SAFE **SF** FLEET

Driving Safety Forward™

EVER THOUGHT YOUR WORK CONTRIBUTIONS COULD SAVE LIVES?

YOUR TECHNICAL KNOWLEDGE COULD HELP:

- Keep students safe as they board their school bus

- Reduce blind spots on transit buses

- Protect Law enforcement and first responders as they head into danger

- Prevent injuries to citizens going about their every-day lives

WE'RE THE SMART SAFETY SOLUTIONS COMPANY, & WE'RE LOOKING FOR PEOPLE LIKE YOU

People who want to:

1 Engage in rewarding and challenging work

2 Work on today's most exciting safety innovations

3 Make the world a safe place for everyone

MEET
SAFE FLEET

WE SAVE LIVES.

Every day, everything we
do helps every fleet operator,
passenger and pedestrian
get home safely.

Total motor-vehicle deaths
in the United States for 2021

46,020

up 9% from 2020
up 18% from 2019

Mileage driven has rebounded

up 11%
from
COVID-19
lows

5.2 million

people sustained
injuries serious enough
to require medical
attention in 2021

The National Safety Council estimates
46,020 motor-vehicle deaths in the
United States in 2021, which is up
9% over 2020 and up 18% from 2019.
Miles driven has rebounded – up 11%
from COVID-19 lows. And 5.2 million
people sustained injuries serious
enough to require medical attention
in 2021 compared to 4.7 in 2019.

We're working hard to reduce preventable
accidents for fleets around the world with an
integrated platform of smart safety solutions.
Our onboard video systems assure parents
their children are in good hands. We protect
law enforcement and increase transparency
with next-gen body cameras and in-car video
that captures evidence as officers head into
danger. We design technology that makes
waste pickup safer for operators and those
around them. And we reduce bus blind spots
so bus drivers can see better, preventing
injuries to passengers and pedestrians.
These are just a few of the ways we make
a difference.

Better Drivers.
Smarter Vehicles.
Safer Fleets.
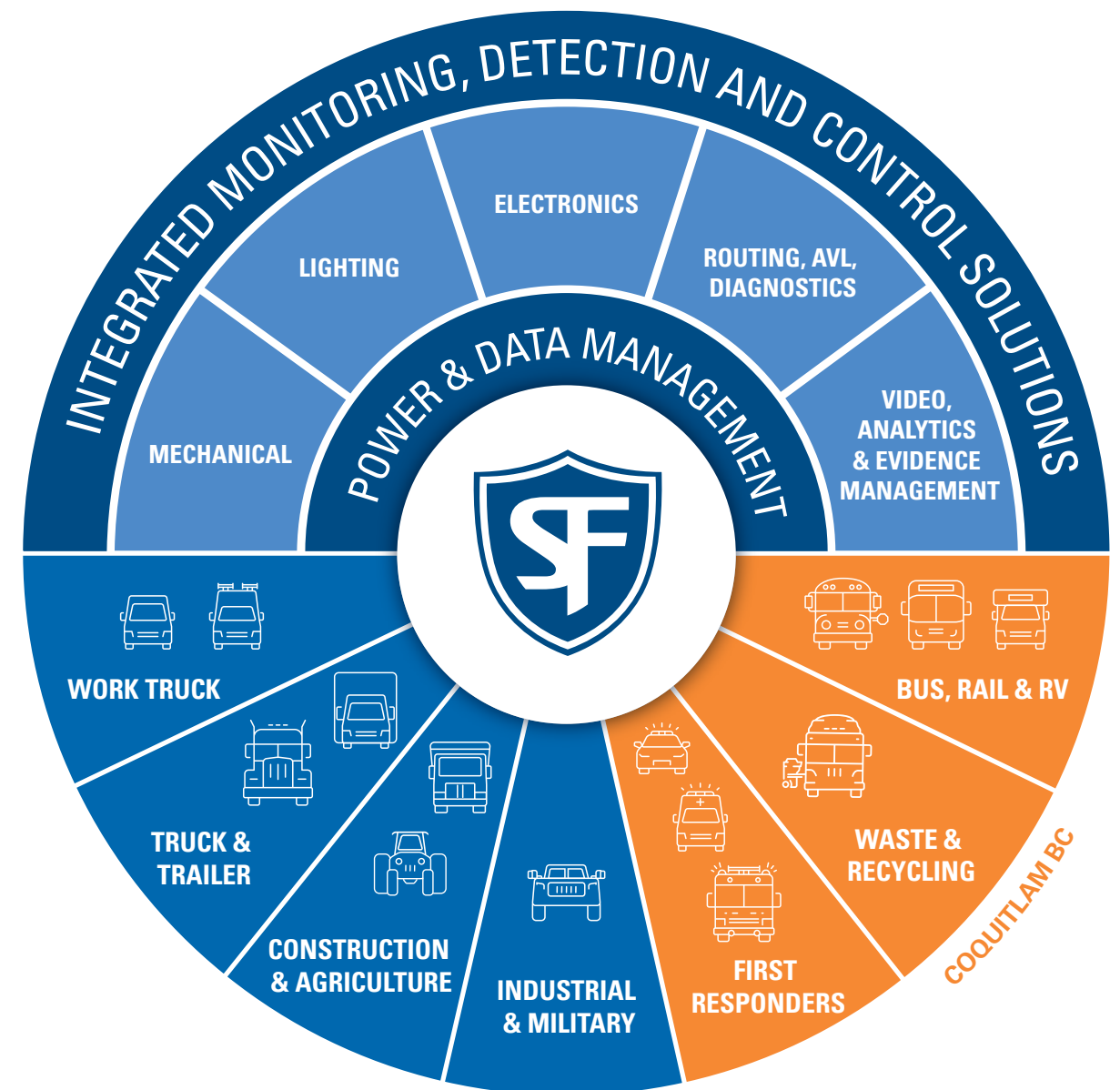
Avoid Crashes

