

February 7, 2024

Delivering Improved Occupational Road Risk at AstraZeneca

A proposal by MiX Telematics

Understanding your challenges



If you always thought your organization was different, you're right.

Our data shows that every organization's safety culture is unique. Even companies in the same market.

Your processes, structures, and data do not fully define your safety performance, nor do they provide everything you need to improve road safety.

The problem

Generic telematics technology solutions aren't working.

Road traffic collision numbers, and more importantly, the number of deaths on our roads, are not improving.

Current approaches to address them view vehicle-related events, such as harsh braking or cornering, as the problem rather than a symptom of fatigue or distraction.

They also treat telematics as the solution when, in reality, the technology you want to buy is only one-half of the equation.

Telematics clarifies what behavior needs to change, but it does not help safety leaders make that change happen.

We are the only partner that fuses 26 years of expertise with artificial intelligence capabilities that identify the root causes of collisions and can balance the equation for you.

The evidence base for this argument

A substantial body of literature exists that supports this:

- Road traffic deaths globally have not fallen since 2014 (to 2021).
- Fatigue and distraction are linked to four in every five collisions.
- Fatigue-related collisions are 2.3x more likely to result in death or serious injury.
- Driver training has been proven to have no benefit on accident rates.
- Driver incentives are an important factor in behavior change, contributing to a 35% improvement in collision risk.

You don't need

- Software without stakeholder engagement.
- Features without focus.
- 100's of unactionable KPIs.
- Data that lacks outcomes.
- Just another piece of dormant software punted by a slick marketing machine.

You do need



A partner that consistently engages with each of your stakeholder groups.



Driver coaching playbooks derived from 25 years of experience.



Automated KPI management that is done for you.



Global support, customer success, and direct access to your partner's senior leadership.



A team of experts to mine value opportunities and drive continuous improvement.

1.35

million

deaths each year

#12

killer

of all people

50

million

on injuries caused

#1

killer

of people aged between 5-29

93%

of road deaths

are in low or middle-income countries

1/3

of all road

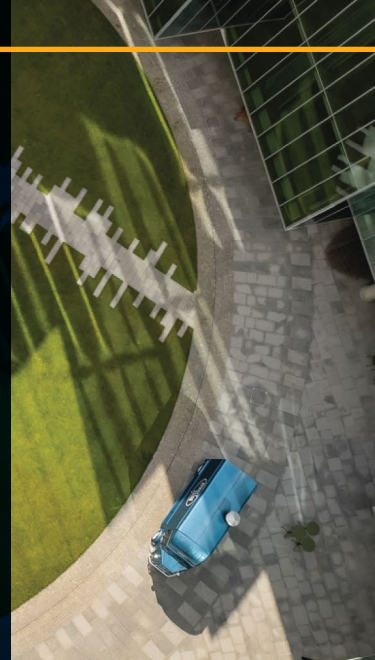
fatalities occur in driving-for-work collisions

Data makes the importance of managing occupational road risk crystal clear

An invitation to create a journey that we'll make together

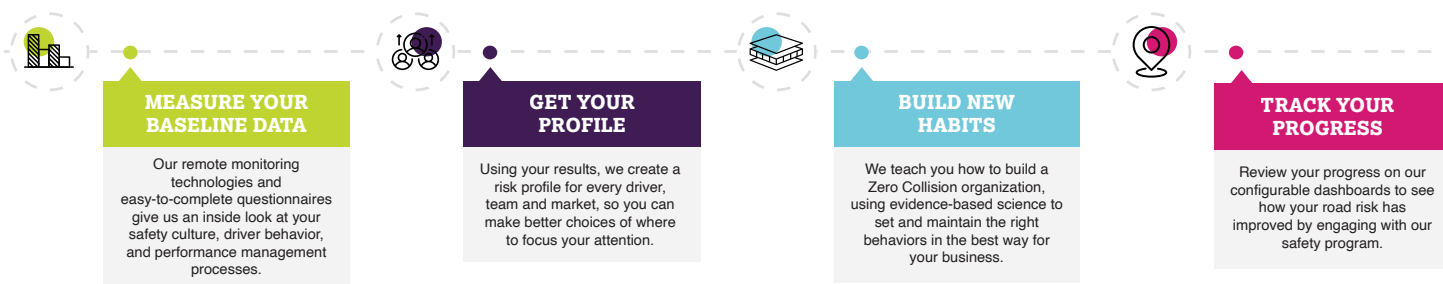
We propose that AstraZeneca and MiX Telematics partner to create a high-performing fleet operation that is safe, environmentally sound, and compliant with all relevant regulations.

This journey will leverage our technology and expertise to develop a robust strategy and guide you around the obstacles you will encounter. Together, we will make your program a success and deliver the best return on your investment.



