

Press Release:**Magenta Technology appoint WorldTrack as a Maxoptra distributor**

London. 16 October 2015

Magenta Technology are pleased to announce the appointment of WorldTrack as a Maxoptra distributor for the Nordic region.

This is an important strategic appointment for Magenta as WorldTrack are already a leading provider of intelligent fleet management, tracking and navigation solutions for business organisations, health care and public agencies within Denmark and are expanding across Scandinavia. Their ISO 9001 certified software provides innovative solutions for fleet management, surveillance and asset protection, offering an ideal complement to Magenta's dynamic, real-time scheduling and route optimisation software solutions platform, Maxoptra. Current WorldTrack partners include Garmin and Telia.

An immediate benefit to the clients and prospects of both WorldTrack and Maxoptra is the opportunity to seamlessly integrate additional solutions whilst retaining a single point of contact, thereby removing the complexity that often comes with multiple solutions.

This integrated approach has already helped to generate new opportunities. WorldTrack have concluded an agreement with public authorities in Denmark to deliver an Intelligent Fleet Management solution, within which Maxoptra is a key part. Whilst the volume is unclear as yet, it is expected to be nationwide and sizeable.

"WorldTrack is very excited about becoming a Maxoptra distributor. This innovative partnership opens up for massive potential and will enable us to deliver even better intelligent tracking solutions and services to our clients at home and abroad. We have already signed an agreement with a new client in Denmark based on what we can offer through Maxoptra," commented Brian Clemens, WorldTrack CEO and Finn Helmer, WorldTrack International Sales Director.

Matt Borland, Sales Director for Magenta Technology said: "Developing a key Distributor network is central to our international sales strategy. By integrating our technology with innovative partners, we can more rapidly increase the sales of Maxoptra worldwide. WorldTrack's solutions and services add real value, allowing Maxoptra to provide a more comprehensive fleet solution."

About WorldTrack

WorldTrack is the leading provider of intelligent fleet management, tracking and navigation for the professional market. We serve a manifold of businesses, organizations, healthcare and public agencies.

Based in Denmark and currently expanding to new markets. WorldTrack is already present in Sweden, Norway and France. WorldTrack cooperates closely with leading partners in Denmark and abroad. Among these are Garmin, Telia, Magenta Technology.

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About Maxoptra

Maxoptra is a dynamic scheduling and route optimisation software platform designed to enable fast and efficient decision-making, in real-time, within ever-changing operational environments, particularly service management, supply chain, distribution and home delivery.

Easy to use, affordable and highly customisable, Maxoptra helps companies to do more business with the same resources at a lower operational cost and having an open API is an ideal complement to any telematics, WMS and CRM solution. As a subscription-based SaaS solution, Maxoptra is accessible 24/7 from any web browser worldwide, meaning every new release of functionality is immediately available to subscribers with no additional charge or upgrade cost.

Our scheduling solutions manage over 10,000 fleet vehicles worldwide every day. Customers include Gist, Avis Car Rental, Snap On, Serviceline, Walkers Transport, Champion Timber and many others.

Maxoptra is a division of Magenta Technology.

www.maxoptra.com

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