

TABLE OF CONTENTS

| | |
|---|----|
| Hotel & Conference Information | 1 |
| Schedules | 4 |
| State of the Union | 9 |
| Opening Remarks | 11 |
| Sales Review | 13 |
| Marketing Overview & New Presentation | 15 |
| Team Building Workshop | 17 |
| Vehicle Class & OEM Offerings | 19 |
| Aftermarket Competition Landscape | 21 |
| Pilot Review | 23 |
| Failures & Lessons Learned | 25 |
| “The Kitchen Sink” | 27 |
| Mobileye 8 Connect: Data Strategy | 30 |
| Mobileye 8 Connect: How to Sell & Slide Deck Presentation | 32 |
| Mobileye 8 Connect: Territory Strategy Workshop | 34 |
| Shield + 4 with Rosco | 36 |
| Chanel Partners Intro | 38 |
| Insurance Overview | 40 |
| OEM, Retail & RV Overview | 42 |
| Working with Resellers and Distributors | 44 |
| Workshop by Dan Agne | 47 |
| Success Panel | 51 |
| Cloning | 54 |
| Training | 56 |
| New Installer Onboarding | 58 |
| Portable Unit | 60 |
| Deployment | 62 |
| Salesforce Updates | 64 |
| Operations & Logistics Overview | 66 |
| Presentation Workshop | 69 |
| Additional Notes Space | 72 |

Hotel Information

Address: Courtyard by Marriot, Newport
540 Washington Blvd.
Jersey City, NJ, 07310

Check In: Anytime after 3 PM

Check Out: Anytime before 12 PM

Parking: Town Square Garage SP + Parking
90 Town Square Pl,
Jersey City, NJ, 07310

Wi-Fi: Courtyard Guest (open)

Local news, weather, and more can be found in the Hotel's Electronic Go Board, conveniently located in the main lobby.

Nearby Attractions

Newport Mall Conveniently located across the street from the hotel, Newport Mall is a huge shopping center with major retailers and a large food court.

Hudson River Walkway Just a short walk from the hotel, this boardwalk showcases unobstructed views of the New York Skyline and runs from Jersey City to Hoboken.

**Downtown Jersey City
Newark Ave.** Less than a mile away from the hotel, Newark Ave. hosts a diverse list of bars and restaurants that guarantee a spot for everyone's liking.

Some suggestions Include— Porta, Barcade, Skinnners Loft, South House, Pet Shop, Talde, The Underground, and Orale!

Getting Around

The hotel is conveniently located right above the Pavonia Newport PATH Train Station, which makes traveling to NY super easy! To get to NY, you can take the train to 33rd street (midtown), or World Trade Center (downtown).

Fare: \$2.75 each way

Schedule: M-F 6am – 11 PM : Normal Schedule
(solid yellow, blue, and green line)

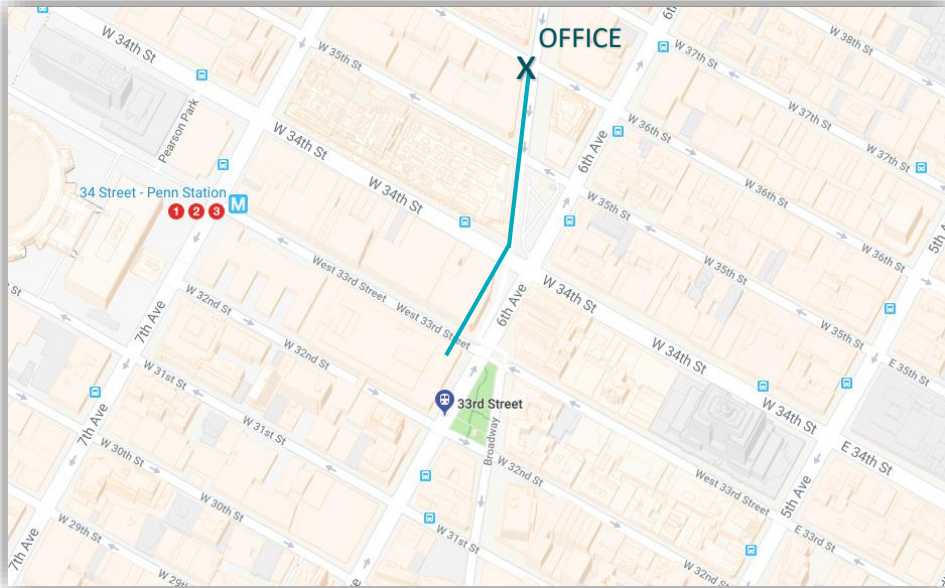
M-F 11 PM – 6A, SAT & SUN:
runs via Hoboken (dashed line)



★ Hotel

Getting To The Office

To get to the office, take the path from Newport to 33rd street.
Follow the exits to 6th Avenue and you will have a short walk!



