



The simplest and fastest way to improve your drivers' safety and reduce your business risk

Introductory material





Work-related driving is the
biggest unmanaged **risk**
faced by companies today

Massive Human & Financial Cost for Businesses

50 million

People injured or disabled by collisions on the world's roads each year

~40%

Proportion of driving collisions that are work-related

\$24.7m

Awarded against an employer whose driver caused a fatality whilst texting

“

After deep-sea fishing and coal mining, driving 25,000 miles a year is the third most dangerous business activity

Royal Society for the Prevention of Accidents (ROSPA)

“

Road accidents are the only context in which we ever experience deaths in the workplace

Health & Safety Director, Global CPG Company

”



Our Mission at Brightmile

A photograph of a two-lane asphalt road winding through a dense forest. The trees are covered in autumn foliage, with shades of green, yellow, and orange. The road has a dashed white center line and solid white edge lines. The lighting is soft, suggesting a late afternoon or early morning setting. The overall mood is serene and natural.

**To make work-related driving safer,
cheaper and greener**

We're succeeding!

Clear Value Proposition & High ROI of implementing Brightmile



Reduce collision frequency by 25-35%



Promote employee safety culture



Reduce fleet cost: ~10x ROI

Brightmile is working with fleets of all shapes and sizes in over 40 countries!





-- Nikolay Popov, Global HSE Manager, SGS

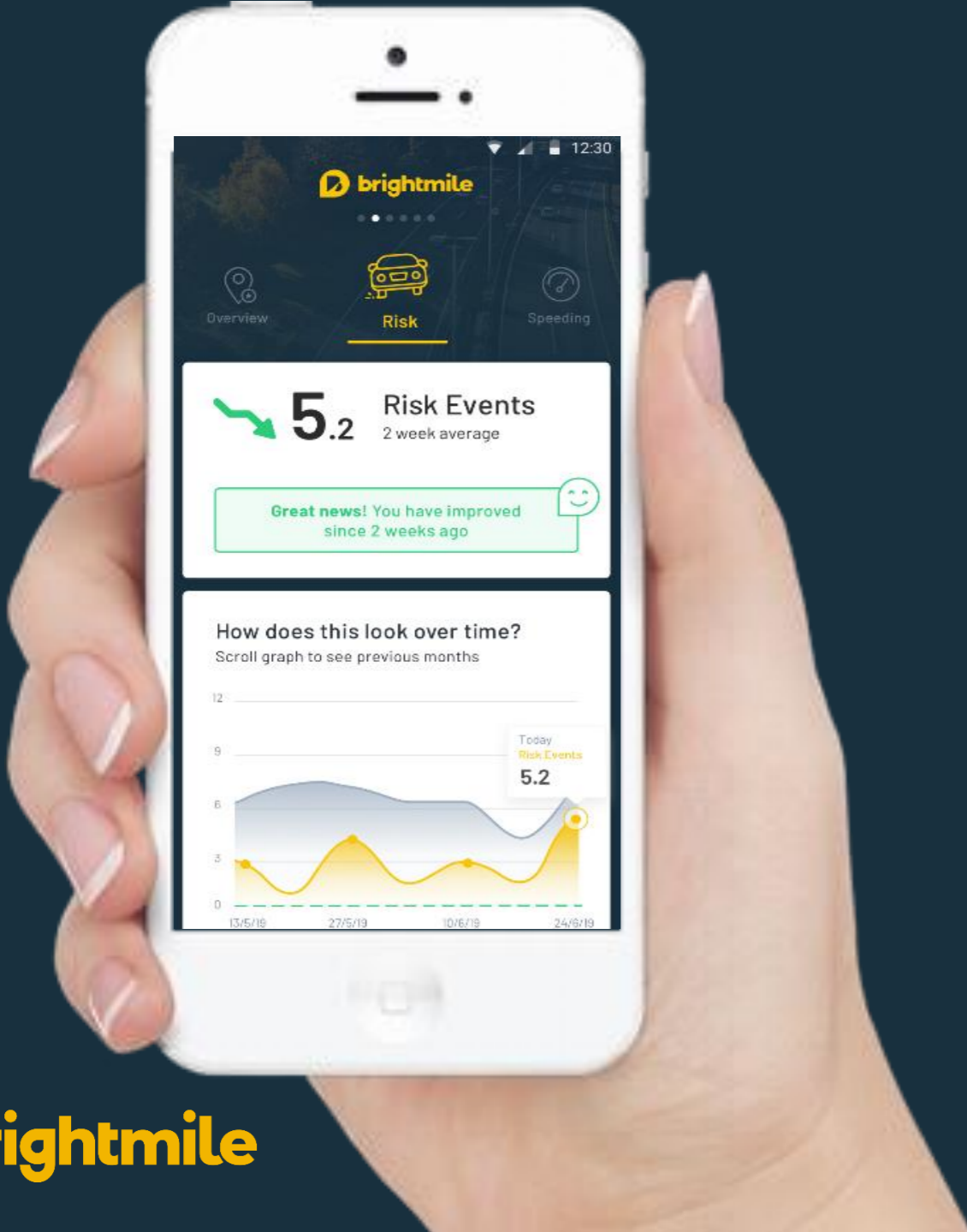
The Brightmile app is the perfect mix of Safety, Fleet, Sustainability and HR tools to manage the fleet and engage drivers



