

**Board Summary**

**Geotab USA, Inc.**

770 E Pilot Road, Suite A, Las Vegas, NV 89119  
 Joey Marlow, Executive Vice President of US Operations  
 Customer Service - Telematic Sales and Support

Date: June 27, 2019  
 Main Location: Las Vegas

Business Type: Expansion County: Clark County Development Authority Representative: Perry Ursem, LVGEA

**APPLICATION HIGHLIGHTS**

- Geotab USA, Inc. (Geotab) plans to expand its existing southern Nevada operations from 36,000 sq. ft. to 70,000-90,000 sq. ft. within the forthcoming few months.
- Geotab has been recognized as one of the fastest growing technology firms within Canada and its United States manufacturing and customer service facility, located in Las Vegas, also is growing rapidly.
- Many Fortune 500 companies rely on Geotab's technology to provide measurable management data.

**PROFILE**

Geotab is a global leader in telematics, a method of monitoring an asset (car, truck, heavy equipment, or even ship) by using GPS and onboard diagnostics to record movements on a computerized map. Geotab is a global leader in vehicle telematics and data analytics, providing an open platform to connect over 35,000 businesses with IoT solutions worldwide. Geotab's telematics devices are installed in over 1.3 million vehicles in over 125 countries around the world. Each day vehicles equipped with Geotab devices are driven over 100 million miles and collect over 3 billion points of data. One of the company's core values to innovate and continuously seek ways to improve. Geotab is committed to advancing technology, empowering businesses, and making the roads safer for everyone. Geotab is actively engaged with industry experts on cybersecurity across the world and is considered an industry leader on cybersecurity and telematics best practices. In just over 15 years, Geotab has grown from a small, family business to a global leader in solutions for fleet management and vehicle tracking. The company is now one of the largest telematics outfits in the world and has become the first to surpass one million connected vehicles built on a single, open platform. Additionally, Geotab understands that how we operate our business impacts the environment in so many ways. Geotab is committed to integrating sustainability best practices into its decision-making and business activities worldwide to protect the planet now and in the future. *Source: Geotab USA, Inc.*

**SIGNIFICANCE OF ABATEMENTS IN THE COMPANY'S DECISION TO RELOCATE/EXPAND**

The economic development incentives offered by the State of Nevada have been an integral factor in Geotab's expansion strategy. The projected cost savings from the support of these incentives will allow Geotab to hire a greater number of full-time employees, supporting the Governor's initiative for providing more Nevadan's with long term work and career opportunities. Additionally, Nevada's pro-business climate provides Geotab with a sustainable location for ongoing strategic growth. *Source: Geotab USA, Inc.*

SIGNIFICANCE OF ABATEMENTS II	Statutory	Application	Sufficient	% Over / Under
Job Creation	25	189		656%
Average Wage	\$22.54	\$25.90	Company meets	15%
Equipment Capex (SU & MBT)	\$18,337	\$1,222,500	abatement eligibility	6567%
Equipment Capex (PP)	\$18,337		requirements	6567%

INCENTIVES	Requested Terms	Estimated \$ Amount
Sales Tax Abmt.	2% for 2 years	\$76,406
Modified Business Tax Abmt.	50% for 4 years	\$307,429
Personal Property Tax Abmt.	50% for 10 years	\$17,968
<b>Total</b>		<b>\$401,803</b>

JOB CREATION	Contracted	24-Month Projection	5-Year Projection
	25	189	359

OTHER CAPITAL INVESTMENT	Land	Building Purchase	BTS / Building Improvements
	\$0	\$0	\$500,000

ECONOMIC IMPACT ESTIMATES (10-Year Cumulative)	Total	Construction
Total Jobs Supported	1,080	5
Total Payroll Supported	\$419,680,844	\$262,212
Total Output Estimate	\$2,532,534,888	\$795,778

Estimate includes jobs, payroll & output by the company assisted as well as the secondary impacts to other local businesses.

NEW TAX REVENUE ESTIMATES (10-Year Cumulative)	Direct	Indirect	Total
<b>Local Taxes</b>			
Property	\$682,812	\$15,799,160	<b>\$16,481,972</b>
Sales	\$20,313	\$7,693,054	<b>\$7,713,367</b>
Lodging	\$0	\$927,596	<b>\$927,596</b>
<b>State Taxes</b>			
Property	\$37,346	\$913,347	<b>\$950,693</b>
Sales	\$30,950	\$2,602,021	<b>\$2,632,971</b>
Modified Business	\$1,924,582	\$3,390,226	<b>\$5,314,808</b>
Lodging	\$0	\$325,261	<b>\$325,261</b>
<b>Total</b>	<b>\$2,696,003</b>	<b>\$31,650,665</b>	<b>\$34,346,668</b>

**NEVADA BUSINESS LICENSE**

- Current  Pending  Will comply before receiving incentives

**EMPLOYEE BENEFITS**

**Health insurance requirements:** Company must pay at least 65% of employee premiums and comply with standards outlined in the Affordable Care Act  
 - Company pays 80% of employee premiums and - \$5,432 annually per employee with options for dependents.  
 - Company also offers - Overtime, PTO/Sick/Vacation, Merit Increases, Tuition Assistance, Retirement Plan / Profit Sharing / 401(k), Bonus.

**NOTES**

- Percentage of revenue generated by the new jobs contained in this application from outside Nevada: 95%.
- The company is also considering Arizona, Texas, and Colorado as potential locations.



April 4, 2019

Mr. Kris Sanchez  
Interim Director  
Nevada Governor's Office of Economic Development  
555 E. Washington Avenue, Suite 5400  
Las Vegas, Nevada 89101

Dear Mr. Sanchez,

Geotab USA, Inc. (herein known as "Geotab") is applying to the State of Nevada for the Sales and Use Tax, Modified Business Tax, and Personal Property Tax Abatements. We request their application be placed on the agenda for the June 2019 GOED Board Meeting.