Dinner Reservations

Sunday, March 24, 8:00 PM

Fire & Oak
479 Washington Blvd,
Jersey City, NJ, 07310

Monday, March 25, 6:30 PM

Battello
502 Washington Blvd,
Jersey City, NJ, 07310

Thursday, March 28, 8:00 PM

Randolph Beer & Co. Dumbo
82 Prospect St,
Brooklyn, NY, 11201

Planned Activities

Tuesday, March 26, 12:00 PM

Company Headshots

Thursday, March 28, 6:00 PM

Beat the Bomb
247 Water St Suite 106,
Brooklyn, NY 11201

Monday, March 25th

| | |
|---------------|--|
| 8:00 – 8:30 | Breakfast |
| 8:30 – 8:45 | Welcome & Housekeeping <i>Sofia Katzman</i> |
| 8:45 – 9:30 | Company “State of the Union” & Mobileye News: Updates and Strategy for 2019 <i>Lior Sethon</i> |
| 9:30 – 10:00 | Opening Remarks & Objectives <i>Moran David</i> |
| 10:00 – 10:15 | Coffee Break |
| 10:15 – 11:00 | Sales Review <i>Moran David</i> |
| 11:00 – 12:00 | Marketing Overview & New Presentation Deck <i>Vanya Banjac & Jen Kruger</i> |
| 12:00 – 1:00 | Lunch |
| 1:00 – 2:00 | Team Building Workshop |
| 2:00 – 2:30 | Vehicle Class & OEM Offering <i>Steven Wenger & Daniel Lopez</i> |
| 2:30 – 3:00 | Aftermarket Competition Landscape <i>Daniel Lopez</i> |
| 3:00 – 3:15 | Coffee Break |
| 3:15 – 4:00 | Pilot Review <i>Daniel Lopez</i> |
| 4:00 – 4:45 | Failures & Lessons Learned <i>Moran David</i> |
| 4:45 – 5:00 | The Kitchen Sink |
| 5:00 – 5:30 | Concur Challenge <i>Individual @ Laptop</i> |
| 6:30 – 9:00 | Dinner at Battello |

Tuesday, March 26th

8:00 – 8:30

Breakfast & Coffee

8:30 – 9:30

Mobileye 8 Connect: Data Strategy

Lior Sethon

9:30 – 10:30

Mobileye 8 Connect: How to Sell

Uri Tamir

10:30 – 10:45

Coffee Break

10:45 – 11:30

Mobileye 8 Connect: Slide Deck Presentation

Uri Tamir

11:30 – 12:30

**Mobileye 8 Connect:
Strategize Your Territory Workshop**

12:30 – 1:30

Lunch

1:30 – 2:30

Shield+ 4 Review with Rosco

Uri Tamir, Ben Englander, Mike Cacic

2:30 – 3:00

Chanel Partners

Moran David

3:00 – 3:15

Coffee Break

3:15 – 3:45

Insurance Overview

Julie Bernadou

3:45 – 4:30

RV, Retail & OEM Review

Steven Wenger

4:30 – 5:00

Working with Resellers & Distributors

Allen Jay

5:00 – 5:30

Concur Challenge Results

Moran David

| | |
|---------------|---|
| 7:00 – 8:00 | Breakfast & Coffee |
| 8:00 – 10:00 | Sales Workshop <i>Special Guest: Dan Agne</i> |
| 10:00 – 10:15 | Coffee Break |
| 10:15 – 12:00 | Sales Workshop <i>Special Guest: Dan Agne</i> |
| 12:00 – 1:00 | Lunch |
| 1:00 – 3:00 | Sales Workshop <i>Special Guest: Dan Agne</i> |
| 3:00 – 3:15 | Coffee Break |
| 3:15 – 5:00 | Sales Workshop <i>Special Guest: Dan Agne</i> |
| 5:00 – 5:30 | Success Panel <i>Thomas Leach & Allen Jay</i> |

