

Reach - non-regulatory announcement*

18 November 2024

**Transense Technologies plc
("Transense" or the "Company")**

Transense and TIRETASK Launch Innovative Tyre Management Solutions in Key Markets
Strengthening Fleet Management with Advanced Technology

Transense Technologies plc, a leader in sensor technology and measurement solutions, has announced an exclusive partnership with German software firm TIRETASK GmbH, to bring an all-in-one tyre management solution to the UK, North America and Australia. The collaboration introduces a powerful, integrated tyre management system that combines Translogik's highly respected tyre inspection tools with TIRETASK's advanced digital management software.

The all-in-one solution will be available from Transense via a flexible monthly subscription model, aimed at fleet operators, tyre dealers, and other industry professionals. It integrates Translogik's precision tyre inspection tools, which are widely used by global tyre manufacturers and fleet operators, with TIRETASK's adaptable software platform.

Designed to simplify tyre management, the bundled solution provides users with a centralised system for tyre inspection and management, enabling them to access and act on crucial insights regarding tyre performance, safety and lifespan. By capturing and analysing tyre data efficiently, fleet operators can reduce operational costs, enhance safety standards and extend tyre life.

"We are thrilled to partner with TIRETASK to offer this comprehensive solution," said Ryan Maughan, Managing Director of Transense Technologies. "By combining Translogik's inspection tools with TIRETASK's user-friendly software, we're bringing commercial vehicle fleet operators and tyre dealers a powerful resource that meets the evolving demands of the sector. This all-in-one system is especially beneficial for vehicle fleet operators in key markets, who can now gain actionable insights into tyre condition and performance, supporting better decision-making and cost savings as well as drastically reducing the time and cost of carrying out fleet tyre checks."

The partnership also marks TIRETASK's expansion from its primary market in Germany into the UK, North America and Australia. Transense and TIRETASK have closely collaborated to adapt the software platform for these regions, adding features such as a streamlined tyre audit option for basic management needs and a comprehensive, full lifecycle management solution for more advanced requirements.

"We're excited to introduce our tyre management software to new markets alongside Transense and Translogik," commented Markus Schubert, Co-Founder and CEO of TIRETASK GmbH. "Our platform is designed to enhance fleet efficiency and safety through data-driven decisions. This partnership allows us to provide fleets in English-speaking regions with a unique, integrated solution that brings together the best in tyre inspection and management technology."

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Notes to Editors:

Transense is headquartered in Oxfordshire, UK and its shares are traded on AIM, a market operated by the London Stock Exchange (AIM: TRT). The Company develops and supplies advanced sensor technology and measurement solutions used by some of the world's leading companies to improve performance, efficiency, and safety in demanding, mission critical applications. Transense currently operates through two active business segments:

- **SAWsense** - designs, supplies and licences advanced sensor solutions based on proven, patent protected Surface Acoustic Wave (SAW) technology to world leading companies in aerospace, automotive, and industrial machinery (including robotics), enabling improved efficiency and performance of their products. Key customers include GE Aerospace, Parker Meggitt, McLaren Applied, Airbus and several other confidential Tier One automotive, aerospace and industrial machinery suppliers.

- Translogik - develops smart, connected commercial vehicle tyre inspection equipment to many of the world's leading tyre suppliers, fleet operators and service centres. Enabling accurate measurement and digital capture of safety-critical tyre condition data, used to reduce operating costs, improve safety and provide audit records for regulatory compliance. Key customers include Bridgestone, Goodyear, Continental and Prometeon (Pirelli), and leading independent providers of vehicle fleet maintenance management software.

In addition, Transense earns residual royalty income from Bridgestone iTrack - a tyre monitoring system for off-highway vehicles that was developed by Translogik. The associated sales, support and development infrastructure were sold to Bridgestone Corporation, the world's largest tyre producer, in June 2020, and the intellectual property was licensed exclusively to Bridgestone under a ten-year deal expiring in 2030.

Find out more at: <https://www.transense.com/>

About TIRETASK:

Based in Cologne, Germany, TIRETASK GmbH is an expert in tyre management software. TireTask's adaptable, user-focused platform is designed to optimise fleet operations, providing clear insights into tyre condition and performance to support data-driven decision-making. Now available to users in the UK, North America, and Australia, the platform's flexible management solutions address the unique needs of a diverse international user base.

Find out more at: <https://tiretask.de/en/home/>

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