webfleet

2025 COMPANY OF THE YEAR

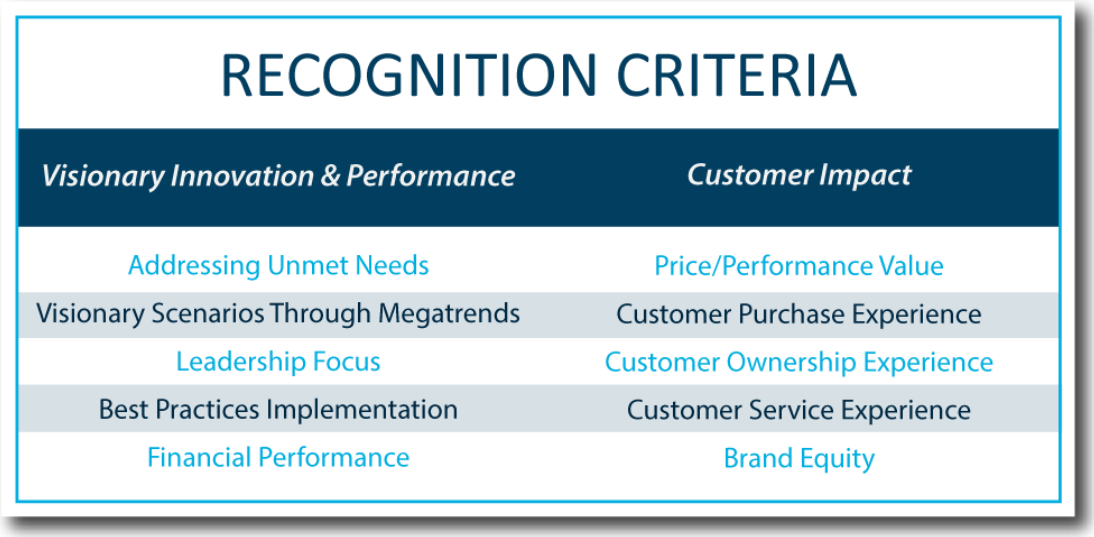
Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE EUROPEAN COMMERCIAL VEHICLE TELEMATICS INDUSTRY

FROST & SULLIVAN

Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Webfleet excels in many of the criteria in the European commercial vehicle telematics space.



RECOGNITION CRITERIA	
Visionary Innovation & Performance	*Customer Impact*
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Transformation of the European Commercial Vehicle Telematics Industry

Addressing Unmet Needs

Telematics has transformed the transport industry, moving beyond basic vehicle tracking to advanced fleet and data management systems. Modern vehicles now produce large amounts of data, from trailers to tires. Connecting this data through all-in-one fleet management tools helps companies improve their operations. To provide complete solutions, it is important to focus on every part of vehicle systems.

> *"To drive its next growth phase, Webfleet plans to focus on two major trends in its future growth pipeline: electric vehicles (EVs) and artificial intelligence (AI). Both fields are poised to significantly impact fleet management and telematics, driving efficiency and sustainability forward. By embracing EVs and AI, Webfleet aims to strengthen its market leadership and bring innovative solutions to fleets, securing its market leadership position in Europe and globally."*
>
> ***– Mugundhan Deenadayalan***
> ***Research Manager***

Fleet managers face big challenges, such as cutting costs, improving efficiency, and getting the best results. On the ground, they also deal with unpredictable situations and risky environments. Managing fleets well means prioritizing driver safety and well-being while keeping costs low.

Webfleet uses data to help fleets adapt to changing demands. By focusing on sustainability, it develops products to address the key challenges faced by fleets, ensuring smoother, safer, and more efficient operations.

Celebrating 25 Years of Premium Brand Equity

Founded in 1999 in Germany, Webfleet was one of the world's first web-based fleet management solutions. Today, the company has grown to serve over 60,000 customers across 180 countries and has become a market leader in the rapidly evolving fleet management sector.

Webfleet is part of Bridgestone after Bridgestone's acquisition of TomTom Telematics in 2019. In 2024, Webfleet celebrated its 25th anniversary. For more than two decades, telematics has been a crucial element in the transformation of the commercial transportation industry. Webfleet has successfully adapted to these rapid technological changes using innovation to develop smarter solutions. Sustainability and efficiency have always been at the heart of its products, helping fleets overcome critical challenges fleet managers face globally.

