

Sales successes for Punch Telematix

Wervik, Belgium - 11 December 2006: Punch Telematix, a growing and innovative telematics enterprise whose stock is listed and which is active in Belgium, the Netherlands and France, has chalked up some notable sales successes in recent weeks. No less than a thousand high-end solutions were sold. An ever increasing number of large companies are choosing the total solutions offered by this telematics service provider. The strategy and approach adopted by Punch Telematix are clearly producing results.

'Big names' in the transport sector

In the Netherlands, Punch Telematix attracts large customers such as the Wim Bosman group, a provider of logistics services with a European network and operations worldwide and Peter Appel Transport, formerly Dick Vijn Transport, which is specialised in the temperature-controlled transport of foodstuffs. In Belgium, Coulier Transport, the subsidiary of the French Groupe Samat and European market leader in the transport of hazardous goods by tanker, Van Dijck Transport, a specialist in the temperature-controlled transport of plants throughout Europe, and Java, formerly known as a coffee roaster and now the second-largest food services company in Belgium, have all selected solutions from Punch Telematix.

A recipe for success

Punch Telematix' solutions are **total solutions**: the customer is provided with a single contact point for all components of their telematics application. Punch Telematix' total solutions are deliberately based upon an **open**, modular and scalable architecture. This enables them to be easily integrated into existing solutions and to grow in step with the needs of the business. In addition, the applications are accessible via **ASP** (application service providing). The back-office applications are accessible remotely; a simple Internet connection is sufficient for this purpose. Since the complete solutions are available on a monthly subscription basis, the **cost of use** for the customer is entirely **predictable**.

The distribution approach is a balanced combination of sales through 'value added resellers', such as Rietveld BV in the Netherlands and Computer Support in Belgium, and direct sales through the various Punch Telematix branches in Belgium, the Netherlands and France. This keeps the distance between customer and provider to a minimum and Punch Telematix is able to perfectly match its approach and provision of services to each customer's needs.

"In recent months, we have paid considerable attention to the transport sector and this has resulted in the sales of no less than a thousand high-end units over the past couple of weeks," says Luc Lammens, CEO of Punch Telematix. "The fact that major

names such as Wim Bosman and Coulier, to name just two examples, select our applications rather than those of Transics or Groeneveld, is a sign that our strategy and approach are recognised, and at the same time emphasises the quality of our technology. Recognition by these representative businesses, together with the low entry threshold to our total solutions with their transparent cost structure, will also speed up access to the markets for small and medium-sized enterprises. This now provides us with an added motivation to continue on the path we have selected."

Punch Telematix has been listed on Eurolist by Euronext Brussels since 29 November of this year.

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About Punch Telematix

Punch Telematix is a pan-European telematics service provider. It offers a complete range of total solutions for remote resource and asset management, from low-end, over mid-range to high-end telematics applications, to all segments of the market. Punch Telematix offers widely useable solutions based on an open, modular and scaleable architecture. Agreements with various mobile operators (including Proximus and Vodafone) allow Punch Telematix to offer not only the hardware and software components of the front-end and the back-office, but also the necessary data communications. The solution bundles of Punch Telematix are offered at a monthly flat fee including hardware, airtime and software, providing customers with a low barrier (no capital expenditure required), cost predictable solution.

Punch Telematix is listed on Eurolist by Euronext Brussels (ticker: PTX).

More information

Luc Lammens, CEO Punch Telematix – luc.lammens@punchtelematix.com – Bootweg 4 - 8940 Wervik – Belgium - Tel.: +32 56 239 411 – Fax: + 32 56 239 400 – www.punchtelematix.com