Geotab is exploring their options to expand operations in Southern Nevada from a current staff of 175 by hiring 189 additional employees over the next 24 months. These new hires will make an average hourly wage of \$25.90 and be provided with a benefits package that includes 80% coverage of the employees' HMO healthcare premium. Geotab will make a capital investment of \$1.7 Million, which includes approximately \$1.2 Million in capital equipment.

Our team has reviewed Geotab's application and found it to comply with Nevada's statutory requirements for tax abatements. This application has the full support and endorsement of the Las Vegas Global Economic Alliance. We appreciate your consideration in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Perry Ursém", with a long, sweeping horizontal line extending to the right.

Perry Ursém  
Vice President, Business Retention and Expansion

Enclosure

April 3rd, 2019

Mr. Kris Sanchez  
Interim Director  
Nevada Governor's Office of Economic Development  
555 E. Washington, Suite 5400  
Las Vegas, NV 89101

Dear Mr. Sanchez,

By way of this letter and the attached application, Geotab USA, Inc. is requesting tax incentives to assist with our expansion efforts. Recent strategic planning has the company focused on creating a greater presence in Nevada. A significant part of this consideration is the economic incentives offered by the state. We are projecting to add 189 full-time employees with an average wage of \$25.90 over the next two years of operations, and a total of 359 full-time employees with an average hourly wage of \$29.99 over the next five years of operations.

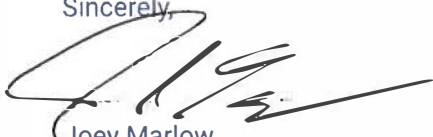
A brief history of our company along with an overview of our products is included with the submission. Geotab is a global leader in vehicle telematics and data analytics, providing an open platform to connect over 35,000 business with IoT solutions worldwide. Geotab's telematics devices are installed in over 1.3 million vehicles in over 125 countries around the world. Each day, vehicles equipped with Geotab devices are driven over 100 million miles and collect over 3 billion points of data.

The economic development incentives offered by the State of Nevada have been an integral factor in our expansion strategy. The projected cost savings from the support of these incentives will allow Geotab USA, Inc. to hire a greater number of full-time employees, supporting the Governor's initiative for providing more Nevadan's with long term work and career opportunities. Additionally, Nevada's pro-business climate provides Geotab USA, Inc. with a sustainable location for ongoing strategic growth.

We will be expanding from 36,000 sq ft to 70,000-90,000 sq. ft. within the next few months. Capital projections forecast approximately \$1,222,500 in investment into the company.

Our experience with representatives from the Las Vegas Global Economic Alliance has been positive and we look forward to your approval in supporting our expansion efforts. We sincerely appreciate your time and consideration.

Sincerely,



Joey Marlow  
Executive Vice President US Operations  
Geotab USA, Inc.

**ECONOMIC DEVELOPMENT**

**Incentive Application**

Company Name: Geotab USA, Inc.  
 Date of Application: April 1, 2019

Company is an / a: (check one)  
 New Location in Nevada  
 Expansion of a Nevada company

**Section 1 - Type of Incentives**

Please check all that the company is applying for on this application:

- Sales & Use Tax Abatement
- Modified Business Tax Abatement
- Personal Property Tax Abatement
- Sales & Use Tax Deferral
- Recycling Real Property Tax Abatement
- Other: \_\_\_\_\_

**Section 2 - Corporate Information**

COMPANY NAME (Legal name under which business will be transacted in Nevada) <u>Geotab USA, Inc.</u>			FEDERAL TAX ID # <u>[REDACTED]</u>
CORPORATE ADDRESS <u>770 E Pilot Road, Suite A</u>	CITY / TOWN <u>Las Vegas</u>	STATE / PROVINCE <u>NV</u>	ZIP <u>89119</u>
MAILING ADDRESS TO RECEIVE DOCUMENTS (If different from above)	CITY / TOWN	STATE / PROVINCE	ZIP
TELEPHONE NUMBER <u>877-263-5720</u>	WEBSITE <u>www.geotab.com</u>		
COMPANY CONTACT NAME <u>Joey Marlow</u>	COMPANY CONTACT TITLE <u>Executive Vice President US Operations</u>		
E-MAIL ADDRESS <u>joey.marlow@geotab.com</u>	PREFERRED PHONE NUMBER		

Has your company ever applied and been approved for incentives available by the Governor's Office of Economic Development?  Yes  No  
 If Yes, list the program awarded, date of approval, and status of the accounts (attach separate sheet if necessary):

**Section 3 - Program Requirements**

Please check two of the boxes below; the company must meet at least two of the three program requirements:

- A capital investment of \$1,000,000 in eligible equipment in urban areas or \$250,000 in eligible equipment in rural areas are required. This criteria is businesses. In cases of expanding businesses, the capital investment must equal at least 20% of the value of the tangible property owned by the business.
- New businesses locating in urban areas require fifty (50) or more permanent, full-time employees on its payroll by the eighth calendar quarter following quarter in which the abatement becomes effective. In rural areas, the requirement is ten (10) or more. For an expansion, the business must increase employees on its payroll by 10% more than its existing employees prior to expansion, or by 25 (urban) or 6 (rural) employees, whichever is greater.
- In urban areas, the average hourly wage that will be paid by the business to its new employees is at least 100% of the average statewide hourly wage. In rural areas, the average hourly wage will equal or exceed the lesser of the county-wide average hourly wage or statewide average hourly wage.

Note: Criteria is different depending on whether the business is in a county where the population is 100,000 or more or a city where the population is 60,000 or more "urban" area), or if the business is in a county where the population is less than 100,000 or a city where the population is less than 60,000 (i.e., "rural" area).

