

PRESS RELEASE

Telefónica and Geotab Partner to Launch M2M Plug-and-Play Fleet Management Solution

The agreement brings Geotab's leading fleet transport telematics solutions to Europe and complements Telefónica's telematics portfolio; Geotab devices have been deployed in over 400,000 vehicles and currently support 40% of the top ten fleets in North America

Madrid, 19 of November 2014 - Telefónica and Geotab, a leading provider of m2m fleet transport telematics technology, have today announced an agreement to partner in Europe. The agreement will initially focus on the markets of Spain, Germany and the U.K. with the intention to explore Latin American markets in the near future.

The solution, which includes Geotab's plug-and-play device, offers real time fleet management and the ability to develop a number of alerts, notifications, and review driver trip and activity reports. Advanced features also include on-board diagnostics through engine indicators to return feedback, such as engine failures, or an in-depth engine fault code diagnosis; detect accidents and retrace cause of the accident; and allow add-ons such as a navigational device, NFC driver ID key, sensors and more.

The technology will help businesses improve their on-road productivity, on-road safety, and ecological efficiency, in addition to optimizing fleet performance to reduce fuel costs. Fleet managers will gain more intelligence across multiple vehicles giving them the data and insights needed to make more informed business decisions in real-time. Furthermore, drivers will have more insight over their individual vehicles.

Through this agreement, Telefónica extends its fleet management offer to further cover the global needs for its clients of both large corporations and small and medium size companies.

Surya Mendonça the m2m Managing Director at Telefonica, said, "We're delighted to partner with Geotab, who through continuous innovation have many of the world's largest fleets already using their product. This agreement allows Telefónica to provide a best-in-class 'plug and play' fleet telematics product in Europe that reinforces our portfolio and gives our m2m customers further access to the strongest solutions."

"We are seeing tremendous growth for fleet management solutions worldwide and the wireless carriers are now becoming an integral component of the fleet telematics and connected machine ecosystem. We are impressed by the Telefonica m2m team and look forward to working together with Telefonica to deliver the most advanced fleet telematics solution in the market," said Neil Cawse, CEO of Geotab.



About Telefonía

Telefonía is one of the largest telecommunications companies in the world in terms of market capitalisation and number of customers. With its best in class mobile, fixed and broadband networks, and innovative portfolio of digital solutions, Telefonía is transforming itself into a 'Digital Telco', a company that will be even better placed to meet the needs of its customers and capture new revenue growth.

The company has a significant presence in 21 countries and a customer base of more than 316 million accesses around the world. Telefonía has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefonía is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 4.551.024.586 ordinary shares traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

For more information about Telefonía m2m business, visit m2m.telefonica.com or follow on Twitter at [@m2mtelefonica](https://twitter.com/m2mtelefonica) and [LinkedIn](https://www.linkedin.com/company/telefonica).

About Geotab, Inc.

Geotab is a leading global provider of premium quality, end-to-end telematics technology. Geotab's intuitive, full-featured solutions help businesses of all sizes better manage their drivers and vehicles by extracting accurate and actionable intelligence from real-time and historical trips data. Fortune 500 companies, including 40% of the top ten fleets and 18% of the top 100 fleets in North America, rely on Geotab's solutions to improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve stronger compliance to regulatory changes. The company's products are represented and sold worldwide through its Authorized Reseller network. To learn more, please visit www.geotab.com