Today, drivers in more than 180 countries across the globe rely on Webfleet's market leading support. And the portfolio continues to evolve to meet their needs and the demands of the changing mobility landscape.

Webfleet gives fleets clear visibility over where and why their vehicles produce CO_2 so they can take meaningful action to cut emissions. Smart cities use Webfleet data to run safer and more sustainably. And, by forging partnerships with both new and traditional service providers, they unlock new services designed for these fast-moving times

By embracing EVs and AI, Webfleet aims to strengthen its market leadership and bring innovative solutions to fleets, securing its market leadership position in Europe and globally.

Financial Performance and Market Expansion

Webfleet is at the forefront of Europe's fleet telematics industry with significant expansion initiatives. Frost & Sullivan's data indicate that Webfleet's year-over-year growth rates exceed an estimated 13% annually as the region's largest subscription base in the light, medium, and heavy commercial vehicles segments. Frost & Sullivan estimates that Webfleet amassed approximately 783,000 subscriptions in Europe by the end of 2024in the European light, medium, and heavy commercial vehicle segments, outperforming the region's second-biggest vendor base by a huge margin. The European commercial vehicle telematics market is forecast to be worth $6.7 billion in subscription revenues by the end of 2024. Webfleet has acquired nearly 5.1% of the market share, which is exceptional in terms of subscription growth and revenue generation in such a fragmented market. Frost & Sullivan applauds Webfleet for surpassing its expected subscriber and revenue targets and being on track for another financially successful year.

The company has established itself as a clear market leader by a huge margin in Europe and started its global expansion. Webfleet is present in the Americas, the Middle East, Australia and New Zealand and further intends to expand into new regions. Its global expansion strategy underscores the company's optimism about the transformative impact its globally trusted solution will have on fleet management, going beyond traditional telematics offerings.

Focus on Partner Expansion

The telematics and fleet management industry relies on collaboration among diverse industry stakeholders to move forward. Partnerships are essential to ensure smooth data sharing and integration between mobility solution providers. Webfleet forges strong partnerships across a broad footprint of industry verticals. It has an impressive partnership network that enables the company to leverage and add value to a growing customer base. A key example is the partnership between Webfleet and Schmitz Cargobull, a leading global trailer manufacturer. Announced in November 2024, this milestone partnership is part of Webfleet's growing OEM.connect program, which onboards industry stakeholders and now includes trailers.

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Schmitz Cargobull is the first trailer manufacturer to join this program, marking a major step forward for Webfleet. Through this partnership, fleet operators can easily connect their trailers to the Webfleet platform using the Schmitz Cargobull TrailerConnect telematics system. By using the trailer's factory-installed telematics device, fleet operators can avoid the cost and hassle of installing additional hardware to their trailers. This feature sets Webfleet apart from its competitors and provides it with a unique advantage in the market. The integration enables fleet operators to access valuable trailer data to improve efficiency, reduce downtime, and enhance safety and security. By linking details about the vehicle, trip, and orders, fleet operators can access more than just basic information such as trailer location and temperature. In the future, this data can be easily processed and shared with other systems, which will enable fleet operators to make smarter and faster decisions.

Demonstrated Leadership in Sustainability and EV

A recent study by Webfleet revealed that fleet managers believe AI and EVs will have the highest impact on fleet management in the near future. Keeping up with these trends, the company has launched a new EV Services Platform at the Consumer Electronics Show (CES) in Las Vegas in 2024.