**Section 4 - Nevada Facility**

Type of Facility:

- Headquarters
- Technology
- Back Office Operations
- Research & Development / Intellectual Property
- Service Provider
- Distribution / Fulfillment
- Manufacturing
- Other: Telematic Sales and Support

PERCENTAGE OF REVENUE GENERATED BY THE NEW JOBS CONTAINED IN THIS APPLICATION FROM OUTSIDE NEVADA <u>95%</u>	EXPECTED DATE OF NEW / EXPANDED OPERATIONS (MONTH / YEAR) <u>Oct-2019</u>		
NAICS CODE / SIC <u>517919</u>	INDUSTRY TYPE <u>Telematic</u>		
DESCRIPTION OF COMPANY'S NEVADA OPERATIONS <u>Telematics Sales and Support</u>			
PROPOSED / ACTUAL NEVADA FACILITY ADDRESS <u>TBD</u>	CITY / TOWN <u>Las Vegas</u>	COUNTY <u>Clark County</u>	ZIP <u>89119</u>
WHAT OTHER STATES / REGIONS / CITIES ARE BEING CONSIDERED FOR YOUR COMPANY'S RELOCATION / EXPANSION / STARTUP? <u>Texas, Arizona, Colorado</u>			

**Section 5 - Complete Forms (see additional tabs at the bottom of this sheet for each form listed below)**

Check the applicable box when form has been completed.

- 5 (A)  Equipment List
- 5 (B)  Employment Schedule
- 5 (C)  Evaluation of Health Plan, with supporting documents to show the employer paid portion of plan meets the minimum of 65%.
- 5 (D)  Company Information Form

**Section 6 - Real Estate & Construction (Fill in either New Operations/Startup or Expansion, not both.)**

New Operations / Start Up - Plans Over the Next <u>Ten</u> Years	Expansions - Plans Over the Next <u>10</u> Years
<p>Part 1. Are you currently/planning on leasing space in Nevada? _____</p> <p><b>If No, skip to Part 2. If Yes, continue below:</b></p> <p style="padding-left: 40px;">What year(s)? _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Annual lease cost of space: _____</p> <p>Do you plan on making building tenant improvements? _____</p> <p><b>If No, skip to Part 2. If Yes *, continue below:</b></p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently/planning on buying an owner occupied facility in Nevada? _____</p> <p><b>If No, skip to Part 3. If Yes *, continue below:</b></p> <p style="padding-left: 40px;">Purchase date, if buying (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p>Do you plan on making building improvements? _____</p> <p><b>If No, skip to Part 3. If Yes *, continue below:</b></p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Are you currently/planning on building a build-to-suit facility in Nevada? _____</p> <p><b>If Yes *, continue below:</b></p> <p style="padding-left: 40px;">When to break ground, if building (month, year)? _____</p> <p style="padding-left: 40px;">Estimated completion date, if building (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p>	<p>Part 1. Are you currently leasing space in Nevada? <u>Yes</u></p> <p><b>If No, skip to Part 2. If Yes, continue below:</b></p> <p style="padding-left: 40px;">What year(s)? <u>2017-2019</u></p> <p style="padding-left: 40px;">How much space (sq. ft.)? <u>37,452</u></p> <p style="padding-left: 40px;">Annual lease cost at current space: <u>\$481,475.00</u></p> <p>Due to expansion, will you lease additional space? <u>Yes</u></p> <p><b>If No, skip to Part 3. If Yes, continue below:</b></p> <p style="padding-left: 40px;">Expanding at the current facility or a new facility? <u>New</u></p> <p style="padding-left: 40px;">What year(s)? <u>2019</u></p> <p style="padding-left: 40px;">How much expanded space (sq. ft.)? <u>50,000</u></p> <p style="padding-left: 40px;">Annual lease cost of expanded space: <u>\$990,000.00</u></p> <p>Do you plan on making building tenant improvements? <u>Yes</u></p> <p><b>If No, skip to Part 3. If Yes *, continue below:</b></p> <p style="padding-left: 40px;">When to make improvements (month, year)? <u>Oct-2019</u></p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently operating at an owner occupied building in Nevada? <u>No</u></p> <p><b>If No, skip to Part 3. If Yes, continue below:</b></p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Current assessed value of real property? _____</p> <p>Due to expansion, will you be making building improvements? _____</p> <p><b>If No, skip to Part 3. If Yes *, continue below:</b></p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Do you plan on building or buying a new facility in Nevada? <u>No</u></p> <p><b>If Yes *, continue below:</b></p> <p style="padding-left: 40px;">Purchase date, if buying (month, year): _____</p> <p style="padding-left: 40px;">When to break ground, if building (month, year)? _____</p> <p style="padding-left: 40px;">Estimated completion date, if building (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p>
<p><b>* Please complete Section 7 - Capital Investment for New Operations / Startup.</b></p>	<p><b>* Please complete Section 7 - Capital Investment for Expansions below.</b></p>

BRIEF DESCRIPTION OF CONSTRUCTION PROJECT AND ITS PROJECTED IMPACT ON THE LOCAL ECONOMY (Attach a separate sheet if necessary):

**Section 7 - Capital Investment (Fill in either New Operations/Startup or Expansion, not both.)**

New Operations / Start Up	Expansions
How much capital investment is planned? (Breakout below):	How much capital investment is planned? (Breakout below):
Building Purchase (if buying): _____	Building Purchase (if buying): _____
Building Costs (if building / making improvements): _____	Building Costs (if building / making improvements): <u>\$500,000</u>
Land: _____	Land: <u>\$0</u>
Equipment Cost: _____	Equipment Cost: <u>\$1,222,500</u>
<b>Total:</b> _____	<b>Total:</b> <u>\$1,722,500</u>
	Is the equipment purchase for replacement of existing equipment? <u>No</u>
	Current assessed value of personal property in NV: <u>\$91,683</u>
	(Must <b>attach</b> the most recent assessment from the County Assessor's Office.)

**Section 8 - Employment (Fill in either New Operations/Startup or Expansion, not both.)**

New Operations / Start Up	Expansions
How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of new operations?: _____	How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of expanded operations?: <u>189</u>
Average hourly wage of these <u>new</u> employees: _____	Average hourly wage of these <u>new</u> employees: <u>\$25.90</u>
	How many FTE employees prior to expansion?: <u>175</u>
	Average hourly wage of these <u>existing</u> employees: <u>\$35.60</u>
	Total number of employees after expansion: <u>364</u>

\* FTE represents a permanent employee who works an average of 30 hours per week or more, is eligible for health care coverage, and whose position is a "primary job" as set forth in NAC 360.474.

