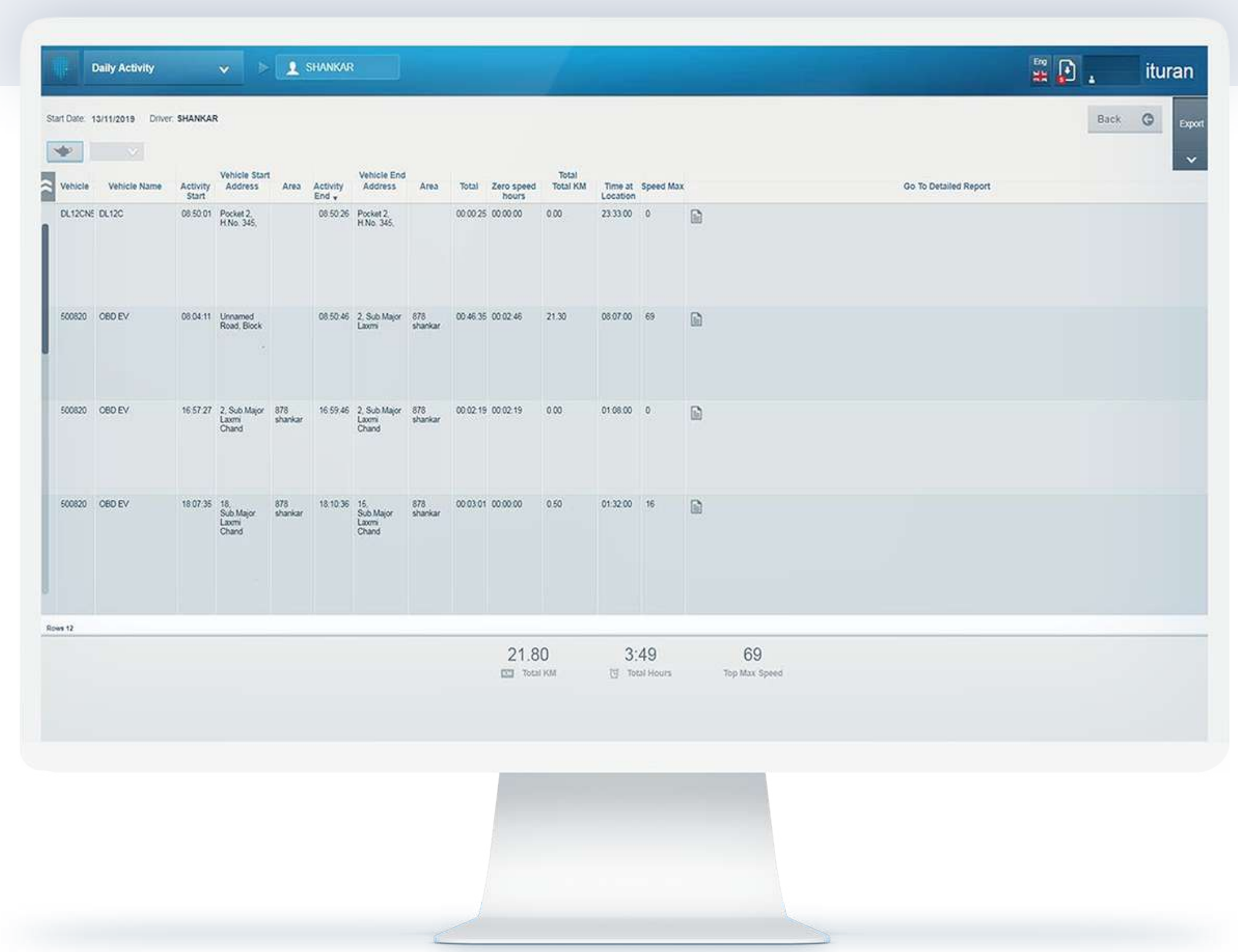


Delivering a Pay-as-you-Drive Solution to Israel's Leading Insurer

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

With over 80 years of insurance activity, Harel Insurance Investments and Financial Services LTD, one of Israel's largest and most reputable insurance and finance groups, remains at the forefront of innovation.

As such, the company continues to seek new technology-based solutions that allow the creation of insurance policies that are closely matched to the individual driving volume and style of policy holders (Usage Based Insurance - UBI), rather than on statistics, and allow policy holders to better control their insurance costs and lower their premiums.



The Challenge

Allowing policy holders to pay a monthly insurance rate based on the kilometers driven during that month

The Harel Switch Insurance policy was marketed to car owners that use their vehicle less than average, and therefore expect to pay lower premiums.

Understanding that vehicle owners want to pay for insurance based on their usage and are no longer willing to pay a fixed rate based on demographic information and statistics, Harel was in search of a tool that will measure the kilometer driven by each policy holder



1. Users must be able to download and use a simple and straightforward interface to report on kilometer driven
2. Users must be able to access reports and review driving data whenever they want
3. In the second phase, Harel plans to add driving behavior information to its UBI offering

Our Solution

A device that measures km. driven and feeds information to Harel's application allowing vehicle owner to monitor and control usage, and cost of insurance.