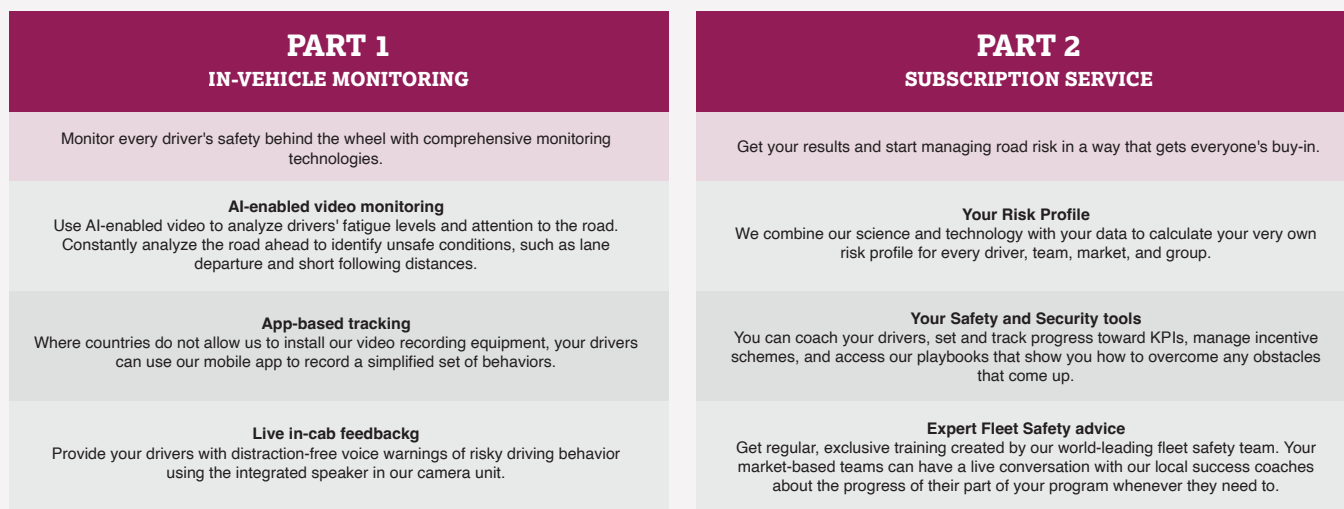
How our safety program works

Reduce road risk, driving the MiX way



The program comes in two parts: the in-vehicle monitoring and the subscription service

We'll start by understanding your risk profile as it is now. Then, we'll stay with you as it begins to improve, day by day.



A proven ability to deliver results



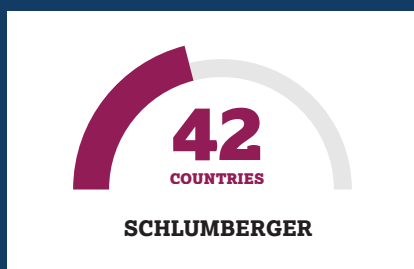
MiX Telematics's Service for Life approach promises that our account management and customer care teams will work continuously with you throughout our partnership, from planning through installation and training to ensuring their business objectives and Key Performance Indicators (KPIs) are met. MiX will commit dedicated resources to ensure that goals are met and exceeded.

MiX Telematics has a proven capability to deliver driver behavior change and better road safety. AstraZeneca can join a cohort of major international organizations working with MiX Telematics to ensure workers get home safely every night and decarbonize the world's economy.

We're currently helping more than 4,500 commercial customers on their journeys to create safer roads and improve their efficiency and compliance to previously beyond reach.



Number of countries in agreement and actively growing



MiX Telematics has a proven capability to support global businesses in achieving their safety goals.

Industry-leading customer retention

Strong relationships require candid discussions. We will always tell you if we think there is a better way. As a result, our programs provide our customers with more value quarter-on-quarter.

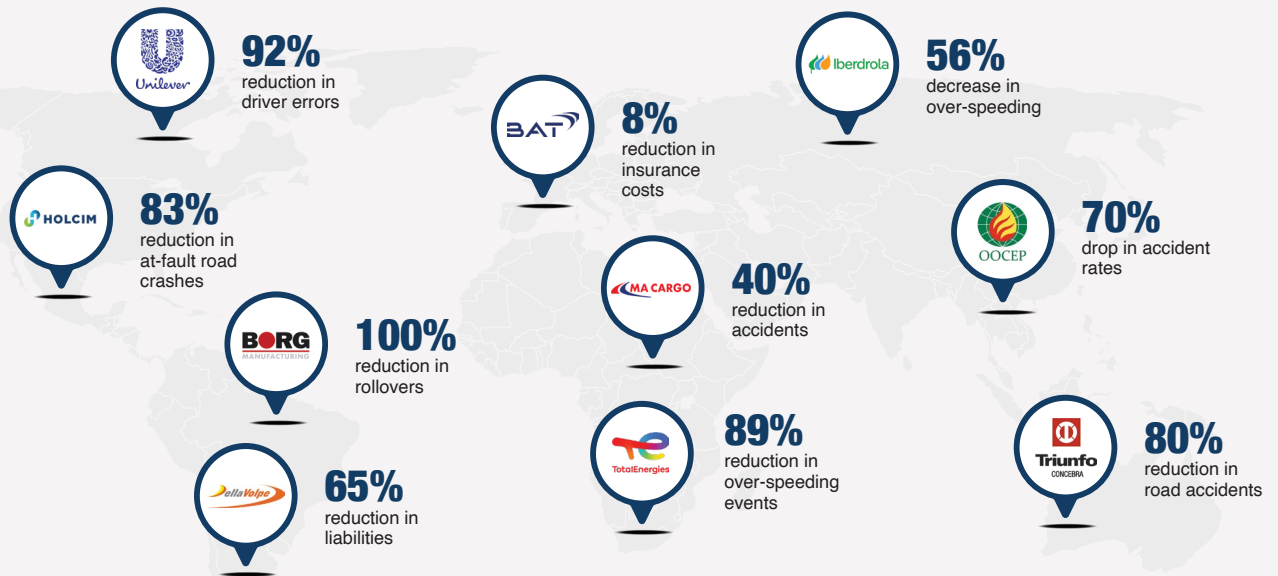
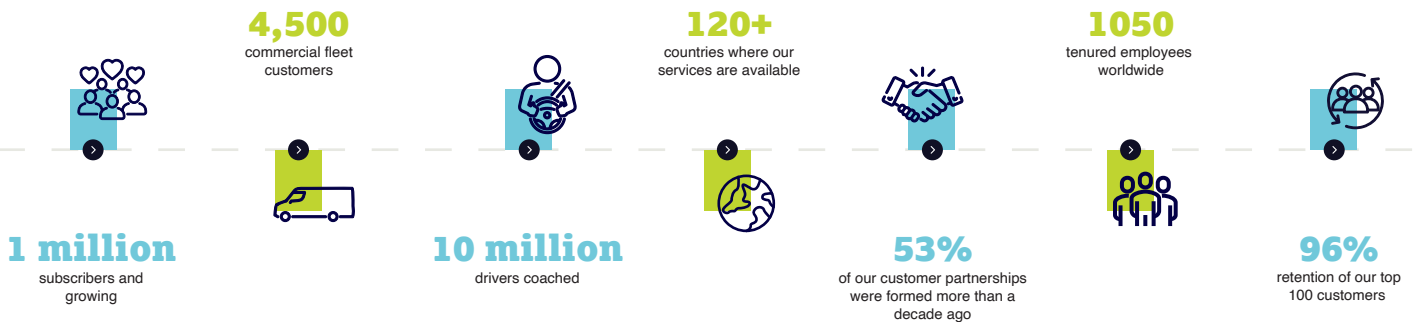
This sustainable growth is one reason we can boast a 97% customer retention rate across our global operations.

