI models continuously evolve, improving risk detection and driver feedback accuracy over time. Lytx+ with Geotab integration unifies telematics and video safety under one platform, providing fleets with one installation, one app, and one data ecosystem. This integration simplifies compliance, boosts safety, and maximizes operational efficiencies. Moreover, the Revvo integration within Geotab's expanded Order Now program introduces AI-powered tire intelligence that detects wear trends, predicts failures, and minimizes downtime. By extending Order Now beyond hardware to include software solutions as well, Geotab enables fleets to seamlessly deploy advanced solutions that enhance uptime and deliver tangible ROI.

Innovative Product Launches and Key Industry Partnerships

Geotab's commitment to innovation and collaboration is evident in its new products and partnerships. The integration of Geotab's ELD with Freightliner's factory-installed telematics eliminates the need for additional hardware and allows mixed-fleet compliance through one MyGeotab platform, thereby enabling cost-effective, streamlined hours of service (HOS), driver vehicle inspection reports (DVIRs), and International Fuel Tax Agreement (IFTA) reporting.

Geotab Vitality, a joint venture with wellness leader Vitality, merges Geotab's AI-powered predictive collision risk analytics and benchmarking capabilities with Vitality's behavioral science know-how to promote safe driving. Instead of penalizing poor habits, the platform rewards drivers for safe driving behavior, fostering a positive safety culture. Bestpass's Toll Genius, now integrated with Geotab, automates toll management using GPS and vehicle data from Geotab with toll transaction information from Bestpass to identify inconsistencies, reduce violations, and cut administrative costs. In collaboration with Bridgestone Americas, Geotab is building a data-driven fleet mobility ecosystem. Bridgestone uses Geotab's anonymized data to improve tire performance insights, while Geotab leverages Bridgestone's analytics to enhance its AI models, mutually strengthening fleet operations for customers.

Geotab's Sustainability Center provides a centralized dashboard to track emissions, fuel use, idling, and EV performance, while EV Charge Monitoring enables real-time oversight of charging activity to reduce downtime and optimize costs linked to the electrification of fleets. The expanded Software Order Now program gives fleets rapid access to curated hardware and software solutions via the Geotab Marketplace, one of the industry's largest ecosystems with over 450 offerings.

Geotab also collaborates with 80% of leading global OEMs, including BMW, Ford, Mercedes-Benz, Renault, Stellantis, and Volkswagen, to harmonize data standards. Active participation in initiatives like the Connected Vehicle Systems Alliance (COVESA) and the Mobility Data Space underscores its role in shaping a unified, standardized connected mobility landscape.

Strong OEM Relationships

Geotab's rapidly growing network of OEM partnerships across commercial vehicles, passenger cars, off-road equipment, and EVs reinforces its position as a global leader in integrated telematics solutions. These collaborations offer factory-installed connectivity and seamless data integration, streamlining fleet management and driving innovation in connected mobility. Geotab partners with leading global OEMs

such as Autocar, BMW, Caterpillar, Ford, GM, John Deere, Kia, LEVC, Mack, Mercedes-Benz, Renault, Stellantis, Vermeer, Volkswagen Group, Volvo, and more. It also licenses its patented CurveLogic algorithm, an advanced dynamic signal compression technology enabling high-resolution data transmission over wireless networks.

In partnership with the BMW Group, Geotab delivers a turnkey connectivity solution for fleets, leasing, rental, and ride-hailing operators, leveraging real-time vehicle data. With Stellantis' data services business unit, Geotab provides simplified telematics data access for 14 Stellantis brands. For Daimler Trucks North America (DTNA), Geotab offers over-the-air activation and cost-optimizing insights for Freightliner vehicles. For Cummins powertrains, Geotab integrates data directly from Volkswagen Group fleets, across brands ranging from Audi to Škoda, to provide an integrated turnkey telematics solution.

Geotab is helping BYD Trucks Europe with secure, end-to-end data management for its electric truck fleets. It is working with Kia and 42dot to build AI-driven fleet management systems supporting Kia's purpose-built vehicle (PBV) strategy. Rivian is integrating EV data into MyGeotab, with a view to optimizing performance and reducing the total cost of ownership.

Conclusion

Geotab stands unrivaled as the world's leading fleet management company because it transforms connected vehicle data into actionable intelligence at an unmatched scale and precision. With over 3 million active fleet management subscribers in North America, Geotab holds a clear competitive advantage over many of its competitors in terms of installed base. The company stands as the undisputed leader in the region's telematics market, setting industry benchmarks through its scale, innovation, and proven performance. Geotab's relentless innovation in fleet management sets new industry standards for performance and reliability. Backed by robust technologies, global certifications, and partnerships with leading OEMs and resellers, the company delivers measurable value from the first mile to the last. Geotab doesn't just manage fleets—it drives the future of intelligent, sustainable mobility worldwide.

In recognition of its exceptional performance, Geotab is awarded Frost & Sullivan's 2025 North American Company of the Year Recognition in the commercial vehicle fleet management market.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

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Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**