



Headquartered in Belgium, Effitrax is specialized in Data acquisition and processing.

We turn data knowledge into Business insights.

A SaaS model with hardware as enabler

A core global team with very experienced and knowledgeable people.



**Jean-Paul Daveau**  
CEO 35 Yrs  
experience



**Bernard Berkein**  
COO 35 Yrs  
experience



**Fabien Rodes** CTO  
20 Yrs experience



**Patrick Garnung**  
Technical Director  
35 Yrs experience



**Fanuel Dewever**  
CFO/IT Expert  
20 Yrs experience



**Belinda Ferlin**  
Admin 20Yrs  
experience



**Nicolas Lobry**  
Trainer 20Yrs  
experience



**Aurelien Mars**  
Installation technician  
10 Yrs experience

## The Board of Advisors



**Hugo Bagué**  
Former VP HR  
HP/Rio Tinto

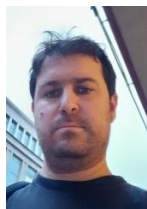


**Stephanie Teetaert**  
Former Sales  
Director Unilever



**Lars Sudmann**  
Former CFO  
Procter &  
Gamble

**A global team with very experienced and knowledgeable  
Engineers and Sales people.**



**Inaki Bergara**



**Sujithra Gunalan**



**Jone Hong To**



**Nirosha Natarajan**



**Luc Roels**



**Karel Verhulst**



**Kristof Wybo**



**Merlijn De  
Wandel**



**Niels  
Verleysen**



**Vignesh Natarajan**



**David  
Pédehourq**



**Henri  
Goussaert**



**Jasper  
Loosveldt**



Manufacturers and fleet owners of industrial vehicles and machinery have a challenge to collect data which gives them tangible information to work efficiently in a more environmentally friendly manner, reduce costs and improve safety.



Today there are only closed devices which are make specific, have their own software, are not very efficient and do not communicate with each other.

Large companies, like Veolia, have asked us to solve this,

Through a single configuration achieve



Integration scaling



Horizontal scaling



Vertical scaling



Cross system fleet analytics



Instant interaction



Predictive Capabilities



From data acquisition and processing



To business insights and solutions  
Productivity – Safety - Efficiency





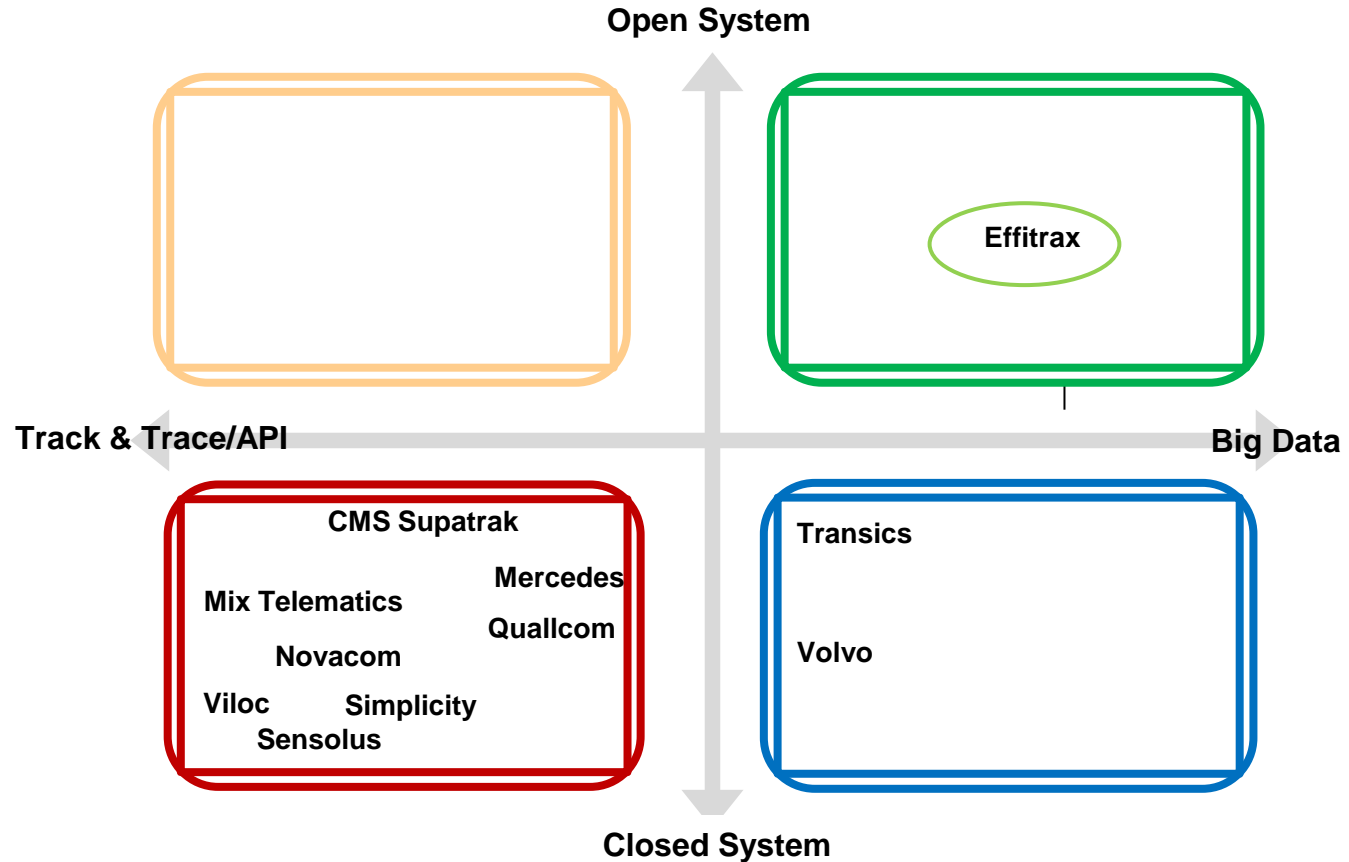
**Effitrax has created a universal open solution:  
“The White Box for Smart Mobility”.**