Thursday, March 28th

7:00 – 8:00 **Breakfast & Coffee**

8:00 – 8:45 **Cloning**
Moran David

8:45 – 9:15 **Install Training Overview**
Anthony Bulger

9:15 – 9:45 **New Installer Onboarding**
Adam Kean

9:45 – 10:15 **Portable Units**
Don Fleming

10:15 – 10:30 **Coffee Break**

10:30 – 11:30 **Deployment Review**
Marcel Subey

11:30 – 12:15 **"A Day In The Life" Movie**

12:15 – 1:15 **Lunch**

1:15 – 2:15 **Sales Force Updates**
Sarah Nogueira, Nayroby German

2:15 – 2:45 **Operations & Logistics Workshop**
Moran David

2:45 – 3:00 **Coffee Break**

3:00 – 4:00 **Operations & Logistics Overview**
Neer Ashash & Sofia Katzman

4:00 – 5:00 **Operations & Logistics Open Discussion**

5:00 – 6:00 **Driving to BTB**

6:00 – 8:00 **Team Activity: Beat the Bomb**

8:00 – 10:00 **Dinner**

10:00 – 10:30 **Drive back to NJ**

7:00 – 8:00 **Breakfast & Coffee**

8:00 – 10:00 **Presentations Groups Workshop**
Moran David

10:00 – 10:45 **Jeopardy**
Hosted by Uri Tamir

10:45 – 11:30 **Secret Surprise**
Special Guest

11:30 – 12:00 **Closing Remarks**
Moran

DAY 1 : March 25th



Lior Sethon

Moran David

Jennifer Kruger

Vanya Banjac

Daniel Lopez

Steven Wenger

By: Lior Sethon

Sales Review

By: Moran David

NOTES:

Marketing Overview, New Presentation Deck & Tradeshow

By: Vanya Banjac & Jennifer Kruger

Leads and brand awareness have always been the objective of marketing efforts. In 2019 we have a new team and are looking at more new efforts and opportunities than before!

In this presentation we will outline marketing initiatives:

- In your mailbox and printed
- In your inbox and digital efforts
- On your screen, from new videos to testimonials
- Online, from social media to optimizing our web presence
- With a new audience, targeting new verticals
- With your sales tools, from collateral to the official presentation deck
- Tradeshow dates and housekeeping

Team Building Workshop

By: Moran David

Level Setting Expectation Exercise

Fill in the table below.

- All expectations are valid – from “come to work on time” to “be an inspiration”
- This process is designed to provoke a healthy expectation-setting dialogue. Just because ideas are in writing does not mean they are agreed or can always be met.
- This list may change over time

| I expect from you | You can expect from me |
|-------------------|------------------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Vehicle Class & OEM Offering

By: Daniel Lopez & Steven Wenger

In this presentation we will:

- Identify Trends in the OEM industry
- Review Ford and Chevy locked Settings capabilities
- Provide Examples of OEM vehicles and their ADAS features
- FHWA Vehicle Classification
- Differentiation
- VTRIS Vehicle Type

Aftermarket Competition Landscape

By: Daniel Lopez

In this presentation we will:

- Review Nauto and Samsara in detail
- Give some info on up incoming competition

Pilot Review & Discussion

By: Daniel Lopez

In this presentation we will:

- Provide quantitative data of past pilot
- Provide Correlations of successful pilots

Failures & Lessons Learned

By: Moran

NOTES:

DAY 2 : March 26th



Lior Sethon

Moran David

Julie Bernadou

Steven Wenger

Allen Jay

Uri Tamir

Special Guest: Mike Cacic

Special Guest: Ben Englander

Mobileye 8 Connect: Data Strategy

By: Lior Sethon

Mobileye 8 Connect: How to Sell & Slide Deck Presentation

By: Uri Tamir

In this presentation we will:

- M8C specs
- ADAS features – legacy and future
- Smart ADAS
- FMS
- Sales mechanics and business models
- Data and Privacy consent
- “Who did you call RSD?” - Understanding REM/RSD/RB and what all the fuss is about

Mobileye 8 Connect: Strategize Your Territory Workshop

NOTES:

Shield + 4 Review with Rosco

By: Uri Tamir, Ben Englander & Mike Cacic

In this presentation we will:

- The evolution of Shield+ generations
- Shield+ 4 specs
- Mobileye 8 as SH+ master camera
- Shield+ 4 features
- The current state of Shield+ opportunities
- Open discussion with Rosco

Channel Partners

By: Moran David

In this presentation we will:

- Review of different types of channel partners (legacy & current)
- Relationships & business models
- Advantages & Disadvantages

Insurance Overview

By: Julie Bernadou

In this presentation we will:

- Goals
- Dictionary
- Strategy / Insurance Mix
- Today's Picture
- Benefits
- "And the Nominees are..."
- Success Story(ies)

RV, Retail & OEM Review

By: Steven Wenger

In this presentation we will discuss:

- Retail & Distribution
 - Process
 - Channels
 - Distribution Partners
- RV / OEM
 - RV OEM Partners
 - Marketing efforts
 - Growth
 - Product Enhancements
- OEM / OES Commercial Vehicle
 - Process flow
 - Vehicle interface
 - Integration Process
 - Logistical Solution

Working with Resellers and Distributers

By: Allen Jay

In this presentation we will discuss:

- Vetting Resellers & Using the Matrix
- Setting Expectations with the Reseller
- Onboarding in the first year
- It's all about Relationship

DAY 3 : March 27th




Workshop by Dan Agne
Allen Jay (tentative)

By: Dan Agne

By: Dan Agne

DAY 4 : March 28th



Moran David
Anthony Bulger
Adam Kean
Don Fleming
Marcel Subey
Neer Ashash
Sofia Katzman
Sarah Nogueira
Nayroby German

Cloning

By: Moran David

In this presentation we will discuss:

- Reasons to use clone installation
- The risks of clone installation
- Best candidates for clone installation
- The Cloning Process & terminology
- Costs associated with cloning
- How to communicate cloning to customers

Install Training Overview

By: Anthony Bulger

In this presentation we will discuss install training, comparing the differences of Clone and Standard training so that the salesperson can make the right decision for their customer. Also, understanding the needs that both Mobileye and the customer must provide for a successful training.

The presentation looks at these key elements.

- The purpose and examples of each training.
- We'll perform a side by side comparison of each.
- Discuss the needed Mobileye tools required for each training.
- How does my customer participate?
- Knowing your client, to choose the best fit for training.
- Mobileye policies about trainings.

New Installer Onboarding

By: Adam Kean

In this presentation we will discuss:

- Overview of E-Learning and Setup Wizard Users
- Changes to E-Learning and Setup Wizard Training
- E-Learning and Setup Wizard Training Details
- Layout of New Training Structure

Portable Unit

By: Don Fleming

In this presentation we will discuss:

- Presenting the Mobileye Portable Unit
- Training How to set it up and use it

Deployment

By: Marcel Subey

In this presentation we will discuss:

- Trigger Points for Involvement
- Deployment Process Needs – Pre-Sale
- Deployment Process Needs – Post-Sale
- Full overview of all info needed deploy
- What to expect from me during deployment?
- Tools Used
- Deployment Conclusion

Sales Force Updates

By: Sarah Nogueira & Nayroby German

In this presentation we will discuss:

- Logging Events
- Creating an Event
- Event Subtypes
- Importance of Updating Event Status
- Salesperson Qualification: Parameters and how to measure
- How to properly Log a call in the system
- Leads
 - Lead Conversion
 - Record Updates
 - Leader Board
 - CRT Dashboard
- Accounts
 - Accounts Updates
 - Onboarding
 - SAP Integration
 - Price lists
- Opportunities
 - Pipeline Management Stages & Forecasting
 - Order Process in Salesforce
 - Order Acceptance Updates
 - Loaner Pilot Opportunities

Operations and Logistics: Fulfillment to Invoicing

By: Sofia Katzman & Neer Ashash

In this presentation we will discuss:

- The Sales Process – Initiated by PO vs. Initiated by Quote Request
- Parts of an Order on SAP
- A Parallel Universe : Warehouse Operations vs. SAP Operations
- Changes in Operations
- Turnaround Time
- New Customer Onboarding
- Invoicing
- Procurement : From Israel vs. From 3rd Party Vendor
- “Standard Inventory Items” vs. “Special Items”
- The cost behind changing orders

DAY 5 : March 27th



Moran David

Special Host: Uri Tamir

Special Guest

By: Moran David

- Allen Jay
- Steven Wenger
- Thomas Leach
- Uri Tamir
- Travis Sanders

