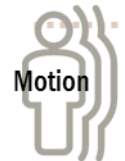
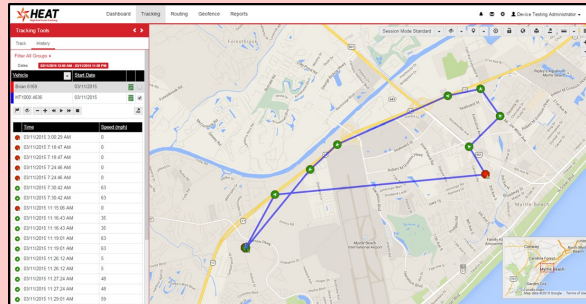


## Monetizing the HEAT Solution for your shipping business

### What is HEAT?

HEAT is a **High End Asset Tracking** solution focused on loss prevention, asset management and material handling compliance. Using long-life battery powered GPS devices, HEAT can tell you where your items are *now*.

Our solution provides information about location, speed, automated alerts, environmental conditions and more. HEAT provides you confidence in knowing where your items in transit are, as well as automating notifications and allowing you to focus on exception management.



### How can HEAT help shippers make money?

Shipment Example: 48"x48"x60" crate weighing 350#





Shipping from 29577 to 07430

Daily service fee cost per device:	\$	0.66
Average transport price - 2 business days:	\$	254.07
Value-add fee for tracking/alerting:	\$	25.00
Gross profit per day for value-add tracking:	\$	11.84
Potential per tag (70% annual utilization)	\$	3,026.00
Potential annual earnings with 200 tags	\$	605,234.00

In just 20 deployed days, the tag's service fees for the year are paid off!

**The potential for an additional \$605,234 of earnings!!**

The HEAT solution provides your business an opportunity to offer a premier level service to your customer. Advantages of offering this solution are:

-  A service offering that differentiates you from competition
-  An easy way for customers to get visibility into their shipments
-  A way to provide additional protection by monitoring environment and handling conditions
-  A way to increase profits per shipment

See reverse side for calculator

## HEAT Earnings Calculator

		Annual Utilization				
		10%	30%	50%	70%	90%
Tag Quantity	1	\$ 432	\$ 1,297	\$ 2,162	\$ 3,026	\$ 3,891
	5	\$ 2,162	\$ 6,485	\$ 10,808	\$ 15,131	\$ 19,454
	10	\$ 4,323	\$ 12,969	\$ 21,616	\$ 30,262	\$ 38,908
	25	\$ 10,808	\$ 32,423	\$ 54,039	\$ 75,654	\$ 97,270
	50	\$ 21,616	\$ 64,847	\$108,078	\$ 151,309	\$ 194,540
	100	\$ 43,231	\$129,693	\$216,155	\$ 302,617	\$ 389,079
	200	\$ 86,462	\$259,386	\$432,310	\$ 605,234	\$ 778,158
	400	\$172,924	\$518,772	\$864,620	\$1,210,468	\$1,556,316

All revenue represented is *after* monthly service fees to HEAT (gold subscription level)

Initial purchase of equipment not included—see reference chart below

## HEAT Hardware One-Time Investment

QTY	1	5	10	25	50	100	200	400
Price	\$150	\$750	\$1,500	\$3,750	\$7,500	\$15,000	\$30,000	\$60,000



- Pricing based on HT1000