**saferoad**

*Innovating World-Class IoT Solutions*

![saferoad]

# Welcome to our world

*We employ innovative technologies and dedicated commitment to provide solutions that solve society's current challenges, changes lives and sustainably paves the path for future generations.*

# National innovations from local talents

*We are proud to be a driven IoT enabled mobility intelligence provider, pioneering the Saudi market and leading the industry as the first & only Saudi full-stack telematics solutions provider with in-house hardware and software development. Our products are designed and developed locally, allowing us to cater to the local market and diverse customer requirements. Enabling business needs in a timely manner.*
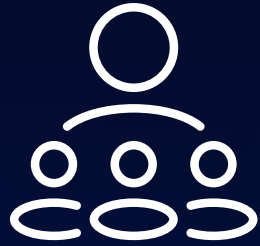
# About us

We are committed to contribute to the wave of digital transformation in traffic safety, logistics, transportation and smart cities using latest advancements in IoT technology.

Since inception, Saferoad was envisioned as the company which saves lives. Commencing with as a small working unit, Saferoad grew organically to become a major IoT and Telematics player in the market, with over 1000 corporate clients and 500k+ connected devices and sensors.

With 7 offices across 5 countries, Saferoad is an innovation powerhouse with a team of 100+ hardworking individuals who work on developing innovative and delivering customized services, operating sustainable models and profitable business decisions.
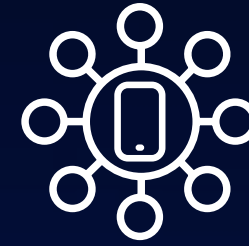
**Riyadh | Dammam | Jeddah | Cairo | Amman | Manama | Shenzhen**
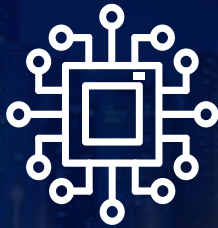
**1000+**
Corporate clients

**12.5 Bill. SR**
in secured assets

**500k+**
connected devices
and sensors

**99%**
saving lives

**50 Bill**
Processing
50 billion records
per day

**34 mill**
Receiving 34 million
data packets
per minute

**100+**
employees

**7**
offices

# Journey

## 2009

Establishment of Saferoad.

## 2010-2012

Development of new hardware.

Development of DMD Solution with Aramco.
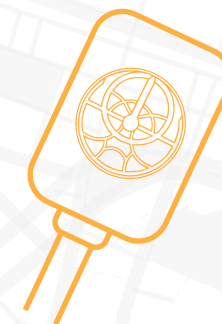
## 2013

Development of new smart devices.

Analyzing driving behaviors and sending alarms.

## 2014

Official release of the Astrolabe Series into the market.

First IP for Saferoad.

## 2015-2016

Upgrading existing services offered to clients to a new big data tier with advanced BI (Business Intelligence) capabilities.

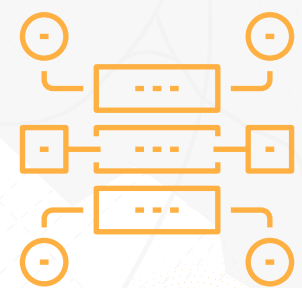## 2017

Launch of the second generation Astrolabe Series.

## 2018-2019

Unveiling new local data center with implementation of machine learning locally.

## 2020-2022

Expanding into IoT (Internet of Things) services for smart cities.

# Solutions

**Saferoad solutions serve the Public Transportation, Logistics, Rental, Cold-Chains Fleet Management requirements and more..**

*Our team is locally innovating, designing and developing solutions that contribute to the National Digital Transformation vision to drive economic prosperity and enhance people's lives.*

## FMS

**Fleet Management System**

*Digital Transformation of Fleets through big data*

## TMS

**Truck Management System**

*Connected Control through integration with Wasl platform*

## RMS

**Rental Management System**

*Optimizing Rental Fleets*

## CCM
**Cold Chain Management Solutions**

*Preserving Products and Goods*

## ShareX
**Connected Cars**

*Car Sharing Platform*

## BMS
**Bus Management System**

*Secure Bus Transportation*

## DEP
**Driving Enhancement Program**

*Driver Behavior Monitoring and Management*

## Sencore
**Cold Storage Monitoring**

*Empowering Local Retailers*

**Family Vehicle Tracker**

**Personal Tracker/ Dashcam**

## Mobility Solutions

*Our mobility solutions cover the various needs of clients through generating extensive telematics data that are used for generating reports, improving efficacy, and ultimately improving business profitability.*

# FMS: Digital Transformation of Fleets through big data

Our Fleet Management System solution is designed for increasing the efficiency of transport and truck fleets.

FMS gives you the ability to:

- Receive maintenance checks reminders to avoid breakdowns and extend vehicle lifespan.

- Monitor the vehicle's detailed itinerary for added control and knowing if a truck is being utilized for non-designated works.

- Obtain detailed usage reports that cover accurate vehicle movement information with historical data and specific operating hours.

# *TMS: Connected Control through integration with Wasl platform*

**Our Truck Management System solution is designed for local market regulation requirements and gives clients added functionality and metrics.**

**TMS gives you the ability to:**

- Obtain the Ministry of Transport operating card and integrate with Wasl Platform.