Protect Workers

Improve Safety

You Already Know Us

Though we might not be a household name, chances are you've already experienced our products at work, making fleet vehicles you see every day smarter and safer. We've acquired the best and brightest brands in safety and created innovative solutions for every market we serve from fire trucks to home delivery vans, school buses to garbage trucks. We are committed to saving lives, preventing injuries and making fleets more productive.

Every member of the Safe Fleet family is part of this commitment.

INTEGRATED MONITORING, DETECTION AND CONTROL SOLUTIONS

ELECTRONICS

LIGHTING

ROUTING, AVL, DIAGNOSTICS

MECHANICAL

POWER & DATA MANAGEMENT

VIDEO, ANALYTICS & EVIDENCE MANAGEMENT

WORK TRUCK

BUS, RAIL & RV

TRUCK & TRAILER

WASTE & RECYCLING

CONSTRUCTION & AGRICULTURE

INDUSTRIAL & MILITARY
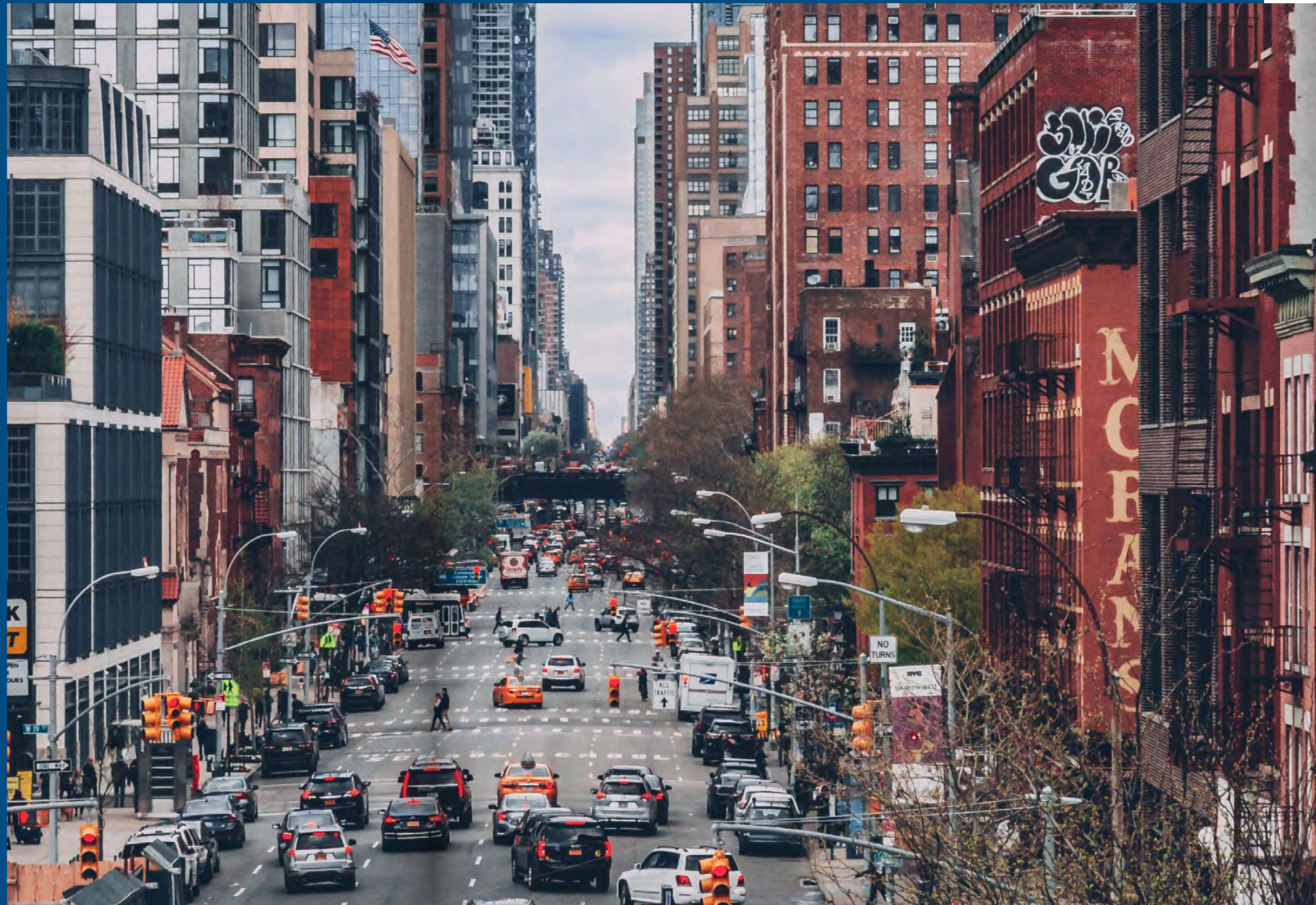
FIRST RESPONDERS

COQUITLAM BC

Mission:

We design, manufacture, and sell Smart Safety Solutions™ that improve productivity and reduce the risk of injury to drivers, passengers, and pedestrians. We unify best-in-class brands into an integrated safety platform for fleets of every type. By making fleets smarter, people are safer.

Vision:

To be the leading global provider of safety solutions for fleet vehicles. We are committed to saving lives, preventing injuries and making fleets more productive.

THE BIG CORPORATE PICTURE:

WHERE WE ARE

#1 MOBILE VIDEO **SUPPLIER** IN THE AMERICAS
OMDIA/IHS 2020

1 MILLION+ **VIDEO** SYSTEMS **SOLD**

1700+ EMPLOYEES IN **15** LOCATIONS

2 MILLION+ SAFE FLEET **EQUIPPED VEHICLES**

1 INTEGRATED **SAFETY** PLATFORM

20+ BEST-IN-CLASS **SAFETY BRANDS**

WHERE WE ARE HEADED

Five Strategic Mandates will guide our progress over the next five years

Growth Culture

10% year over year

One Platform

To keep everyone safe

Right to Win

Scale & depth to compete

5-year Technology Plan

To stay on the cutting edge

M & A Strategy

Keep acquiring great brands

The Safe Fleet Technology Hub for Passenger Transportation, Law Enforcement and Waste (PTLW)

A local, home-grown success story.