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Part of our road safety strategy is giving our drivers the knowledge to make the right decisions behind the wheel. MiX has helped us with a standardized data collection approach, enabling us to improve our road safety performance globally.

-Astrid van der Burgt, Group HSE Transport Safety Manager, Holcim

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AstraZeneca can access a program that's proven to deliver results in a range of corporate and national cultures.

It's our people that make it happen

We offer AstraZeneca our A-Team of dedicated colleagues, providing peace of mind and expertise beyond a safety system. We manage all steps in the process, from implementation to customized reporting; we do it all for you.

AstraZeneca will get the support of our best, most skilled people drawn from our global talent pool. You will benefit from a highly skilled team experienced in telematics technology, occupational road risk, and working with leading multinational organizations.

We will create account management and customer success teams organized around your business. Together, these teams will report to our Programme Sponsor, a group-level director at MiX Telematics, who will provide advice, challenge, and support to our team.



Jonathan Bates

EVP Marketing

Jonathan Bates is the Executive Vice President of Marketing. He was previously the Head of Global Marketing, the Marketing Director in Europe, and the European Product Manager. Jonathan oversees sales, marketing, and customer success, including project and product management.



Lisa Henshaw

Strategic Customer Success Manager

Lisa has 12 years of experience managing the needs of MiX Telematics customers and has worked for the business on three continents. She specializes in ensuring the successful success of our partnerships with customers worldwide. Lisa's understanding of your data will help you ensure maximum use of our solutions' insights to affect positive change.



Grahame Hall

Project Manager

Grahame is a resourceful manager with 15+ years' experience within the telematics and IT environment, nine years of which have been in project management roles. He's an articulate communicator and negotiator, is comfortable engaging with stakeholders at all organizational levels, and drives the achievement of go-live deadlines for customers.



Erika Schoeman

Product Owner

Erika is based at our Stellenbosch office in South Africa and has worked with the company for 16 years. Before joining us, she completed a Bachelor's in Transport Economics and was a Fleet Manager for an FMCG company. Now one of our Product Owners for the MiX Fleet Manager

How we will work with you

MiX Telematics's Service for Life approach promises that our account management and customer care teams will work continuously with you throughout our partnership, from planning through installation and training to ensuring their business objectives and Key Performance Indicators (KPIs) are met. MiX will commit dedicated resources to ensure that goals are met and exceeded.

Team structure

Programme Sponsor - Providing advice, challenge and support to the Project Steering Board and MiX Telematics teams.

Global Account Manager - Planning and managing the delivery of our agreed account strategy, coordinating local sales teams handling commercial requests, and dealing with any escalated issues.

Global Customer Success Manager - Coordinating local teams to deliver program objectives, working with market-based teams to share best practices and ensure consistent customer success management processes are applied across AstraZeneca.

Global Project Management Lead - Working with in-country teams globally to ensure consistent project management methodology across AstraZeneca.

Regional Customer Success Lead - Coordination of in-country teams to deliver customer success activities: Deployment, Data analysis, Training, Technical support, User Group facilitation.

Regional Sales Lead - Coordination of in-country teams to commercial activities: Supporting the introduction of new services, Order processing, Account queries.

The top-level team is mainly located in Europe with easy access to your headquarters, with regional representation for regional coordination, and in-country resource by certified partners. identify the root causes of collisions and can balance the equation for you.

Hypercare when it's needed most

During the first six months of the contract, monthly account management meetings will be held to formally review performance against service levels.

Thereafter quarterly reviews will take place where any resulting corrective actions will be documented and tracked to closure.



The program in detail



Key benefits



Available in 120+ countries, providing a single pane of glass across all major AstraZeneca markets.



Global account management is complemented by in-country expertise delivered through our certified partners, who are there for you 24/7/365.



Range of in-vehicle monitoring options to suit all geographies.