OTHER COMPENSATION (Check all that apply):

- Overtime       Merit increases       Tuition assistance       Bonus  
 PTO / Sick / Vacation       COLA adjustments       Retirement Plan / Profit Sharing / 401(k)       Other: \_\_\_\_\_

BRIEF DESCRIPTION OF ADDITIONAL COMPENSATION PROGRAMS AND ELIGIBILITY REQUIREMENTS (Attach a separate sheet if necessary):

Baby Bonus \$5,000, Electric Vehicle \$5,000

**Section 9 - Employee Health Insurance Benefit Program**

Is health insurance for employees and is an option for dependents offered?:  Yes (copy of benefit plan must be attached)  No

Package includes (check all that apply):

- Medical       Vision       Dental       Other: \_\_\_\_\_

Qualified after (check one):

- Upon employment       Three months after hire date       Six months after hire date       Other: 30 days of employment

Health Insurance Costs:	Percentage of health insurance premium by (min 65%):
Cost of health insurance for company (annual amount per employee): <u>\$ 5,432.00</u>	Company: <u>80%</u>
Health Plan annual out-of-pocket maximum (individual): <u>\$ 7,150.00</u>	Employee: <u>20%</u>

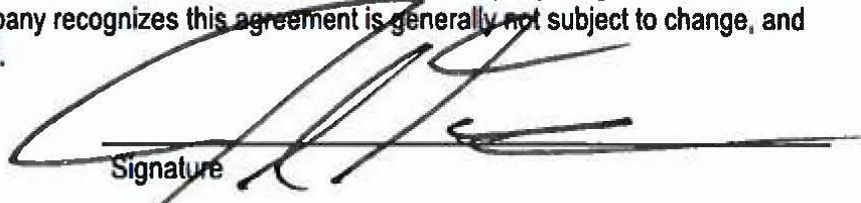
[SIGNATURE PAGE FOLLOWS]

**Section 10 - Certification**

I, the undersigned, hereby grant to the Governor's Office of Economic Development access to all pertinent and relevant records and documents of the aforementioned company. I understand this requirement is necessary to qualify and to monitor for compliance of all statutory and regulatory provisions pertaining to this application.

Being owner, member, partner, officer or employee with signatory authorization for the company, I do hereby declare that the facts herein stated are true and that all licensing and permitting requirements will be met prior to the commencement of operations. In addition, I and /or the company's legal counsel have reviewed the terms of the GOED Tax Abatement and Incentives Agreement, the company recognizes this agreement is generally not subject to change, and any material revisions have been discussed with GOED in advance of board approval.

Joey F Marlow  
Name of person authorized for signature



Signature

Executive Vice President US Operations  
Title

March 2, 2019  
Date

Nevada Governor's Office of Economic Development  
555 E. Washington Ave., Ste 5400 • Las Vegas, Nevada 89101 • 702.486.2700 • (Fax) 702.486.2701 • www.diversifynevada.com

# Site Selection Factors

Company Name: Geotab USA Inc

County: Clark County

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## Section I - Site Selection Ratings

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Directions: Please rate the select factors by importance to the company's business (1 = very low; 5 = very high). Attach this form to the Incentives Application.

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Availability of qualified workforce:	<u>4</u>	Transportation infrastructure:	<u>3</u>
Labor costs:	<u>4</u>	Transportation costs:	<u>1</u>
Real estate availability:	<u>3</u>	State and local tax structure:	<u>2</u>
Real estate costs:	<u>3</u>	State and local incentives:	<u>2</u>
Utility infrastructure:	<u>1</u>	Business permitting & regulatory structure:	<u>2</u>
Utility costs:	<u>1</u>	Access to higher education resources:	<u>4</u>

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Please summarize the importance of the abatement program to your decision (please include at least a paragraph summary):

Geotab is looking for options for continued growth and would like to see that growth happen in the state of Nevada. Geotab is a global company and these incentives will help us make those investments in Nevada.



# 5(A) Capital Equipment List

Company Name: Geotab USA Inc

County: Clark County

## Section I - Capital Equipment List

Directions: Please provide an estimated list of the equipment [columns (a) through (c)] which the company intends to purchase over the two-year allowable period. For example, if the effective date of new / expanded operations begins April 1, 2015, the two-year period would be until March 31, 2017. Add an additional page if needed. For guidelines on classifying equipment, visit:

tax.nv.gov/LocalGovt/PolicyPub/ArchiveFiles/Personal\_Property\_Manuals. Attach this form to the Incentives Application.

(a) Equipment Name/Description	(b) # of Units	(c) Price per Unit	(d) Total Cost
Computer equipment - Laptop, Monitors, Docking Station	200	\$1,500.00	\$300,000.00
Furniture - Cube, desk, chair	200	\$1,400.00	\$280,000.00
Software	200	\$2,500.00	\$500,000.00
Sound Masking Equipment	2	\$30,000.00	\$60,000.00
Office Kitchen Appliances (for new space)	1	\$7,500.00	\$7,500.00
Signage (for new space)	1	\$5,000.00	\$5,000.00
AV Equipment - TV/Projectors (for new space)	1	\$30,000.00	\$30,000.00
Security System (for new space)	1	\$25,000.00	\$25,000.00
Servers & IT Equipment	1	\$10,000.00	\$10,000.00
Phone System	1	\$5,000.00	\$5,000.00
<b>TOTAL EQUIPMENT COST</b>			<b>\$1,222,500.00</b>

Is any of this equipment\* to be acquired under an operating lease?       Yes       No

\*Certain lease hold equipment does not qualify for tax abatements

## 5(B) Employment Schedule

Company Name: Geotab USA Inc

County: Clark County

### Section I - Full-Time Equivalent (FTE) Employees

Directions: Please provide an estimated list of full time employees [columns (a) through (d)] that will be hired and employed by the company by the end of the first eighth quarter of new / expanded operations. For example, if the effective date of new / expanded operations is April 1, 2015, the date would fall in Q2, 2015. The end of the first eighth quarter would be the last day of Q2, 2017 (i.e., June 30, 2017). Attach this form to the Incentives Application. A qualified employee must be employed at the site of a qualified project, scheduled to work an average minimum of 30 per week, if offered coverage under a plan of health insurance provided by his or her employer, is eligible for health care coverage, and whose position of a "primary job" as set forth in NAC 360.474.