Five Reasons why we love working here (and think you will too!)

1 You can have a direct impact on the growth of the company and the safety of others

2 Ideas are heard and encouraged – it's our collective vision that leads to great things

3 Our work has a higher purpose – keeping people safe – and that feels good!

4 It's a supportive, family-like environment

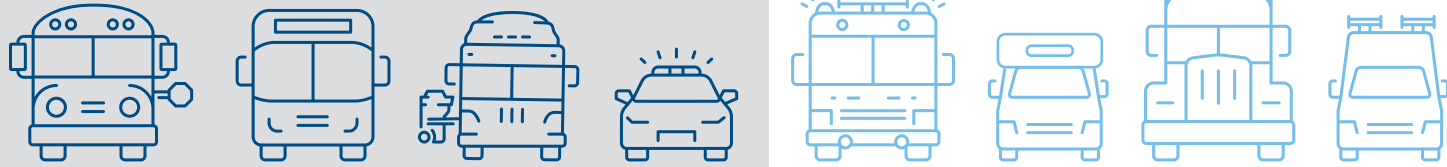**5** We make pretty cool stuff and it's fun to be part of shaping the world's safety tech

We started out as Seon in 1999 in Coquitlam, BC with a small, passionate group of entrepreneurs and engineers working out of a garage. Sound familiar? Our mission then was to make school buses safer with video surveillance. We've been on the forefront of video technology ever since.

Now that we're part of a bigger Safe Fleet picture, the Coquitlam team gets to shape the world of vehicle and pedestrian safety, developing advanced algorithms and using deep learning models and AI to solve fleet's biggest safety problems.

Our camera vision technology drives improved safety and visibility in all kinds of vehicles across North America and around the world.

Safe Fleet Safety Solutions

PTLW, Coquitlam BC

| Driver, Passenger & Pedestrian Safety & Surveillance | Fire Fighting Equipment | Scene & Job-Site Safety Lighting | Goods Delivery & Temperature Control | Van & Truck Safety and Storage |

The Coquitlam office is home to technical specialists who devise, design and create exciting innovations like:

- **passenger-counting cameras** that increase passenger safety and improve route planning

- **radar and predictive analytics** that calculate if a vehicle will stop in time for students to exit a bus safely

- **video, computers and sensors** that identify if a vehicle is illegally using a 'bus only' lane

- **cameras and in-vehicle computing systems** that automatically check vehicle make/model/license plate data against known hotlists

- **advanced video, routing & telematics systems** that make sure your garbage is picked up safely.

And everything else in between.

SAFE FLEET INNOVATION IN ACTION

MIRRORLESS MIRRORS – we're using video technology to replace the need for mirrors. Vehicle operators can get a real-time view of what's outside their vehicles, eliminating blind spots and other distractions.

ILLEGAL STOP ARM PASSES –

In a single day, over

340,000
motorists illegally pass stopped school buses.

70 injuries
&
17 fatalities

occurred in the 2018-19 school year as a result.

Rather than making the school bus more visible, with stop arms and lights, we approached the issue from a completely new angle. Our advanced radar and predictive analytics system monitors oncoming traffic and determines whether a vehicle can stop in time - warning the student to stay back when they might be in danger.