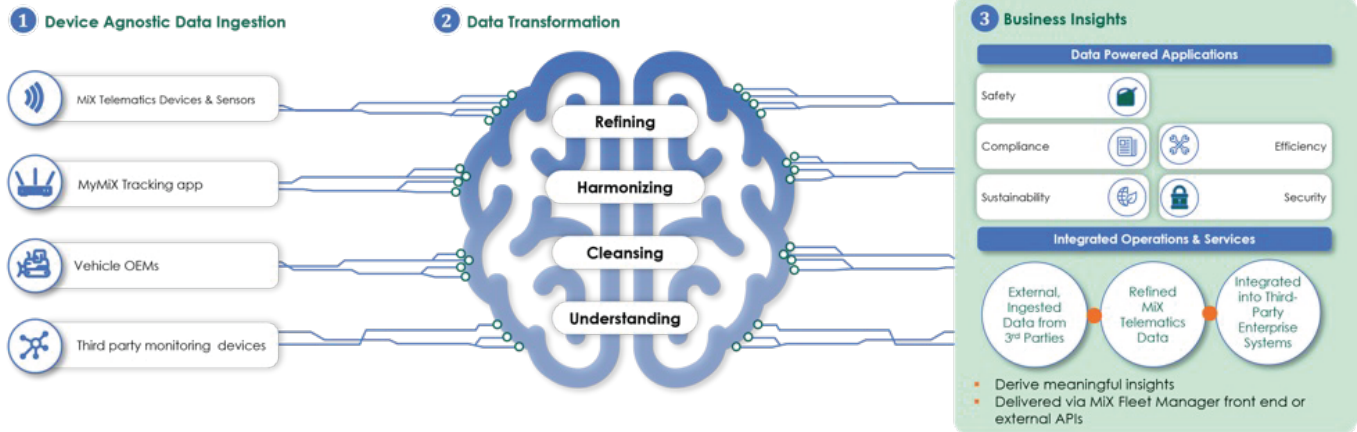
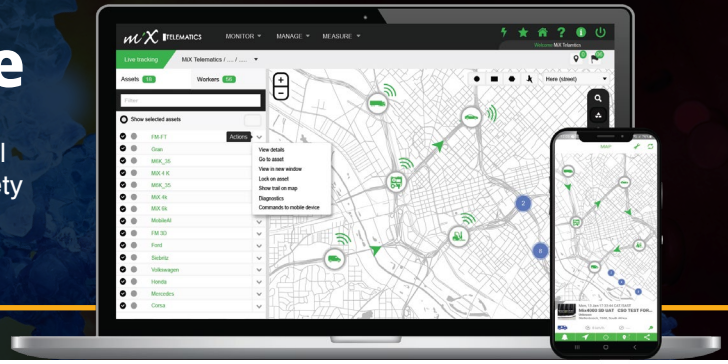
Monitors and tracks the metrics that make the biggest difference to occupational road risk.



Technically superior. Fewer clicks, easier to use, more flexible. More secure.

Solution architecture

MiX Fleet Manager is a data-driven, innovative software platform that uses a cognitive data engine to apply artificial intelligence and machine learning to solve customers' safety challenges.



AI-enabled video monitoring

Our dual-facing AI cameras connect and protect your drivers and fleets. You get sophisticated insights and unparalleled reporting that tracks the metrics that matter and in a frequency that works for you. The cameras also provide video-based evidence and real-time notifications (for managers and drivers) in the event of risky driving, as well as on-road alerts like unintended lane departure and following distance.



The AI-enabled camera is equipped with an infra-red monitor that detects distraction and fatigue events at night.

ROAD EVENTS

- Unsigned lane departure
- Imminent forward collision
- Unsafe following distance

DRIVER EVENTS

- Fatigue (eyes closed and yawning)
- Distraction (looking up or down)
- Phone use
- Missing seat belt
- Smoking
- Missing driver

VEHICLE EVENTS

- Harsh braking and acceleration
- Speeding
- Impact detection
- Rollover detection

App-based monitoring

MyMiX mobile tracking is an online app feature that sends positions and trip information in real-time when in-network coverage. The application can store tracking data when the user experiences short periods of network interruption. Trip data will be buffered and sent when back in coverage. The size of the buffer depends on the phone storage available.

In addition to providing the driver with real-time, in-cab audible & visual feedback on driving behavior, the MyMiX mobile tracking asset can be configured in MiX Fleet Manager to send notifications as for any other MiX tracking device.

We support Android (Android 6 and higher) and iOS (iOS 12.1 and higher).



MyMiX Tracking provides driver feedback on a limited number of driver behaviors in countries where our cameras cannot be fitted.

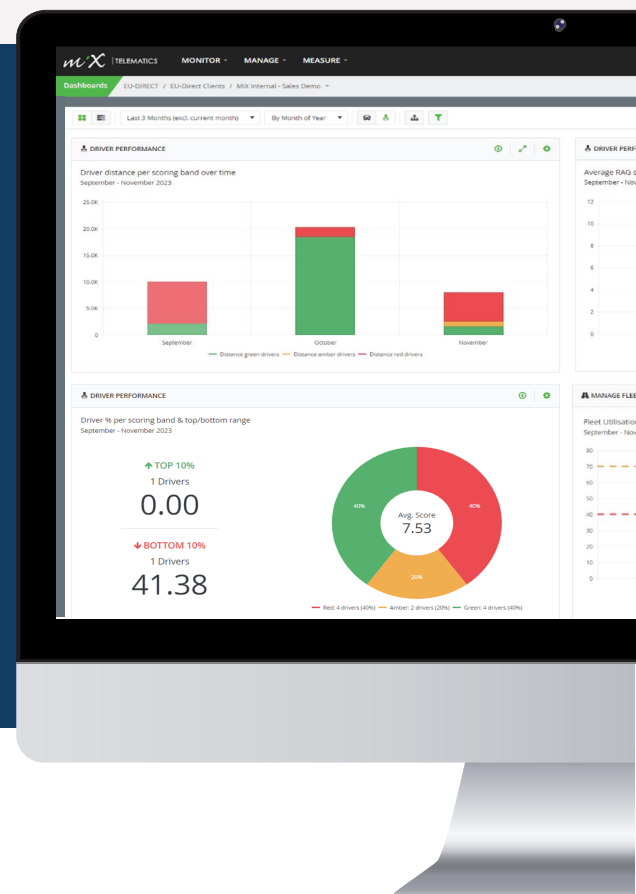
Live, in-cab feedback

Our AI-enabled cameras automatically provide real-time driver coaching feedback on fatigue and distraction via the camera display screen and voice messaging to minimize distraction.

