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Exploring new business opportunities at LoJack





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Agenda

8.20-8.45 Preparations in smaller groups.

8.50- LoJack board meeting. Objective: To formulate an announcement about LoJack future strategy, delivered to a group of business journalists and potential investors.

Formal announcement.

Continuation and follow-up.



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Assigned groups

Caitlin, Irina, Ioseb, Jason, Magnus

Ice, Matt, Rakhi, Reza, William

Raja, Thiago, Yang

Lynn, Rebecca, Samar



LoJack in 2017

- LoJack system sells for \$ 695.
- Financials

	2015	2014	2013	2012	2011	2010	2009	2008	2007
Revenues (\$ million)	129.6	133.6	140.2	132.5	140.8	146.6	135.0	198.7	222.7
Net income (\$ million)	3.2	-17.9	3.3	-9.3	1.4	-18.6	-35.3	-32.7	21.4

- Acquired by CalAmp Corp. (2016) for \$ 134 million.
- 17 patents.



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Corporate description 2017

LoJack Corporation is a leading provider of tracking and recovery systems. The company created the stolen vehicle recovery market and has since earned a reputation as a global leader in that market segment. Today, LoJack's core business comprises the tracking and recovery of a variety of valuable mobile assets. By expanding its brand beyond stolen vehicle recovery, LoJack is committed to creating a new level of value for its dealer, licensee, customer and investor communities by delivering innovative offerings and multiple technologies in expanding geographies.



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LO/JACK®

LoJack product portfolio 2017

LoJack® Stolen Vehicle Recovery System: Directly integrated with the police to help them track and recover stolen vehicles.

Cars, trucks and classics: Stolen Vehicle Recovery System.

LoJack® Early Warning System: Provides an added layer of security by contacting users in up to five ways—by home phone, work phone, cell phone, e-mail and text messaging—if their vehicle is moved without their Early Warning Key Pass present.

LoJack® System for Classics: A Stolen Vehicle Recovery System specially designed to meet the unique requirements of classic and specialty cars.

Ruggedized LoJack® System: A theft recovery system designed specifically for the construction industry that features sealed housing that is water, dust and chemical resistant and can withstand vibration and shock encountered in an active worksite.

SureDrive™ is a mobile app that connects you with your car, helping make your life easier, and more secure.

LoJack® IM1 Inventory Management System: An inventory management system for auto dealers, helping them streamline operations, improve customer service and ultimately their bottom line.

Laptops: LoJack name licensed to Absolute Software, allows businesses and consumers track, manage, secure and recover mobile computers.

~~**People at risk:** SafetyNet, a radio frequency based system designed to aid in locating missing persons who suffer from a cognitive disorder such as Alzheimer's or autism.~~

~~**Supply chain:** LoJack SCI, a real-time supply chain management solution to maximize the security of cargo and assets on the road, rail, air, and ocean. A web-based platform delivers visibility and real-time tracking information to laptops, tablets or cell phones.~~



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LoJack Announcement FAQs

Effective December 17, 2020, CalAmp has announced the wind down of the U.S. LoJack sales operations. This decision was made to allow CalAmp to focus on our core business of providing telematics SaaS solutions in the U.S. and internationally. We want to thank you for your business and continued support over the years making LoJack a household name in the US.

<https://www.lojack.com/lojack-announcement-faqs/>



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- Be prepared for sessions 8.15-12.00 and 13.15-15.00.