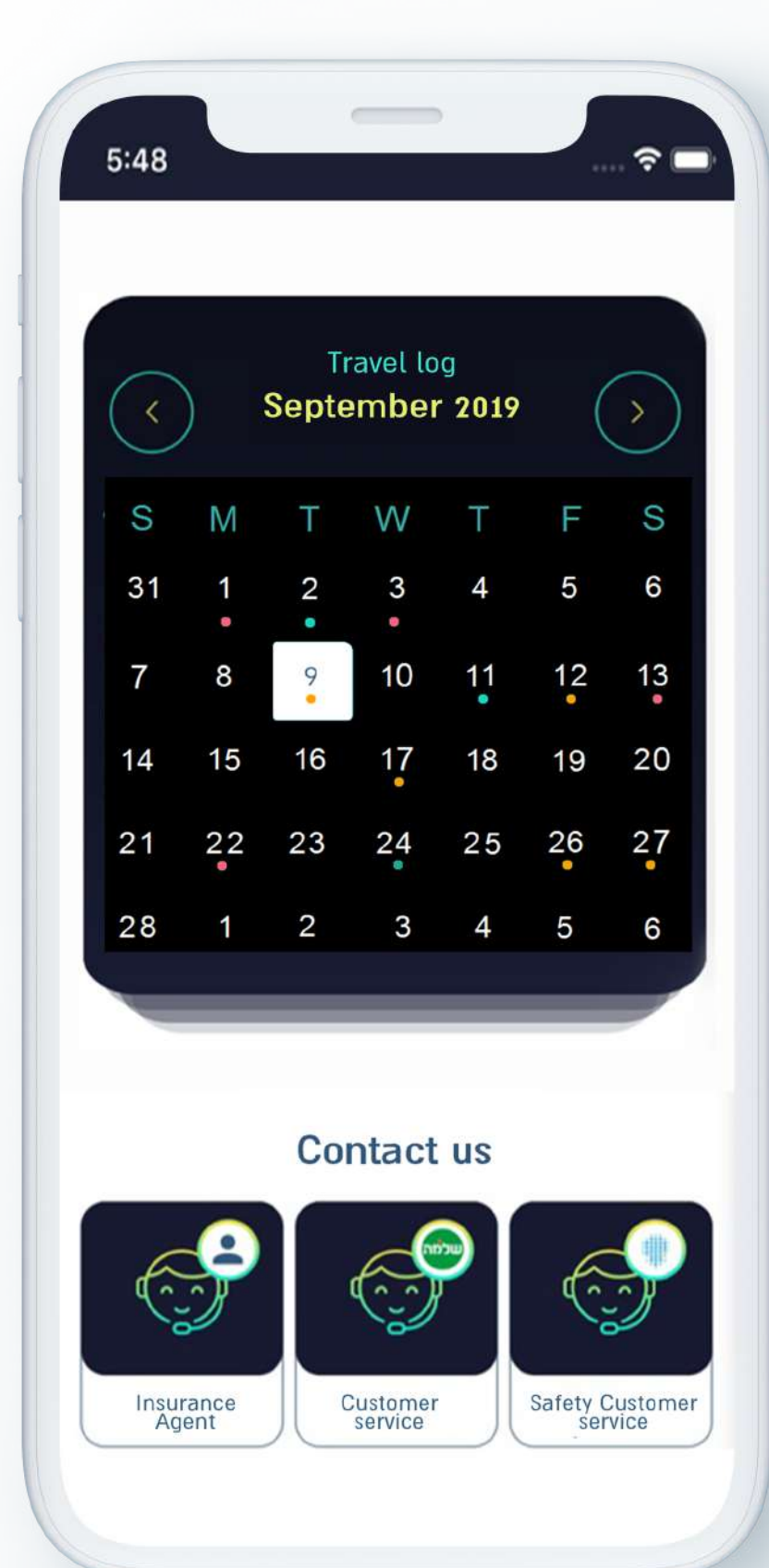