(a) New Hire Position Title/Description	(b) Number of Positions	(c) Average Hourly Wage	(d) Average Weekly Hours	(e) Annual Wage per Position	(f) Total Annual Wages
Customer Success	30	\$29.00	40	\$60,320.00	\$1,809,600.00
Product Support	70	\$20.00	40	\$41,600.00	\$2,912,000.00
Government Contract Support	30	\$29.00	40	\$60,320.00	\$1,809,600.00
IT	5	\$20.00	40	\$41,600.00	\$208,000.00
HR	8	\$38.50	40	\$80,080.00	\$640,640.00
Marketing	3	\$28.00	40	\$58,240.00	\$174,720.00
Management	15	\$34.00	40	\$70,720.00	\$1,060,800.00
Sales	15	\$29.00	40	\$60,320.00	\$904,800.00
Learning Center	10	\$25.00	40	\$52,000.00	\$520,000.00
Administration	3	\$23.00	40	\$47,840.00	\$143,520.00
<b>TOTAL</b>	<b>189</b>	<b>\$25.90</b>			<b>\$10,183,680.00</b>

### Section 2 - Employment Projections

Directions: Please estimate full-time job growth in Section 2, complete columns (b) and (c). These estimates are used for state economic impact and net tax revenue analysis that this agency is required to report. The company will not be required to reach these estimated levels of employment. **Please enter the estimated new full time employees on a year by year basis (not cumulative)**

(a) Year	(b) Number of New FTE(s)	(c) Average Hourly Wage	(d) Payroll
3-Year	70	\$27.20	\$3,960,320.00
4-Year	50	\$28.56	\$2,970,240.00
5-Year	50	\$29.99	\$3,118,960.00

## 5(C) Evaluation of Health Plans Offered by Companies

Company Name: Geotab USA, Inc. County: Clark County

Total Number of Full-Time Employees: 189

Average Hourly Wage per Employee \$25.90  
 Average Annual Wage per Employee (implied) \$53,872.00

Annual Cost of Health Insurance per Employee \$5,432.00  
 Percentage of Cost Covered by:  
 Company 80%  
 Employee 20%

Health Plan Annual Out-of-Pocket Maximum \$7,150

### Generalized Criteria for Essential Health Benefits (EHB)

*[following requirements outlined in the Affordable Care Act and US Code, including 42 USC Section 18022]*

Covered employee's premium not to exceed 9.5% of annual wage	2.5%	MMQ
Annual Out-of-Pocket Maximum not to exceed \$7,900 (2019)	\$7,150	NQ

Minimum essential health benefits covered (Company offers PPO):

- (A) Ambulatory patient services
- (B) Emergency services
- (C) Hospitalization
- (D) Maternity and newborn care
- (E) Mental health/substance use disorder/behavioral health treatment
- (F) Prescription drugs
- (G) Rehabilitative and habilitative services and devices
- (H) Laboratory services
- (I) Preventive and wellness services and chronic disease management
- (J) Pediatric services, including oral and vision care

No Annual Limits on Essential Health Benefits

I, the undersigned, hereby declare to the Governor's Office of Economic Development that the facts herein stated are true, and that I have attached a qualified plan with information highlighting where our plan reflects meeting the 65% minimum threshold for the employee paid portion of the plan for GOED to independently confirm the same.

Richard Toward  
 Name of person authorized for signature

Richard Toward  
 Signature

AVP of HUMAN RESOURCES  
 Title

4/22/19  
 Date

## 5(D) Company Information

Company Name: Geotab USA, Inc.

County: Clark

### Section 1 - Company Ownership List

Directions: Please provide a detailed list of owners and/or members of the company. *The Governor's Office of Economic Development strives to maintain the highest standards of integrity, and it is vital that the public be confident of our commitment. Accordingly, any conflict or appearance of a conflict must be avoided. To maintain our integrity and credibility, the applicant is required to provide a detailed list of owners, members, equity holders and Board members of the company.*

(a) Name	(b) Title
Neil Cawse	CEO
Dario Murkovic	CFO
Dirk Schlimm	CPO
Alan Cawse	CSO
Clive Cawse	COO

### Section 2 - Company Affiliates and/or Subsidiaries

Are there any subsidiary or affiliate companies to be associated with the applicant company?    No     Yes

**If Yes, continue below:**

Directions: In order to include affiliates/subsidiaries, under the exemption letter, they must to be added to the Contract. Per standard practice GOED requires a corporate schematic to understand the exact relationships between the companies. Please populate the below table to show the exact relationships between the companies and include:

1. The names as they would read on the tax exemption letter.
2. Which entity(ies) will do the hiring?
3. Which entity(ies) will be purchasing the equipment?

Name of Subsidiary or Affiliate Entity, Role and Legal Control Relationship

Please include any additional details below:

# SECRETARY OF STATE



## NEVADA STATE BUSINESS LICENSE

**GEOTAB USA, INC.**

**Nevada Business Identification # NV20151585485**

**Expiration Date: September 30, 2019**

In accordance with Title 7 of Nevada Revised Statutes, pursuant to proper application duly filed and payment of appropriate prescribed fees, the above named is hereby granted a Nevada State Business License for business activities conducted within the State of Nevada.

Valid until the expiration date listed unless suspended, revoked or cancelled in accordance with the provisions in Nevada Revised Statutes. License is not transferable and is not in lieu of any local business license, permit or registration.



IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of State, at my office on July 23, 2018

*Barbara K. Cegavske*

Barbara K. Cegavske  
Secretary of State

***You may verify this license at [www.nvsos.gov](http://www.nvsos.gov) under the Nevada Business Search.***

**License must be cancelled on or before its expiration date if business activity ceases. Failure to do so will result in late fees or penalties which by law cannot be waived.**

# CONNECTING TELEMATICS TO BUSINESS

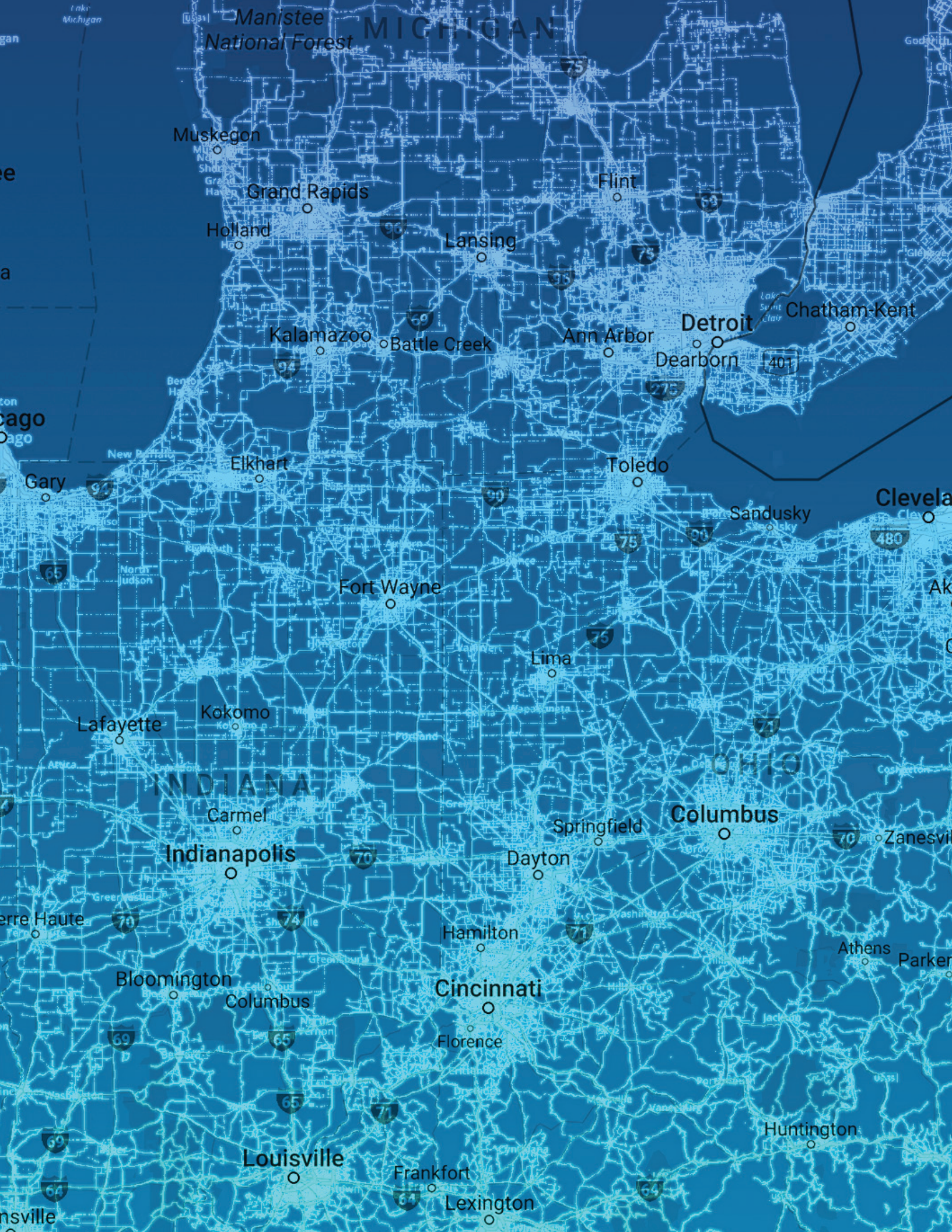
Corporate Profile

**GEOTAB<sup>®</sup>**  
management by measurement

In just over 15 years, Geotab Inc. has grown from a small, family business to a global leader in solutions for fleet management and vehicle tracking. We are now one of the largest telematics outfits in the world and have become the first to surpass one million connected vehicles built on a single, open platform.

- 19** Patents
- 350+** Authorized Geotab Resellers
- 119** Number of countries where Geotab GO devices are active
- 150+** Partner Solutions on the Geotab Marketplace
- 500+** Employees worldwide
- 1+ Million** Connected vehicles on the Geotab platform
- 3+ Billion** Data points collected daily
- 70+ Million** Miles driven daily by Geotab-connected vehicles





Manistee National Forest

MICHIGAN

Muskegon

Grand Rapids

Holland

Lansing

Flint

Kalamazoo

Battle Creek

Ann Arbor

Detroit

Dearborn

Chatham-Kent

Elkhart

Toledo

Gary

Sandusky

Cleveland

Fort Wayne

Lima

Lafayette

Kokomo

INDIANA

Carmel

Indianapolis

Springfield

Dayton

OHIO

Columbus

Zanesville

Terre Haute

Bloomington

Columbus

Cincinnati

Florence

Hamilton

Athens

Parker

69

65

71

Louisville

Frankfort

Lexington

Huntington

69

64

64



## Locations

- Oakville, Canada (Headquarters)
- Waterloo, Canada
- Las Vegas, USA
- Mexico City, Mexico
- Paddington, London, UK
- Madrid, Spain
- Herzogenrath, Germany
- Shenzhen, China
- Adelaide, Australia

## About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets.

Geotab’s open platform and Marketplace (marketplace.geotab.com), offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets.

As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes.

Geotab’s products are represented and sold worldwide through Authorized Geotab Resellers.