Your risk profile

We'll provide you with a detailed risk profile of your drivers. Our technology uses data collected from our cameras or mobile tracking app and assigns a score for each safety maneuver. Maneuvers are ranked by severity (high, medium, and low). They are aggregated for each trip to assign a trip safety score considering the trip's distance and the amount of maneuvers over the given distance.

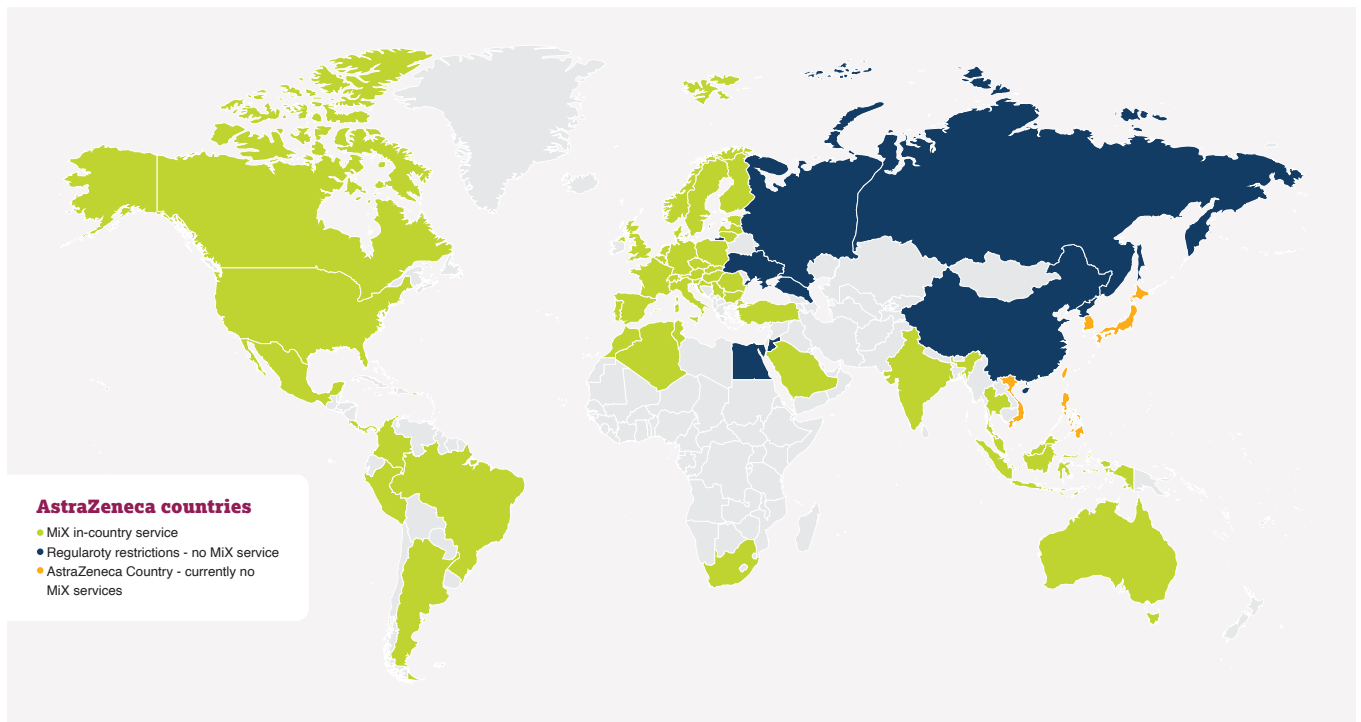
These trips are then further aggregated to provide a score over a period of time for both the driver and the vehicle. Metrics can be reviewed at the fleet level for all drivers or all vehicles, or at the individual driver/vehicle level to rank in a leaderboard format. Data can be reviewed over days, weeks, months, and up to one year (optional to expand beyond one year).



Global and local reporting? No problem.

Our flexible driver safety dashboard allows users to identify problem markets and drivers that require attention. Users can shape the content and design of the dashboard.

- You can customize the date range reflected in all visuals and reports, select one or more reporting groups to include and drill down into the detail contained in the underlying reports to examine the context of any adverse performance.
- Flexible, multi-tiered permission hierarchies mean that users can only access the data they have been privileged to view.
- Analysis can be carried out by looking at the driver or their vehicles so you can answer questions such as "Are there any job roles that are more frequently associated with risky driving behaviors?" or "Which vehicle models are often linked to over-speeding events?"
- Goal management tools allow your central safety and sustainability teams to align and focus your local teams on key business goals, setting quarterly, monthly, or weekly performance metrics and reporting these in dashboards to demonstrate progress.