How does it work

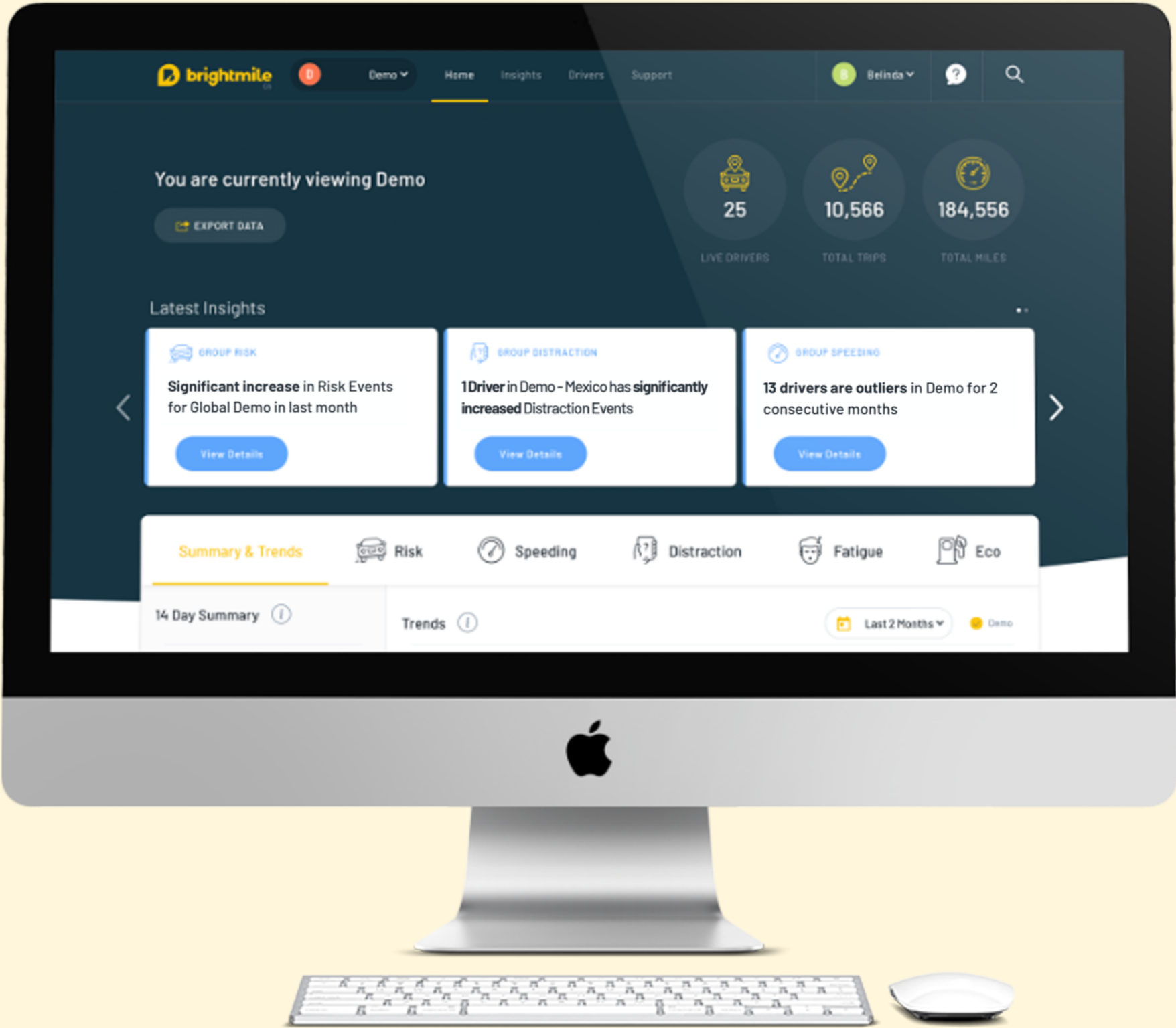
Driver App

Using employees' smartphones to gather real-time driving data and incentivise safe driving

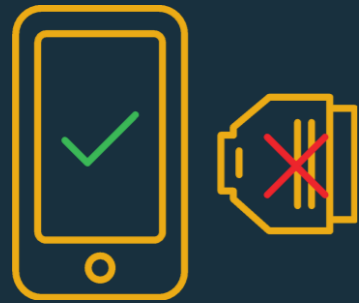


Manager Portal

Delivering actionable insight on fleet trends, riskiest drivers, and areas for intervention



How is Brightmile different from traditional telematics?