Learn more: [www.geotab.com](http://www.geotab.com)

## Award-Winning Technology and Solutions

Geotab has been recognized as one of the fastest growing technology firms and consistently ranks among the top leaders in technology innovation.





“

***One of our core values at Geotab is to innovate and continuously seek ways to improve.***

– Neil Cawse

”



## Letter from the CEO

### The Power of IoT

The Internet of Things is dramatically changing the world around us. Increasing connectivity is transforming the way we live and the way we do business. With telematics, it is now possible to collect huge amounts of valuable data. How can we use this data and get the most out of it?

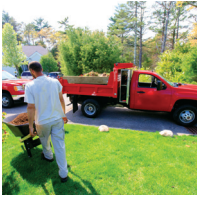
Connecting IoT devices in your vehicle for barcode scanning or temperature tracking, and integrating it with your telematic system is one way. Automating business processes, taking the cost out of doing business, and increasing customer service — that's the power of IoT combined with telematics for business.

The Geotab open platform for fleet management offers unlimited possibilities with our Software Development Kit, APIs, and IOX expandability. Businesses can unlock more value from their solution with our growing ecosystem of partner solutions.

Big Data offers new opportunities such as benchmarking, live traffic prediction, identifying dangerous intersections, insurance discounts, and machine learning.

One of our core values at Geotab is to innovate and continuously seek ways to improve. We are committed to advancing technology, empowering businesses and making the roads safer for everyone.

Neil Cawse  
CEO  
Geotab Inc.



## Empowering Business Growth with Insight

Geotab’s open platform technology securely connects commercial vehicles to the internet, providing advanced web-based analytics for business management and optimization. Telematics data can be easily integrated with other business systems with the free Geotab Software Development Kit (SDK) and APIs.

### Five Pillars of Innovation



#### Productivity

Real-time tracking, detailed and accurate trip recording, and custom rules and reports.



#### Safety

Advanced insight on driving. Risk and safety reports, seat belt detection, instant accident notifications, and driver coaching tools.



#### Fleet Optimization

Trend reports on fuel usage, fuel efficiency trends and CO<sub>2</sub> emissions, route optimization, and connected diagnostics.



#### Compliance

Electronic logging, driver platform for Hours of Service (HOS), Driver Vehicle Inspection Reporting, and IFTA mileage reporting.



#### Expandability

Build custom apps and integrate business systems with the Geotab Software Development Kit (SDK) and APIs. Endless customization is available with solutions from the Geotab Marketplace.



### Smart City Insights

Leveraging one of the world’s largest telematics-based datasets, Geotab’s dynamic insights and urban-analytics can be used to provide real-time insights on local conditions, discover and deploy automated solutions for key infrastructure challenges, and help improve city-wide safety and efficiency.

#### Smart City Datasets:

- Traffic Flow
- Pothole Detection
- Weather Conditions
- Dangerous Roadways
- Parking
- CO<sub>2</sub> Emissions

# Technology and Solutions

## Intelligent Design and Continuous Innovation

Recognizing the critical need of fleets to manage costs, long ago Geotab began developing smart, patented algorithms and other techniques that determine the most important data points for each customer's business objectives. That architecture minimizes the amount and expense of cellular traffic uploaded by each Geotab GO device, without diminishing the quality of information.

Geotab owns all IP for the device hardware and firmware, and for the software that powers the server and customer-facing tools. This means Geotab can quickly add features to meet emerging customer needs and market opportunities, unlike firms that outsource IP and development.

**"We put superior engineering at the forefront of everything we do. We make our own devices, build our own software and manage our own firmware."**

- Neil Cawse

## Security First

Geotab takes a rigorous approach to data security following the principle of continuous improvement. To protect our customers and partners, Geotab is constantly reviewing, improving and validating our security mechanisms and processes so our systems remain resilient to intrusion and disaster. Geotab collaborates with leading stakeholders to advance security across the industry. As we grow, more industries, fleets and customers will benefit from Geotab's uncompromising stance on data security.

Learn more: [www.geotab.com/security](http://www.geotab.com/security)



### MyGeotab Fleet Management Software & MyGeotab App

Get real-time insights on fleet activities and trends at work or on your smartphone or tablet.



### Geotab Cloud ELD / Geotab Drive

Simplify electronic logging with Geotab's driver platform for Hours of Service (HOS), Driver Vehicle Inspection Reporting (DVIR), Driver ID and messaging.



### Active Tracking

See fluid vehicle movements on a live animated map, ideal for first responders or any fleets requiring close monitoring.



### Geotab GO GPS Tracking Device

Plug-&-Play telematics device that captures rich, accurate data on ignition, trip distance and time, engine idling, speed and much more.



### GO RUGGED Ruggedized Telematics Device

Designed to IP67 standard for harsh conditions or external installation.



### GO TALK In-Vehicle Verbal Coaching Solution

Delivers instant, spoken alerts to drivers for events to help fleets reduce accidents, increase productivity, and control costs.



### IOX Input-Output Expander Technology

Connect to advanced functionality, such as Driver ID, Bluetooth® asset tracking, Garmin HOS and messaging, substance spreader monitoring, and Iridium satellite coverage.



### Privacy Mode

Privacy management feature for Geotab Drive and MyGeotab.



## Do More With Your Data

Whether you're looking to improve driver productivity, safety, compliance, or optimize your fleet operations to reduce fuel consumption and mileage, the Geotab Marketplace is your go-to source for all your fleet management needs. Our extensive ecosystem of valuable, business-focused applications are all fully integrated with the Geotab telematics platform.

Customize your platform with third-party mobile apps, software Add-Ins, hardware Add-Ons, integrated software solutions and custom reports. Online purchasing is available through Buy Now.



### Popular solutions include:

- Driver Safety Scorecard
- Mobile Video Camera
- Remote Diagnostics
- Vehicle Panic Alarm
- Advanced Collision Prevention
- Route Optimization



# GEO TAB

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# The Geotab Story

## From Grassroots to Global Leader

In the late 1990s, a significant milestone occurred in GPS technology that would change the way business was done and set the stage for Geotab. The range of accuracy for a GPS location went from 100m to 10m. This leap in technology and precision meant that GPS suddenly became a viable source of data for businesses.