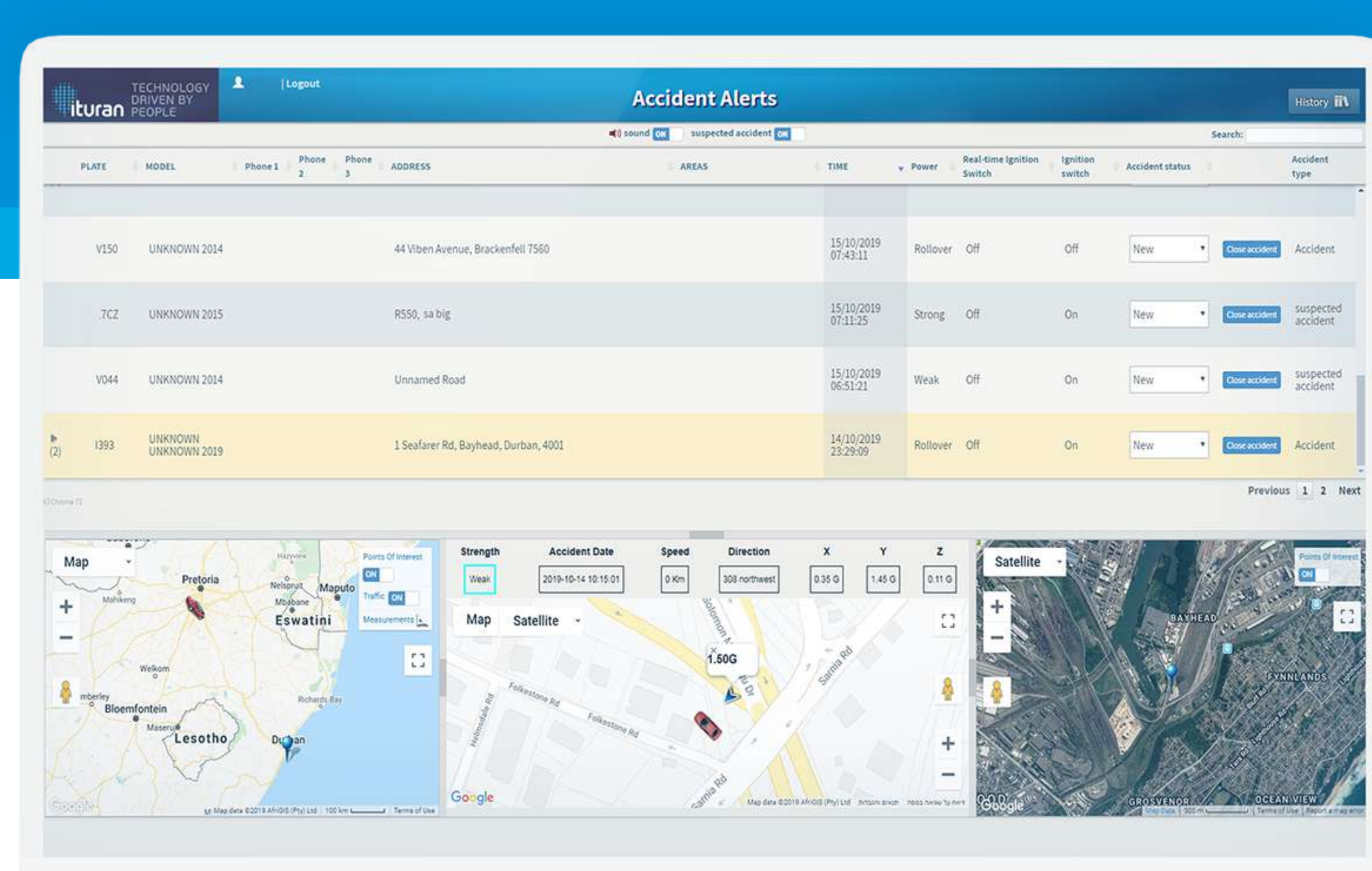


