

30 March 2023

Trakm8 Holdings plc

("Trakm8", the "Group" or the "Company")

Iceland Foods Awards Telematics and Optimisation Contract Extension

Trakm8 Holdings plc (AIM: TRAK), the global telematics and data insight provider today is pleased to announce that the Company has been awarded a contract extension with Iceland Foods Limited ("Iceland").

Under this contract extension the contract now extends to 31 March 2027.

Trakm8 provides full optimisation and integrated camera/telematics solutions. Under this contract extension Iceland will move onto the Trakm8 Insight platform thereby gaining access to Trakm8's other integrated services including connected care, crash notification & reconstruction and vehicle checks. A wide number of customer specific enhancements have been developed over the past twelve months to significantly improve Iceland's operational efficiency.

John Watkins, Trakm8's Executive Chairman commented: "As 'Route Monkey', Trakm8 has been contracted with Iceland since July 2013. This contract was extended in February 2016 and subsequently in August 2017. This recent contract extension reflects the hard work being done by both Iceland and Trakm8 to build a market leading home delivery solution. It is an important part of our current and future years' Fleet revenues and part of current market expectations."

- Ends -

For further information:

Trakm8 Holdings plc

John Watkins, Executive Chairman
Jon Edwards, Chief Financial Officer

Tel: +44 (0) 1675 434 200
www.trakm8.com

Allenby Capital Limited (Nominated Adviser & Broker)

David Hart/ Vivek Bhardwaj, Corporate Finance
Tony Quirke/ Joscelin Pinnington Sales and Corporate Broking

Tel: +44 (0)20 3328 5656
www.allenbycapital.com

About Trakm8

Trakm8 is a UK based technology leader in fleet management, insurance telematics, connected car, and optimisation. Through IP owned technology, the Group uses AI data analytics collected from its installed base of telematics units to fine tune the algorithms that are used to produce its' solutions; these monitor driver behaviour, identify crash events and monitor vehicle health to provide actionable insights to continuously improve the security and operational efficiency of both company fleets and private drivers.

The Group's product portfolio includes the latest data analytics and reporting portal (Trakm8 Insight), integrated telematics/cameras/optimisation, self-installed telematics units and one of the widest ranges of installed telematics devices. Trakm8 has over 318,000 connections.

Headquartered in Coleshill near Birmingham alongside its manufacturing facility, the Group supplies to the Fleet, Optimisation, Insurance and Automotive sectors to many well-known customers in the UK and internationally including the AA, Sainsbury's, Saint Gobain, EON, Iceland Foods, GSF, Direct Line Group, Ticker and Howden.

Trakm8 has been listed on the AIM market of the London Stock Exchange since 2005. Trakm8 is also recognised with the LSE Green Economy Mark.

www.trakm8.com / @Trakm8

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seq.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how

RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

CNTPPUUCWUPWGMB