In 2000, Geotab was officially founded in Oakville, Ontario, Canada. The company name signifies the blending together of the concepts of geography (Geo) and tabulation (tab).

## Technology Breakthrough Paves the Way for Success

It wasn't until GPS technology was made freely available in the 1990s that the vision for Geotab could become a reality. Telematics started out as a niche market, mainly because it used expensive satellite communications to relay data. Back then, customers were hindered by the high cost of data, collecting only a limited amount of information.

Geotab solved that problem through design. Rather than using satellite to relay information, the initial Geotab GO module stored vehicle data in its memory, which could be transferred to a computer via a memory key. This architecture eliminated the cost penalty of collecting data. With access to affordable, accurate information, customers could gather much greater insight on their fleet.

In the beginning, very few people in the market knew about telematics or GPS technology. Eventually, the clear competitive and operational benefits of telematics persuaded the market and sparked widespread enterprise adoption.

## Worldwide Growth and Expansion

Global demand for telematics is increasing and Geotab is rising to the challenge. Geotab is expanding its reach by developing relationships with professional services partners, wireless carriers, and value-added resellers across Europe, Australia, Africa and Japan. We continue to grow the ecosystem of business apps and solutions and are focused on becoming the industry's standard platform for smart, flexible and secured fleet management.

# Geotab Company Timeline

Explore the evolution of Geotab from one device to a diverse partner ecosystem for fleet management.

## 2000

- Geotab Inc. founded

## 2004

- Geotab forms Australia partnership

## 2006- 2009

- Support for engine data J1708, J1939 and CAN OBD II
- MyGeotab™ hosted software environment

## 2012

- GO6 (with IOX expandability)
- SuperSense® indoor GPS enhancement
- Geotab Software Development Kit (SDK)

## 2002 - 2003

- GO2
- GO RF™

## 2005

- GO Live™

## 2010

- Product evolution GO4V3 (Checkmate™ 5.3)
- GO5™ hardware plug-and-play device
- Geotab opens 16,000 sq ft. headquarters in Oakville

## 2014

- GO7 (increased automotive protocol expansion)
- Geotab sponsors OpenStreetMap project
- Geotab partners with Telefónica

## 2016

- Updated Geotab Marketplace unveiled
- Launches: GO RUGGED, IOX Bluetooth
- U.S. office moves to new building in Las Vegas
- Big Data

## 2018

- 1 Million Subscribers milestone reached
- Geotab acquires FleetCarma
- Geotab awarded NJPA contract
- Launches: Privacy Mode, Geotab Garmin ELD Bundle, Buy Now for Geotab Marketplace
- Data.geotab.com goes live
- Geotab telematics technology reaches 7 continents
- Frost and Sullivan Names Geotab 2018 North American Commercial Fleet Telematics Company of the Year

## 2013

- IOX-NFC Near Field Communications Driver ID

## 2015

- Geotab Marketplace of mobile apps, MyGeotab Add-Ins, Add-Ons & software solutions launched
- Geotab acquires Strategic Telecom Solutions
- Launches: GO TALK, Active Tracking
- Geotab moves headquarters to 30,000 sq. ft. production and R&D facility
- Geotab expands partnership with Telefónica Germany
- DEV Channel goes live
- Geotab expands data visualization with MapsBI

## 2017

- Geotab registers FMCSA-compliant ELD solution
- Platform opened to third-party device integration
- MyGeotab app available on Apple App Store and Google Play Store
- Launches: Geotab GO8, Geotab Roadside
- U.S. Dept. of Homeland Security awards Geotab a five-year blanket purchase agreement for telematics

# Corporate Social Responsibility

## Employees

### Our Values:



Innovate.



Go above and beyond.



Embrace change.



Develop for the future.



Collaborate and strive for transparency.



Do the right thing.



Work hard. Play hard.



Keep it simple.

Geotab is built upon a culture of trust, continuous learning and teamwork. Workers are drawn to the collaborative, transparent working culture, a direct result of the company's flat organizational structure and emphasis on teamwork.

### Focus on Employee Well-Being

To support employee satisfaction and health, Geotab has implemented many progressive initiatives, including an inventor reward program, customer experience and support incentive program, training plans, community outreach, company-wide social events, theme days and team building activities. Geotab also provides employees with ergonomic workstations, Friday lunch, light breakfast program, putting green and games room, nap room, walking treadmill, and subsidized fitness club membership.

### Employee Training and Development

Each Geotab employee has a set of Key Performance Areas (KPA's) aligning with Geotab's goals, which develop individual capability and help achieve organizational goals. The measurable KPA's are evaluated annually. Geotab makes significant investments in employee training and encourages ongoing development through company-initiated training and tuition reimbursement.

Browse current job opportunities at: [www.geotab.com/careers](http://www.geotab.com/careers)



### Community Engagement

Geotab encourages and supports community involvement through a wide range of company-sponsored programs and initiatives. These efforts have been designed to positively impact our communities by working to create a better place for everyone to live.



## Sustainability

At Geotab, we understand that how we choose to live our lives and operate our business impacts the environment in so many ways. Geotab is committed to integrating sustainability best practices into our decision-making and business activities worldwide — to protect the planet now and in the future.

We take a comprehensive approach to environmental responsibility. We invest our efforts into preserving the earth's natural resources through constant innovation and the efficient use of materials in our daily productions and new methods as we grow and expand into other global regions.

### Helping Businesses Reduce Their Carbon Footprint

Geotab's advanced telematics technology and solutions make it possible for businesses to minimize their environmental footprint, by helping them reduce fuel consumption, lower CO<sub>2</sub> emissions, optimize routing, reduce idling and aggressive driving, and maintain optimal vehicle engine performance. Geotab will continue to develop innovative solutions to support the sustainability of businesses large and small.

# GEOTAB<sup>®</sup>

management by measurement

[www.geotab.com](http://www.geotab.com)