- Monitor cargo status in real-time including location, condition, unloading status and weight readings.

- Obtain detailed usage reports that cover accurate vehicle movement information with historical data and specific operating hours.

# RMS: Optimizing Rental Fleets

**Our Rental Management System solution is designed to increase the efficiency of rental fleets and optimize usage.**

**TMS gives you the ability to:**

1. Locate a fleet car's location at any time with access to route history.

2. Determine the geographical boundaries through geo-fencing and work areas  with alerts if the specified geographical area is exceeded.

3. Receive alerts for misuse, device tampering or reckless driving.

# BMS: Secure Bus Transportation

**Our Bus Management System solution is designed to meet TGA bus regulations and gives clients more control over their bus fleets.**

**BMS offers:**

1. Passenger Safety through by monitoring bus trips and ensuring that passengers are protected and their location is known at any time.

2. Improving Efficiency and ROI by using integrated smart IoT-enabled tracking and monitoring and identifying optimal routes for trips, efficiencies and reduced costs will be obtained.
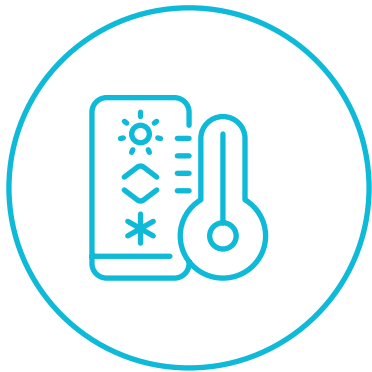
# *ShareX: Connected Cars*

**Our car sharing platform offers versatility for operating and managing a pool of vehicles.**

**Share X gives you the ability to:**

1. Save assets through real-time live-stream monitoring of vehicle location and status.

2. Increase efficiency by reducing the non-utilized working hours.

3. Full access to monitor and control fleets with additional driving behavior monitors for improved safety.

## *CCM Corporate: Preserving Products and Goods*

**Our Cold Chain Management solution provides asset management and tracking including temperature and humidity tracking covering multiple industries and sectors.**

**CCM benefits:**

1. Integrity of Products and Goods: Transporting and storing products and goods at the correct temperature is integral to the preservation of quality of those products and goods.

2. Improving Efficiency: Because cold chain management uses integrated smart IoT-enabled tracking and monitoring, companies can streamline the transport, delivery, and storage of their products – helping to improve efficiencies and reduce costs.

3. Customer Service: Delivering products and goods on time while maintaining the highest level of quality and safety improves your customer satisfaction levels.

**sencore**

## *Sencore: Empowering Local Retailers*

**Sencore is a catered solution for local retailers, offering them protection of their perishable goods from variations in temperature or humidity utilizing a small scale CCM solution in their business.**

**With Sencore you will be able to:**

- Monitor temperatures and humidity in cooling storage units and have constant visibility.

- Receive mobile notifications in case of power cuts or malfunctions.

- Save assets and avoid loss of products.

# Features

3G/4G/5G/Satellite Connectivity

GPS Tracking

Mobility Management & Route Optimization

Car Sharing

Vehicle Controls

Artificial Intelligence

Weight Monitoring

Temperature & Humidity Monitoring

Camera Surveillance

Fuel Saving

Driver Behavior Analysis
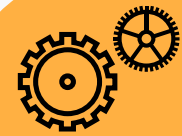
Usage-Based Insurance

Voice Contact, SoS Button

**Saferoad Teams**

Development

Innovation & Research

Production

Project Management

Marketing & Sales

Customer Support

# We Make Commercial Fleets Smarter Than Ever

Saferoad Technologies & Vehicle Tracking Solutions empowering businesses with a full package of benefits that increase profit and reduce operational costs.

# Certifications



Communications, Space & Technology Commission



Public Transport Authority



Saudi Food and Drug Authority



City Management Platform

# *International Recognition*

- *Best use of technology to improve traffic safety*
  **Intelligent Transport Forum 2017**

- *One of the top 100 start-up companies in the Arab world that contribute to the formation of the fourth industrial wealth*
  **World Economic Forum**

- *Named as one of top growth-stage companies in 2016*
  **Arabian Venture Forum (AVF 2016)**

- *Ranked 4th of 100 entrepreneur companies that are shaping Saudi Arabia's future (2015)*
  **Forbes Middle East**

- *Recognized as one of the 50 top growth companies (2015)*
  **Tech Tour**

- *One of the top 100 start-up companies in the Arab world that contribute to the formation of the fourth industrial wealth (2019)*
  **Arab and African Youth Platform**

# Our Values

- **We are Agile:** *We can create products and solutions that cater to the needs of specific customers or markets. Empowered by a passionate team of innovators who push the boundaries of what's possible and create solutions that transform businesses and save lives.*

- **We are Innovative:** *We combine extensive market knowledge with superior technical capability to create innovative solutions and products that redefine the boundaries of what is possible.*

- **We Believe in road safety:** *Saving lives and safer roads are at the core of what we do. Our team is dedicated to creating solutions and products that prioritize safety and ensure more efficient processes.*

*Saferoad aims to be your business transformation agent, helping you become more profitable, empowering you with the right tools to manage your assets and refine your processes, keeping you informed to assist you in taking better business decisions.*

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