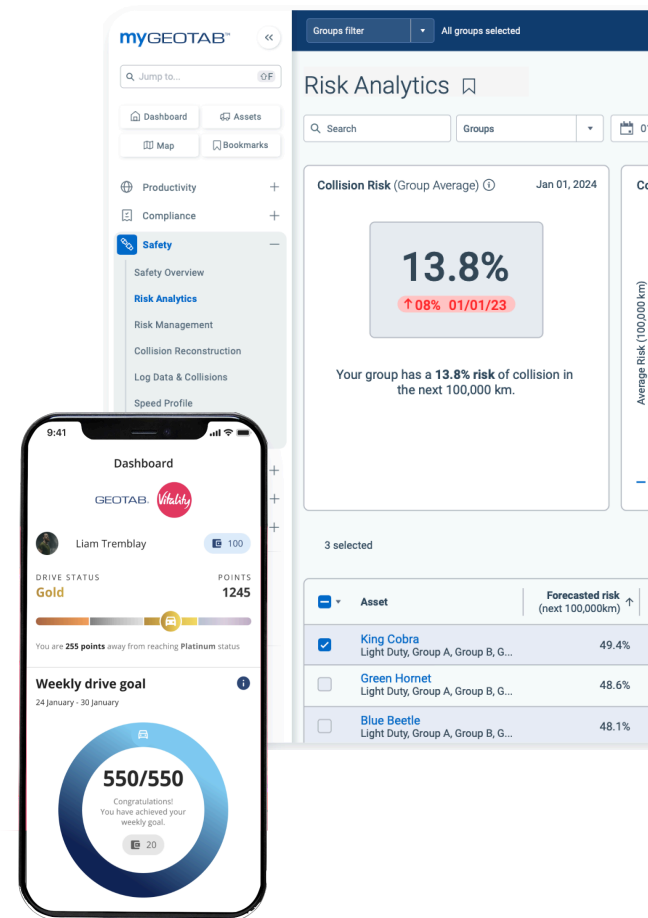


Science-backed driver coaching platform that rewards better driving, lowering fleet costs

Vitality Drive makes drivers better by incentivizing good behavior. Leveraging Geotab's insights, fleet managers can refine driving habits, enhance safety and reduce costs. With these advanced analytics, fleets can improve driver behavior in as little as six weeks¹.

Geotab is proud to help organizations boost safety, productivity, maintenance and sustainability by partnering with Vitality, a global leader in science-backed behavior change. Drivers use the Vitality Drive app, powered by Geotab data insights, to earn points for meeting safety and efficiency goals. They can then exchange these points for rewards from [well-known retailers](#) in the in-app Rewards Mall, a digital marketplace with 160 network partners across 39 different countries. We've brought the world's best to help our customers achieve positive, lasting behavioral shifts in their fleet operations. Improving driving behavior is simple and fun with rich fleet insights and positive reinforcement.



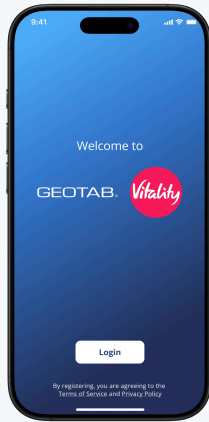
Vitality's legacy of success in creating positive behavior change has left an indelible mark on the world. Geotab shares the Vitality vision of improving driver behavior using uplifting and data-driven coaching tactics, enhancing the safety of the roads we all share.

Geotab's Industry Leading Insight

- Reduce vehicle collision risk by **up to 40%²** using AI-powered predictive analytics around safety and risk management; helping keep your fleet, drivers and communities safe
- Gain visibility into the collision risk, specific to **your unique fleet**; Our model benchmarks each driver against millions of peers with similar profiles - *factoring in vehicle type, driving style, geography, and operating conditions* - for a truly 'apples-to-apples' comparison
- Understand risk before incidents happen, through a proactive and predictive model, with insights at the vehicle and driver level
- Geotab's PCR model and algorithm have been trained on the world's largest commercial telematics dataset (25 years of fleet data, from 4.8M vehicles)

Vitality's Behavior Change Platform

- Powered by 25 years' expertise in human behavior, leveraging behavioral science and actuarial insurance models
- Shift from penalization of your highest risk drivers, to inspiring **All Drivers** to be their best
- Reduce cost by lowering collision risk, driver turnover, and improving fuel and maintenance spend (drivers who improve their habits experience a **24% decrease in motor accident frequency¹**)
- Deploy an 'out-of-the-box' solution that is proven to drive sustained safety improvements, through driver behavior change
- Engage and motivate your drivers through gamification, incentives, and positive feedback - rather than compliance style 'training videos' or punitive reminder



How the Vitality Drive solution with Geotab works

Get rewarded for driving well.
Change the way you drive.

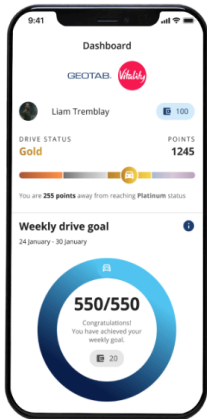
01 Personalized weekly goals

02 On-demand driver feedback

03 Track safe driving progress

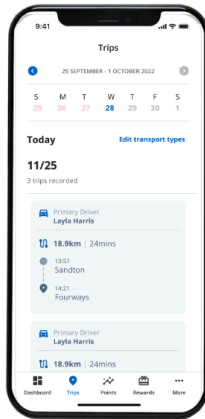
04 Achieve goals & earn rewards

05 Redeem & Lock in Behavior change



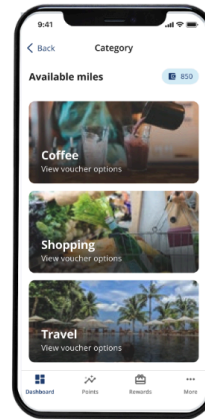
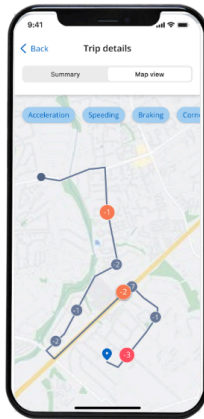
Become a better driver

View your Drive progress and see opportunities to improve



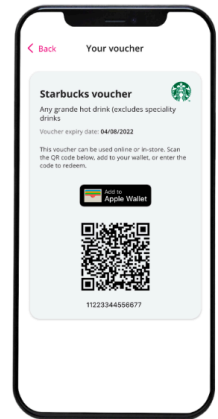
Understand your driving

View analytics tailored to your unique driving behavior



Get Rewarded

Earn weekly rewards when you achieve your Drive goals



Geotab is an undisputed leader in the telematics industry, offering comprehensive fleet management tools that help organizations improve safety, savings and sustainability. Our actionable insights enable managers to pinpoint operational inefficiencies and proactively solve them, resulting in lower costs and healthier fleets.

Vitality is a leading pioneer in behavioral change solutions that positively impact the world. Geotab's partnership with Vitality introduces their proven methodologies and knowledge to our rich fleet data, enabling our customers to create lasting, beneficial improvements in driver safety. Our alliance is the formula of success, that fleets can latch on to for safer, more efficient operations.

Organizations like yours can get started on the road to enhance driver safety using **Geotab Vitality**. Make safer driving & fleet efficiency fun for your drivers, and create meaningful change in your fleet operations - it's as simple as... **Drive well, get rewarded.**

Sources:

1 - Cited from Vitality white paper.

2 - Cited from the Geotab State of commercial transportation eBook, page 10 (<https://www.geotab.com/state-of-commercial-transportation-2023/>)