Hierarchies that fit your organization

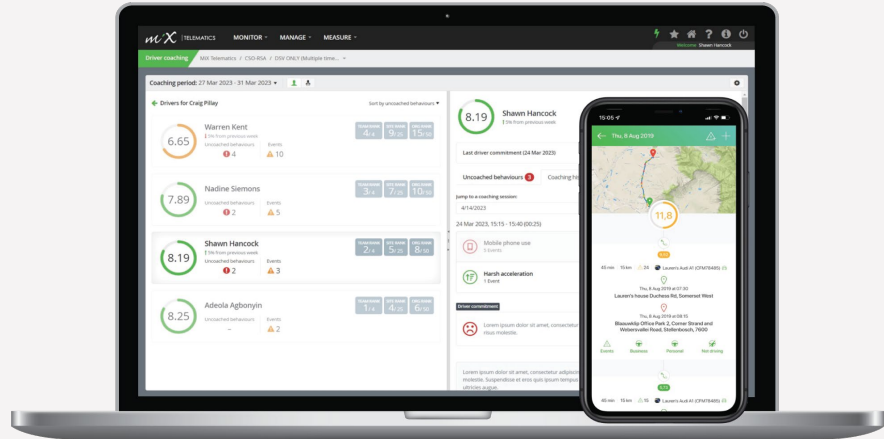
Our hierarchies for vehicles, drivers and users are completely customizable. You can configure user access based on region, market and site. We also support multiple time zones per organization providing a complete overview of your fleet in one location.

Your safety and security tools

The MiX Fleet Manager application provides many safety and security tools that help you manage your occupational road risk.

Driver coaching

Our driver coaching tool gives customers visibility of the driver performance management process at both manager and driver levels. A relationship is created between a manager and a cohort of drivers they are responsible for. Key KPIs are provided to see a high level of performance improvement over time and to drill down to specific drivers.

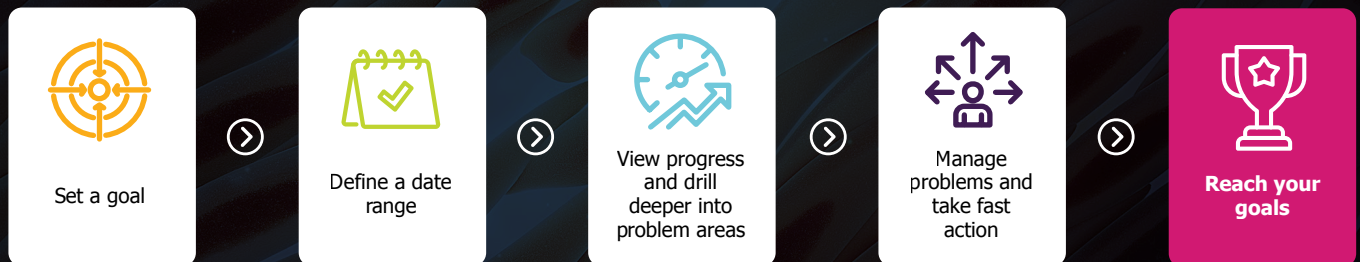


KPI Management

A range of KPI Dashboards are available in-app with your AI camera system.

- Get all your actionable insights on one platform.
- Fully customizable, self-service analytics.
- Easily manage KPIs against organizational targets.
- Easy access to weekly, monthly, quarterly, or annual performance.
- Automated reporting - no preparation needed.
- Segment and target reporting for various levels in your business.
- Accelerate the time it takes to view reports and see ROI.

How our KPI management tool works



MyMiX driver engagement application

MyMiX, is a comprehensive driver engagement application that equips drivers with all they need to assess and improve their driving performance.

Drivers can log in to MyMiX via the web or a mobile device that supports Android or iOS operating systems.

It provides personal and convenient access to key information about their performance and is proven to enhance driver engagement and driver behavior. Not only can drivers view their own scores, but they also get to see how they rank compared to site and organization averages.

This spark of healthy competition helps operators to cultivate a strong performance culture.

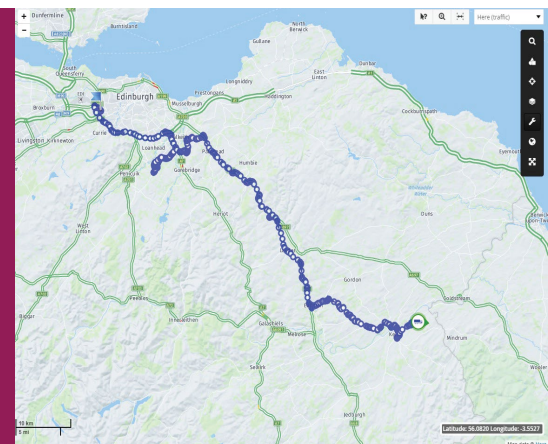
- The user will be able to instantly see a daily breakdown of their driving performance for the past seven days, along with a weekly total of their driving distance and driving hours.
- The user can see their personal performance dashboard displaying their current score against the team's average score, site, or complete company group. This comparison is fully configurable by the Fleet manager administrator.
- The user can see an overall trend analysis of their own and team's performance.
- The My Vehicles page lists the vehicles the user has driven in the current week. The user can see a breakdown of their driving score per vehicle for each vehicle.



Live tracking

In certain circumstances, for example, a hijacking or vehicle theft, you may need to keep track of a vehicle (or driver) in real-time.

MiX Fleet Manager live tracking loads the vehicle trails onto the live tracking map. This live tracking map shows the vehicle's route and information on each GPS position recorded.



Expert fleet safety advice

The value created by AstraZeneca through the MiX Fleet Manager service is critical to the success of MiX Telematics.

Our success team achieves that by working shoulder-to-shoulder (onsite) with customers, identifying opportunities to improve driver and fleet performance, and ensuring the required tactics are executed to realize the anticipated benefits.

Our process is proven to deliver results. For example, we improved their risk profile by 66% and decreased collision rate by 80% within six months of G4S choosing MiX Telematics to replace their previous supplier of eight years.

Adopting this winning formula (what we call our SMART Fleet System) within our partnership will ensure you achieve similar levels of success.