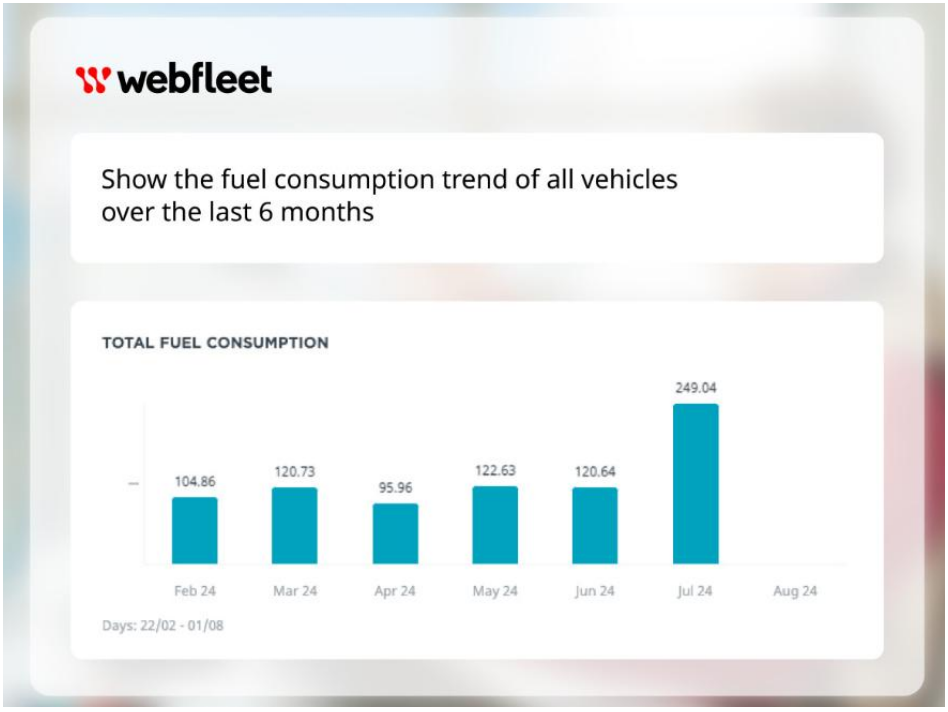
The EV Services Platform brings together market-leading energy and e-mobility providers in a data-secured network of services. Businesses can select the right combination of solutions for their electrification needs, seamlessly connected and with lower integration costs.

The platform uses Webfleet's fleet data to link fleets with service providers and connect to energy data. Bridgestone has organized the platform into six key service areas, making it easier for fleets to choose the right combination to meet their EV goals. A notable partner for this launch is volytica diagnostics, a leader in battery diagnostics. In total, 12 industry leaders have joined the platform from the start with more and more joining, offering unique services to improve EV operations. By uniting energy and mobility providers, the platform aims to accelerate the global shift to electric mobility. One example of a new solution made possible through the EV Services Platform is the EV Charger Monitoring Solution: This solution connects EVs and chargers on a single platform, integrating charger data directly into Webfleet's system without

requiring additional hardware. Fleet managers can now access all critical information in one place, improving EV charging strategies and ensuring operational reliability. According to Frost & Sullivan, the Webfleet platform supports any charge point management system that meets the latest OCPI standards. It is integrating with partners such as Bia, Evesto, Ampeco, and Monta, making EV fleet management simpler, reliable, and stress-free for fleet managers.

Strategic Innovation in AI

AI is taking commercial vehicle fleet management to the next level, offering new ways to improve route planning, predictive maintenance, and driver safety. Unveiled at the IAA Transportation 2024 event in Germany, the Webfleet AI Assistant harnesses generative AI to provide fleet managers with faster, more accurate, data-driven insights. Rather than sifting through multiple reports or adjusting filters to uncover key information, fleet managers can simply ask their Webfleet AI Assistant and instantly receive the precise overview they need. With insights accessible through a simple question, more employees across the organization can generate customized, actionable data with ease. Additionally, since the Webfleet platform is safeguarded by the ISO/IEC 27001:2017 security standard—the highest level of data protection in Europe—this enhanced speed and convenience come with no added risk to sensitive fleet information. The result? Quicker, more informed decisions that help lower costs, enhance safety, optimize fuel efficiency, and boost overall productivity. Currently, select customers are testing the Webfleet AI Assistant within OptiDrive, Webfleet's intelligent tool for monitoring driving performance. OptiDrive delivers valuable insights to both fleet managers and drivers, offering real-time feedback before, during, and after each trip.



Source:https://press.bridgestone-emea.com/webfleet-introduces-new-ai-assistant-helping-fleet-managers-more-efficiently-interact-with-fleet-data/

Conclusion

Webfleet is consistently committed to sustainability and efficiency by leveraging cutting-edge technologies to tackle the challenges fleet operators face, such as the integration of tire sensors, dashcams, AI, and IoT, driving efficiency, safety, and sustainability in the fleet industry, now and in the future. Webfleet is establishing itself as a reliable global brand that consistently excels in innovation and business performance.

For its strong overall performance, Webfleet is presented with the 2025 Frost & Sullivan Company of the Year Recognition in the European commercial vehicle telematics industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

