

RNS Number : 8080H  
Trakm8 Holdings PLC  
11 October 2024

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

**Contract Extension**

Trakm8 Holdings plc (AIM: TRAK), the global telematics and data insight provider, is pleased to advise that the Company has been awarded a contract extension with J Sainsbury's Information Systems Ltd ("Sainsbury's").

This contract extension, for two years to 31 December 2026, is for the Sainsbury's Goods Online ("GOL") delivery solution. This is built on the Trakm8 Insight AI Optimisation platform algorithms supplied via API. Since the introduction of the Sainsbury's use of Trakm8 Insight AI algorithms, over 4,000 tons of carbon have been saved each year.

**John Watkins, Trakm8's Executive Chairman commented** "We are delighted to extend the duration of the solutions we provide to Sainsbury's having built a terrific solution together in partnership to give Sainsbury's customers the best possible experience from the GOL platform."

- 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](http://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](http://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.

[www.trakm8.com](http://www.trakm8.com) / @Trakm8

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