A proven methodology to improve performance. We use our proprietary SMART Fleet system to drive regular improvements in performance with our customers.

Every quarter, at a business review, our local customer success managers, drawn from within our partners, will review driver and vehicle performance in their respective countries.

They will then recommend the 1-3 short-term goals that will significantly impact realizing that market's driver safety in the following 12 weeks.

Customer Success Managers will work with your country-based fleet safety team to define the tactics to deliver the goals of the 12-week plans.

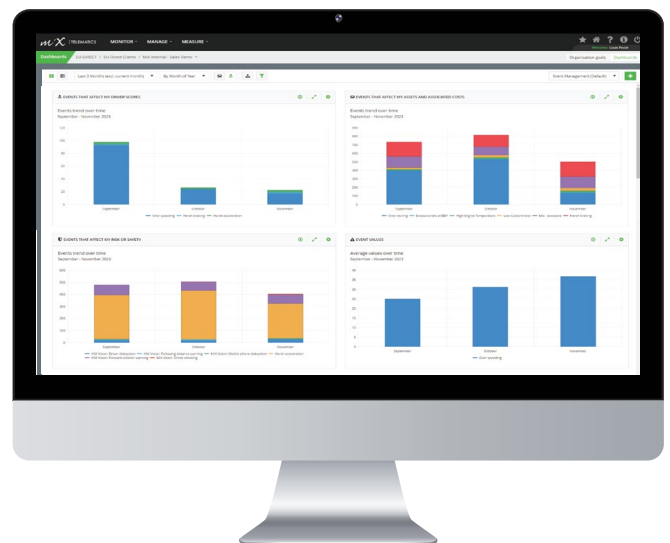
They will also recommend a series of leading and lagging performance indicators to enable the local team to measure actual vs planned activities and their success in terms of outcomes.

You can access our templated communication plans, collateral, processes, and training to leverage existing resources.

Every four weeks, each local team will be invited to a short call to enable the Customer Success Manager to check in on execution and address any issues.

At the end of each period, we will review progress and agree on new goals for the next 12 weeks. And so forth, with each quarter building on the previous quarter's results.

You will also receive a rolled-up summary of the initiatives in each country at a group level.



Protecting privacy and keeping your data secure



Data privacy and security is a top priority for MiX Telematics.

We monitor over one million mobile assets, and our systems and processes are robust.

Your data is in safe hands. MiX is fully ISO 27001 compliant and adheres to EU and US Data protection laws, including GDPR and CPRA.

Your data is securely hosted in one of several top-tier data centers and accessed online through our MiX Fleet Manager platform.

Access rights are pre-determined and managed by our people based on your requirements, and access reports are available across all levels.

Our 24/7/365 operations center monitors the performance of desktop and mobile applications, ensuring we provide a high-availability service that is always there when you need it, subject to scheduled downtime for maintenance activities.

Continuous strategic and evolutionary development

MiX Telematics manages innovation through a structured approach that includes heavy investment in research and development. This commitment is demonstrated within our development roadmap and is evident in the continuous improvement and frequent updates of software systems and hardware.

We have a fully developed vision for integrated video telematics and committed development projects that showcase this innovation.

Furthermore, MiX Telematics proposes creating an Innovation Hub that meets quarterly with key stakeholders from across your organization. The Innovation Hub is designed to share ideas relating to the use of telematics technologies, contribute ideas from experiences with other large enterprises, explore these ideas, and monitor progress on any exploratory projects.

The best ideas that demonstrate significant value are then made available for adoption across your organization.

Getting you up and running

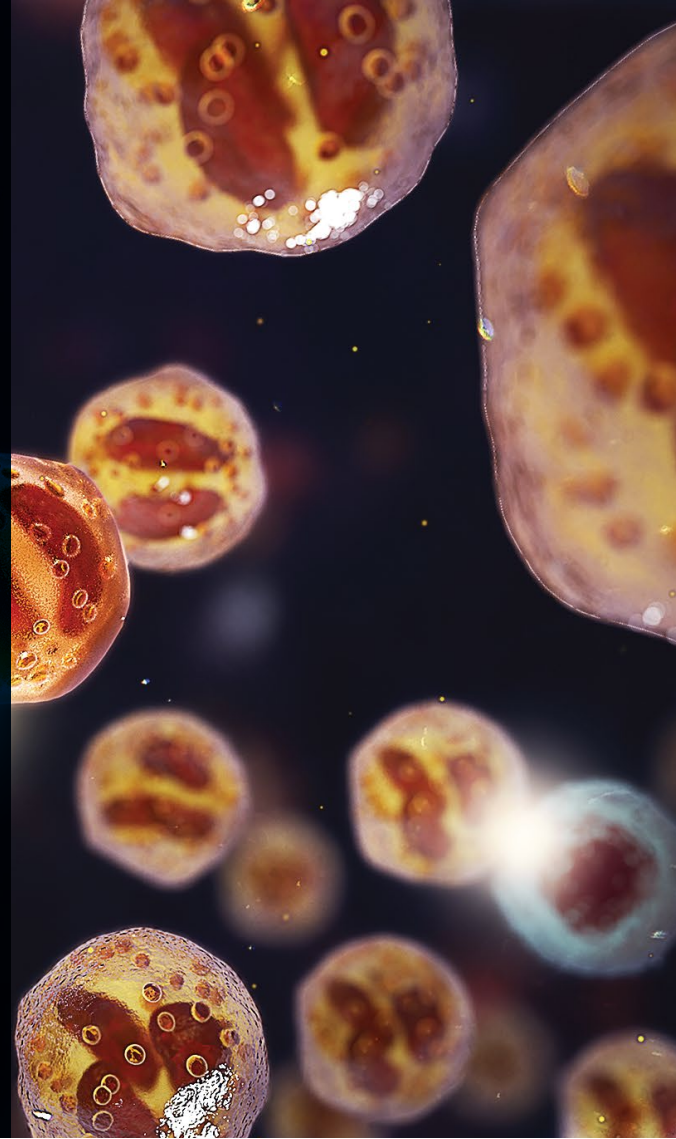
Installing our Ai-enabled cameras into your vehicles needn't be stressful. Our Customer Experience team has worked hard to create a process that lightens the load for you and makes deployment a breeze.