- 1. An open platform which collects and processes all data from the chassis and equipment in real time.**
- 2. Allows data mining, providing tangible information for the client, the driver and operator and eventually other stakeholders.**
- 3. Works with any make and type of vehicle and all energy sources.**
- 4. Hosts own or third party applications.**
- 5. Plug & play installation and transferrable from one vehicle to another without firmware changes**



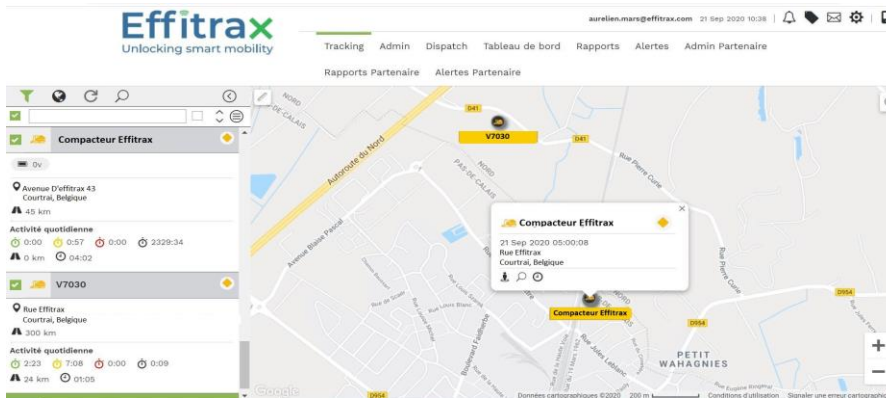
- **Manufacturers and Fleet owners of industrial vehicles & machines in the following markets:**
  - Environmental & Waste Management
  - Mining
  - Agriculture
  - Construction
  - Marine, Trains,,,,
- **Rental companies**
- **Municipalities**
- **Driving schools**
- **Companies interested by Big Data (Google, Traffic Management Centers,...)**
- ...







This real time data enables you to make significant improvement in:



Productivity:

- \*reducing downtime,
- \*extending lifespan of assets
- \*improving round management,...

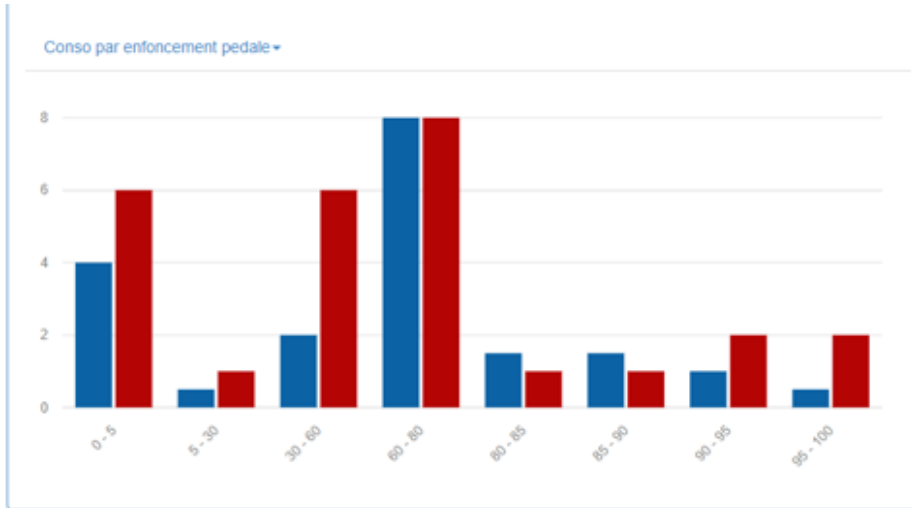


This real time data enables you to make significant improvement in:

**Efficiency:**

- \*reducing fuel consumption (7-15%),
- \*reduce CO<sup>2</sup> emissions,
- \*predictive maintenance,
- \*remote real time diagnosis,
- \*making « dumb » assets smart,
- \*automated chronotachygraph emptying,
- \*integration of third party applications,

This real time data enables you to make significant improvement in:



**Safety:**

- \*Near Miss accident analysis,
- \*Black Box function,
- \*driver behavior control,...

## Figures:



- Capital 627.600€ ,
- Subsidiary in Lille France
- Special Purpose Vehicle (foundation) created to host minor shareholders
- Looking for 500,000€ short term
- There is a ticket of 390,000€ left open from the previous round, so we can act quick,
- Series A preparation for end of 2021 for scale up and internationalisation.



- The Waste Management market is priority
- Sales to OEM and Fleet owners have started,
- >2M€ Contracts with International OEM's and Fleet owners are being discussed.
- Large Awareness campaign this spring (fairs, social media, magazines,...)
- Sell direct in Europe
- Selecting dedicated certified resellers global
- Buy-in in an engineering company, scheduled to reduce time to market
- OEM salesteams to co-promote Effitrax



**We are currently active in Europe and can deliver on a global scale.**

**We have a proven track record in the Environmental & Waste Management Industry and want to make a significant difference in the Construction-, Mining and Agricultural Industry.**



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