SAFE FLEET TECHNOLOGY PLATFORM

PERIMETER SURVEILLANCE & SAFETY

Video, Thruview Assist, Duel View Assist, InView 360, Blind Spot/Back-up sensors, Body Worn Cameras

FLEET MANAGEMENT & TELEMATICS

Vehicle Inspection, Preventative Maintenance, Remote Diagnostics, Multiplex/Integrated Controls

INTERIOR SURVEILLANCE & COMMUNICATION

Video, Passenger Counting/Capacity Monitoring, Facial Redaction, Passenger Behaviour Recognition, Infotainment

ADVANCED DRIVER ASSISTANCE SYSTEMS

Pedestrian Detection, Mirrorless

DRIVER PERFORMANCE

Integrated with existing video equipment and software

VIDEO, DATA AND EVIDENCE MANAGEMENT

Video & Evidence Management Systems, Predictive Analytics, Deep Learning, Cloud Storage, Security, File Sharing, Case Management

VIOLATION ALERTS DETECTION & IDENTIFICATION

Automated Bus Lane Enforcement (ABLE), Other Traffic Violations

Unlike many other technology companies, our in-house teams are made up of both hardware and software experts who develop disruptive solutions that solve today's fleet challenges in new and innovative ways.

This is unusual, as most companies focus on either hardware or software, not both. At Safe Fleet there are plenty of career opportunities on both sides of the fence – each equally as interesting.

On the hardware side, we specialize in video, video analytics, advanced sensors, intelligent vehicles and smart safety technology like cameras and Lidar (light detection and ranging.) If you think this sounds an awful lot like the technology you might find onboard a Tesla, you'd be right.

We're just as impressive on the software side. We have some of the largest cloud installations over any other company or industry. Some of our customers, such as the Los Angeles Police Department, store petabytes of data in the cloud and ingest up to 3 petabytes of data each day during standard business operations. Video data can chew up tons of space and it's complicated to manage, so we punch way above our weight for Cloud infrastructure, meaning we have Microsoft's attention.

Also consider our customers are big cities and governments – who demand the best in robust, proven and safe, data management. (Think big in cybersecurity!) And this means the technologies we use are really and truly leading edge. Azure Government and .NET Enterprise for example, and cloud-based microservices architecture leveraging Kubernetes and other leading technologies.

PTLW –
MARKETS WE SERVE

School Transportation

We keep students safe on and off the bus with school bus camera systems, standard safety equipment, advanced fleet management software and predictive technology.

Law Enforcement

We help improve public trust and officer safety with high-definition body worn cameras, in-car video, and a sophisticated digital evidence ecosystem.

Transit Bus & Rail

We make every trip a safer one with better video evidence, and enhanced safety and information systems.

Waste & Recycling

We make waste hauling and collection safer and more efficient with automated tarping and fully integrated Smart Truck technology.

We're constantly on the look-out to introduce best-in-class companies to our family of brands.

AND WE DO THIS SUCCESSFULLY.

SAFE FLEET GROWTH & STABILITY

At Safe Fleet, we've shown we can not only consistently grow organically (10% year-over-year is our goal), but we also have a well-developed strategic merger and acquisitions (M&A) model. We're constantly on the look-out to introduce best-in-class companies to our family of brands.

Acquiring great companies keeps us relevant and dynamic, helping us grow faster, smarter and more profitably.

And unlike start-up's, we don't operate with a crazy pace, strapped resources, and limited profitability. We have a consistent record of stability and profitability because we are well-managed by a team of proven leaders and

visionaries. We also support essential services and by extension are an essential service. During economic downturns, global pandemics and the like, transit, law enforcement, school bus services and waste and recycling must continue to operate, must continue to be supported and must continue to innovate.

THE SAFE FLEET INTEGRATED PLATFORM

The Safe Fleet family of brands consists of organizations dedicated to improving fleet safety from a variety of perspectives with a variety of products including non-mechanical, electro-mechanical, technology (HW/SW) and advanced technology.

Our mission of unifying best-in-class brands into an integrated safety platform for fleets of every type includes the wide range of safety and efficiency products and solutions developed within Safe Fleet as a whole. At this comprehensive level, we are a key player in each of our vertical markets. And at this level, we aim to re-think standard approaches to safety, we aim to shake things up, we aim to innovate and challenge conventional thinking. **We aim to Drive Safety Forward.**

Join Us

ACTION

Give us a call or email for more information

> 1.877.630.7366
> email ?

For more information about our company, visit our site:

> **www.safefleet.net**

SAFE **SF** FLEET

Driving Safety Forward™