We'll structure a global project team to ensure you're ready to start measuring your baseline data in no time.

We install our equipment into more than 20,000 new vehicles every quarter and can get all your markets up and running in parallel.

Supported by our in-country partners where necessary, we'll work with your local teams to establish priority groups and provide templates that you can use to introduce the project to your drivers.

To make things super simple, we'll allow drivers to schedule their own engineer visits at a time that suits their working schedule. After appropriate follow-up, we'll escalate only those drivers who need a nudge to make their vehicle available. Fitment is quick and usually takes about an hour.



For those countries where in-vehicle equipment is not permitted, our mobile tracking app can be downloaded by drivers from the Apple Store or Google Play Store. Again, we'll drive this project for you and will be on hand to address any challenges your drivers may face.

Our deployment dashboard will provide a live, group-wide view of the fitment process, so you'll always be able to see how things are progressing. And we'll also meet with your teams in each market and globally each week to discuss and resolve any issues.

1

Socialize your program

Engage key stakeholder groups, getting acceptance of unions or works councils before communicating the program to drivers.

2

Schedule installation

Drivers schedule their own installations at a convenient time and place. Follow up communications for non-responders.

3

Technician Visit

Our certified technicians install the camera in the location agreed with your fleet team and provide user training to the driver.



What our customers say

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Working with MiX Telematics has been a key part of BAT's ESG strategy. The global reach and depth of data enables our markets and business overall to make strategic decisions to make our fleets safer and more fuel-efficient, which lowers both cost and CO2 emissions. Having a connected fleet through the delivery and design of the MiX Telematics solution provides us with actionable insights about our fleet's performance that we are using to transform how it is operated and utilized.

- *Diego Campos, Global Sustainability Compliance Manager, British American Tobacco*

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Safety is Wincanton's number 1 priority. MiX understands our objective to improve our drivers' behaviour by providing them with the motivation to change. MiX has a number of tools to help with behavioural change and we've already seen significant efficiency savings.

- *Carl Hanson, Group Fleet Director for Wincanton*

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MiX provides Iberdrola Group with a global and comprehensive solution, allowing us to make the most of a Telematics tool by sharing technical and management expertise, professional skills, and operational experience across the diverse businesses and countries. Through MiX Telematics' intelligent solution, Iberdrola has identified the appropriate levers to address vehicle fleet optimisation and electrification challenges towards sustainability and reduction of carbon emissions, making it one of the key platforms for achieving our global goals.

- *Antonio Collada Banderas, Global Head of Business Services, Iberdrola.*

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Commercial Terms

A solution that is the most economically advantageous

Our economies of scale enable AstraZeneca to achieve best value by partnering with MiX Telematics.

We have taken a prudent approach to pricing this contract in order to respect AstraZeneca's desire to acquire the most economically advantageous solution, but without hidden extras. You can be sure therefore that we have made adequate provision for all service elements and, unlike some providers, will not need to exploit future contract variations as an opportunity to make money. Our headline fees are summarised in the table below.

Product Name	Description	Type	Unit of Measure	Unit Price (EXW Vietnam, Ex SIM)
Onboard Camera	Onboard ADAS camera (dual-facing) inc DSM monitor	Purchased equipment	Per vehicle	\$480.00
Equipment Installation	Onsite installation of onboard camera	One-time service	Per vehicle	\$100.00
MiX Fleet Manager (Vision AI)	MiX Fleet Manager application for onboard camera-equipped vehicles	Recurring service fee	per vehicle, per month	\$20.50
MiX Fleet Manager (MyMiX Tracking)	MiX Fleet Manager application for drivers using app-based tracking. Applies to the Philippines and Egypt. Camera events not available.	Recurring service fee	per driver, per month	\$10.00

*Monthly service fee includes data charges where specified and based on a 36-month contract term

We are confident that AstraZeneca will find our solution to be the best value per investment dollar in terms of any fully-supported telematics system on the market today.

We look forward to starting to realise this value with you in due course.

Pricing by country will vary because of differing import duties, transportation costs, and data charges.

These cannot be blended across your global organization as we do not have confirmed fleet numbers by country.

Notes to pricing

Please note the following concerning our proposed pricing:

- Pricing excludes travel and expenses relating to installations, which will be passed through with a 10% administration charge.
- The minimum volume commitment is in proportion to ratios provided by the country.
- No commitment on ESG reporting.
- Prices set for 36 months - Inflation base thereafter to be agreed.
- Supply and fit of all in-vehicle monitoring equipment to be invoiced on installation.
- Egypt billing in USD.

Next Steps

Get in touch directly with Mark O'Neill, MiX Strategic Account Executive. Mark is on standby to answer any questions or meet with the AstraZeneca team to discuss MiX Telematics' proposal and its solution offering.



More about Mark

With over 20 years in the transportation industry working with market-leading companies, Mark has a proven record of helping enterprise customers achieve safety and efficiency goals with an intense focus on customer satisfaction. Mark's goal every day is to impact his customers positively and continuously drive value into their lives and organization.