

25 June 2024



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

Contract Award & Contract Extension

Trakm8 Holdings plc (AIM: TRAK), the global telematics and data insight provider, is pleased to advise that the Company has been awarded both an additional new contract and a contract extension with Iceland Foods.

Under the new contract Trakm8 will develop a Phase 2 additional feature set for the Iceland Scheduler home delivery solution. This is built on the Trakm8 Insight AI Optimisation platform. Trakm8 and Iceland won the Delivery Solution of the Year award for the Iceland Scheduler at the Retail Systems Awards last week. Since the introduction of the Iceland Scheduler in Autumn 2023 significant operational improvements have been made as well as more delivery slots being available to Iceland customers through the improved optimisation and capacity management capabilities.

In addition, Iceland and Trakm8 have extended the current contract to March 31st 2028.

John Watkins, Trakm8's Executive Chairman commented: "We are delighted to extend the scope and duration of the solutions we provide to Iceland Foods having been working closely together for over 10 years."

- 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, 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 275,000 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, Stark, EON, Iceland Foods, Sainsbury's, GSF, Direct Line Group, Ticker and Freedom Group.

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.

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