Absolutely no hardware or implementation hassle



Focus on driver behavior & contextual driving risk



Driver friendly (no more tracking or "Big Brother")



80% cheaper than traditional telematics (no upfront costs, low monthly fee)



Actionable insight & proactive programme management



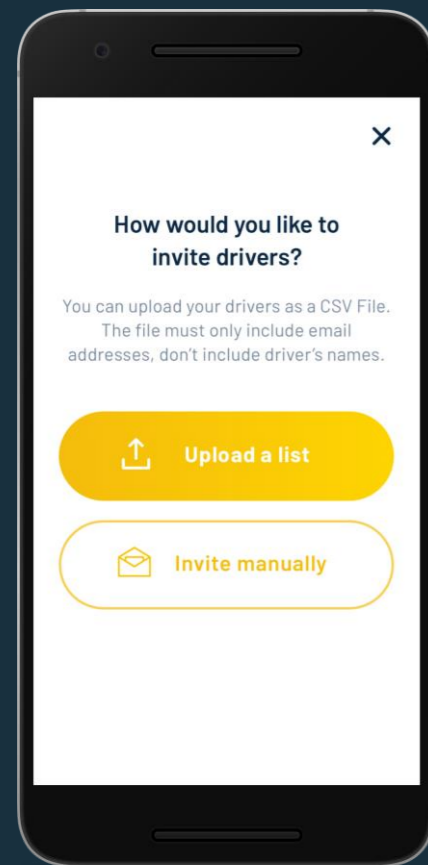
Certified, enterprise-grade IT security & GDPR compliance

