

Press Release – FOR IMMEDIATE RELEASE

ENAIKOON TO CELEBRATE THEIR 10-YEAR ANNIVERSARY WITH NEW LOOK

- Germany's leading telematics company rebrands after a decade of successful growth-

Berlin, Germany, May 10, 2012 – ENAIKOON announced they have rebranded for their 10-year anniversary, helping them to enter international markets, such as France, Spain, and the UK, with the launch of their new website.

The most notable change is in their corporate image on www.enaikoon.com. With an entirely transformed online image, ENAIKOON plans to share their telematics solutions and vast array of GPS products with a new audience. Their website will include a blog that will inform and educate businesses on the benefits of telematics and how it can improve business efficiency and optimisation.

Starting from his own living room in 2002, ENAIKOON's founder and managing director, Markus Semm, has grown the business into a prosperous international company with over 1000 clients from around the world, monitoring more than 25,000 objects globally.

"Fortunately, with the reputation of successfully tailoring solutions to each of our customer's needs, we have been able to organically acquire national clients over the last 10 years," explains Semm. "Now we are focusing on attracting more international clients with our rebranded, user-friendly website that integrates a more modern approach to new customer acquisition and online marketing. We're looking forward to exploring untapped markets outside of Germany."

Based in Berlin, ENAIKOON is looking for international sales partners outside of the German market. To learn more about the benefits of becoming an ENAIKOON partner, contact Jutta Mund, the director of marketing, at +49 30 39747531 or jmund@enaikoon.com.

About ENAIKOON

Since their inception in 2002, ENAIKOON has been a leader in delivering telematics solutions to businesses in the logistics, transport, medical, cleaning, and construction industries. This Berlin-based German company specialises in tailoring mobile tracking solutions for each individual customer, often aiding in theft prevention, employee monitoring, and fleet management. The combination of their sophisticated online asset-tracking software and adaptable range of GPS

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devices ensures their customers security, operation efficiency, and business optimisation. To learn more about their services and telematics solutions, please visit www.enaikoon.com.

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