Ituran's StarLink OnBATT, a small tracking device that is installed on the vehicle's battery, and measures kilometer, driving patterns and identifies the occurrence of an accident.

Data collected is fed into Harel's Easy to download and user-friendly application, helping users track and monitor km driven and consequently control monthly insurance costs. Data from the application is used by Harel to offer policy holders better terms.

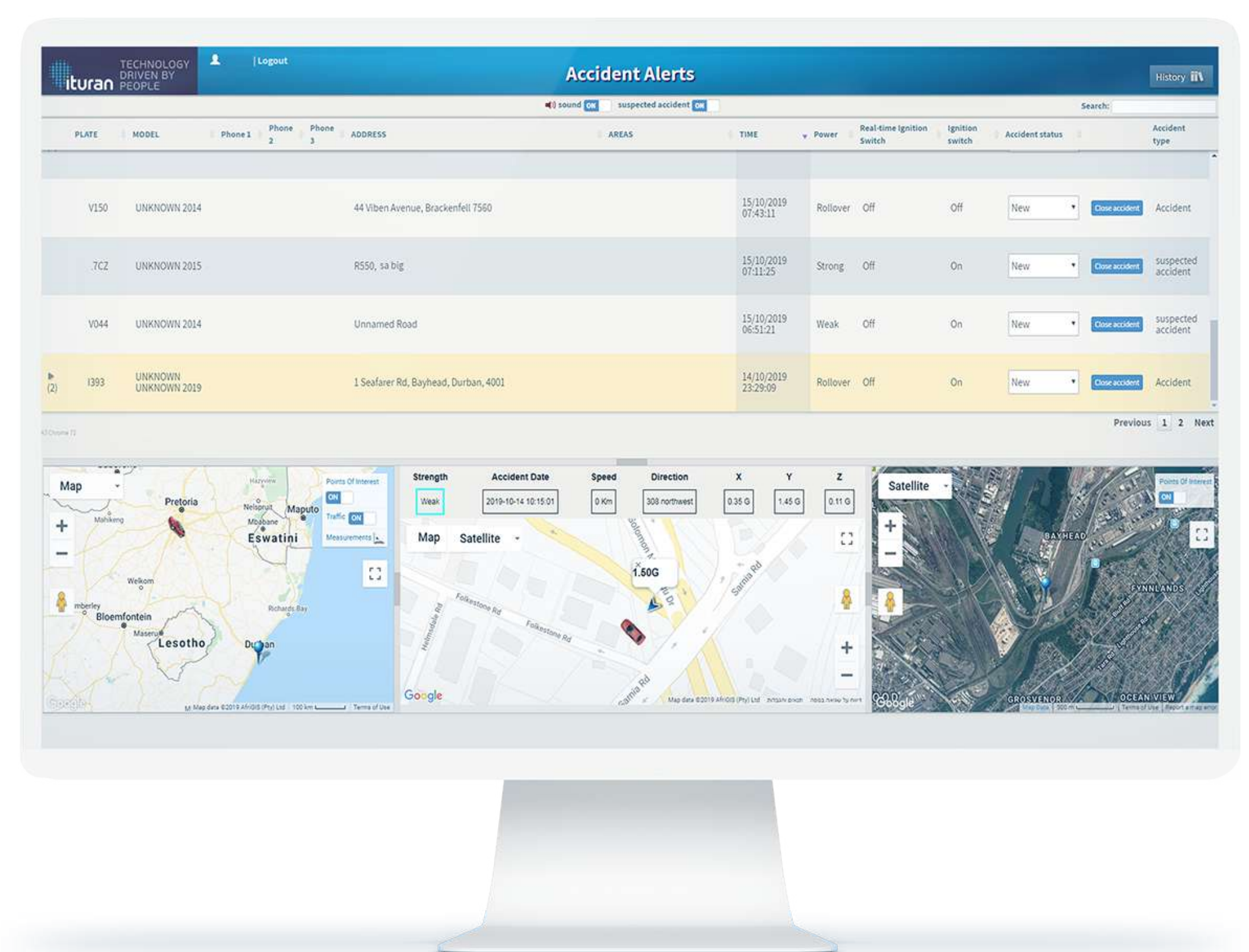
Ituran's solution includes an integration of our flagship technologies, adapted specifically for Harel Switch.

How does it work?

1. After signing up to the service, an Ituran representative arrives at the policy owner's home or place of business and in less than 5 min installs Ituran's tracking device on the car battery
2. Policy owner downloads the Harel Switch application and immediately gains access to vehicle usage information sent through Ituran cloud
3. The app also stores all relevant insurance documents and emergency information for easy access in time of need
4. With access to user data, Harel provides rates that meet usage
5. Users are now able to track, monitor and control usage, and lower insurance cost accordingly

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
- Immediate aid is provided, and someone is on the line with them until help arrives
- Data collected before, during and after the accident resulting in hard evidence on what really occurred. With recorded and detailed information including exact G-Forces, driver actions-reactions and direction of impact, it is quicker to assess and estimate the damages, resulting in claims being processed faster and more efficiently without the need of further investigating the circumstances of the event



Founded in 1995, 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.