Measuring kilometers & encouraging safe-driving while lowering insurance premiums

Industry **Insurance** Location **Israel**

Originally a car rental business, the Shlomo Group has grown into one of Israel's largest companies with worldwide operations and activities in a wide range of categories. The group entered the insurance business after receiving its license in 2008, today Shlomo insurance provides approx. 650,000 policies through 1,000 active agents.



Shlomo Insurance continuously innovates with technology solutions that allow the creation of insurance policies. As a leader in its field, the company seeks join the global trend of closely matching policies to the individual driving volume and style of policy holders (Usage Based Insurance- UBI), rather than on statistics, in order to allow policy holders to better control their insurance costs and lower their premiums.

Using Ituran's Driver Behavior and Safety software, Sholmo Insurance also collects data on driver behavior and offers discounts on the basis of a driver overall score which the system provides based on personal data. This additional UBI incentive is part of the company's effort to instill safer and better driving habits among its clients.

2% Discount

For a score of 70-80

4% Discount

For a score of 80-90

8% Discount

For a score of 90-100

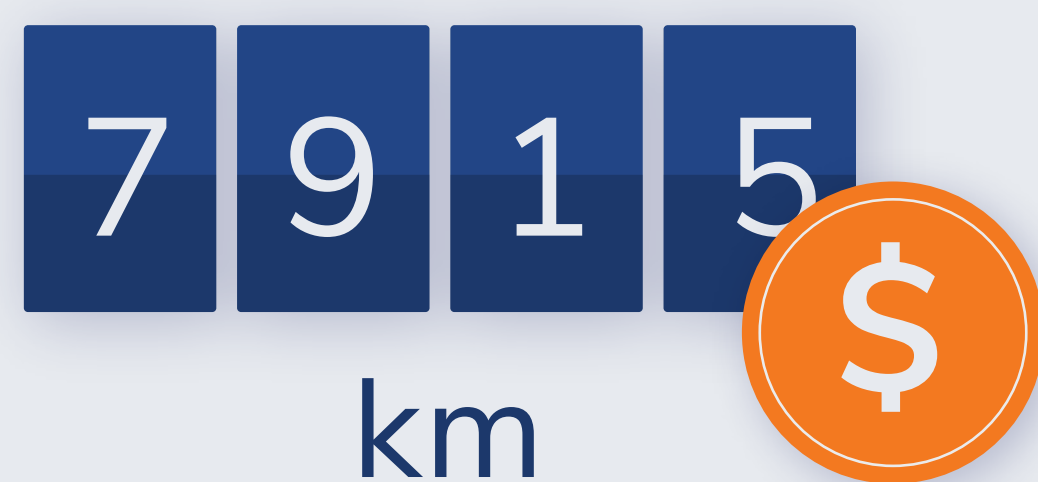
The Challenge

A pay-as-you-go pay-as-you-drive based UBI application, which allow policy holders to pay a monthly premium linked to usage-kilometers driven during that month, and earn a discount for safe driving.

With AppToYou by Shlomo Insurance, vehicle owners pay for insurance based on their usage and driving behavior instead of a fixed rate based on demographic information and statistics.

AppToYou is suitable for any driver, however Sholmo Insurance markets it to clients which belong to one or more of the following groups:

- Drive less than 15,000 km. annually
- Family's second car
- Work close to home
- Student that use their vehicle primarily to drive to campus
- Frequently travel abroad
- Short distance drivers
- Commute by train and use car mainly in order to reach station
- Retired people that don't use their car often



Our Solution

A hardware/software solution which connects to Shlomo Insurance's application, measuring km. driven and allowing vehicle owners to monitor and control usage, and cost of insurance. The solution also gives a full picture on driver behavior which is used to provide additional incentives based on performance

Hardware

Ituran's Starlink OnBatt, a small tracking device that is easily installed on the vehicle's battery, and measures km., driving patterns and identifies the occurrence of an accident.

Software

An easy to download and user-friendly Shomo Insurance mobile application, created by Ituran, that helps users track and monitor km. driven and consequently control monthly insurance costs. Data from the application is automatically used to calculate premiums, and provide driving behavior scores as a basis for additional discounts.

Ituran's solution included an integration of some of our flagship technologies, adapted specifically for Shlomo Insurance.

How does it work?

1. After signing up, policy owners need to arrive at one of Ituran's service stations in order to install the tracking device on the car battery. The process is easy and quick
2. Policy owner downloads the AppToGo application developed by Ituran and immediately gains access to vehicle usage information, savings in comparison to the popular Shlomo Car policy, driver behavior information and score, assistance and documentation in case of an accident and more
3. With access to user data, Shlomo provides rates that meet usage and behavior

What is the Ituran's driver behavior score?

Ituran's Driver Behavior and Safety / Driver Performance Evaluation solutions, track and monitor driver behavior: Sudden braking and acceleration, sharp turns, high-speed driving over speed bumps, erratic overtaking, speeding and more using an innovative multidimensional accelerometer sensor. The system produces an individual score for each driver, based on their performance, and allows insurance companies to track and measure individual driver risk and kilometer/mile usage in order to evaluate insurance risk and optimize insurance rates per driver



In the unfortunate case of an accident, driver and passengers are not alone

Ituran's reps are immediately alerted and can see the exact location of the scene, which they pass on to emergency services when needed.

Immediate aid is provided, and someone is on the line with them until help arrives.

Data collected before, during and after the accident creates hard evidence of what really occurred. With recorded and detailed information including exact G forces, driver actions/reactions and direction of impact, assessing and estimating damages is much faster, claims are processed faster and more efficiently, and cases of fraudulent claims are reduced.



Founded in 1994, Ituran (NASDAQ: ITRN) is a global leader in telematics solutions and services for professional fleets, insurance companies, automotive companies, government institutions, companies from a range of verticals and private customers. We offer a full suite of hardware, software and services which together provide an end-to-end solution to our clients.

With over two decades of experience in the telematics field, Ituran has over 3,800 employees serving over 2 million customers in 20 countries around the globe.

At Ituran, our customers are our biggest asset. We make sure to be at the forefront of technology and to develop innovative solutions to answer any challenge our customers face.