Driver App Demo

Deployed to drivers at the click of a mouse

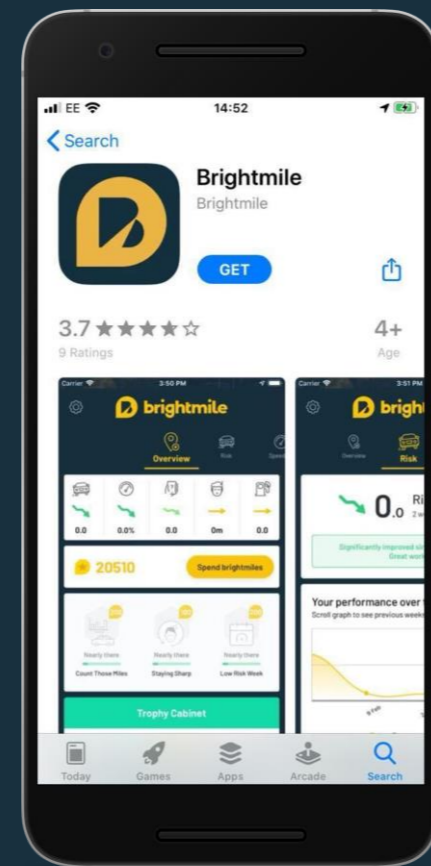
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Manager invites drivers by email



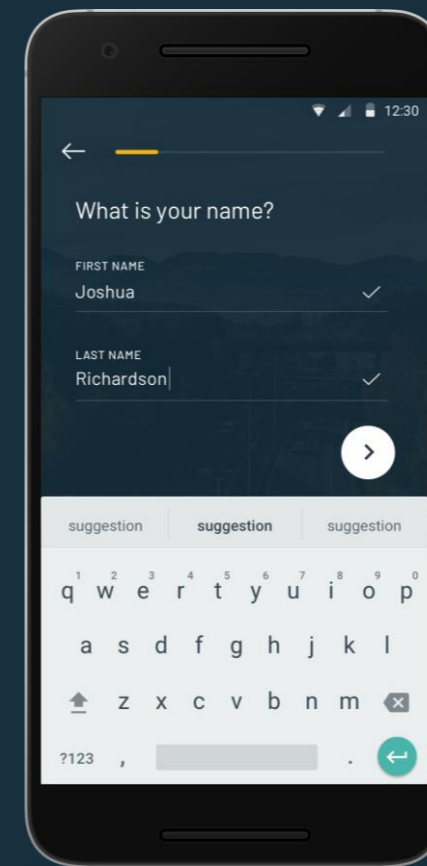
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App download via Store



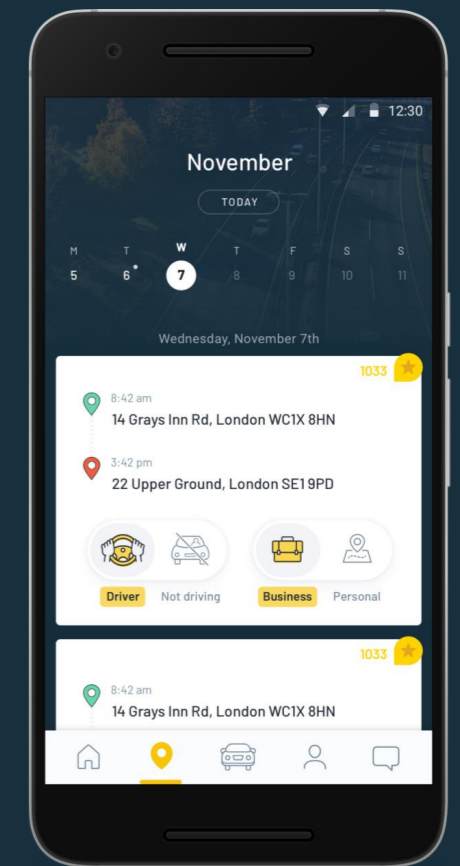
3

Simple account creation process



4

Trip auto-detection



Brightmile's "5 Pillars" of driver behaviour analysis



Risk

Number of incidents of high contextual road risk



Speeding

% of time spent above legal speed limits



Distractions

Number of interactions with smartphone whilst driving



Fatigue

Time spent driving without required breaks



Eco

Number of incidents of harsh acceleration

Risk Events are triggered by excessive speed around complex road infrastructure where collisions are more likely to occur



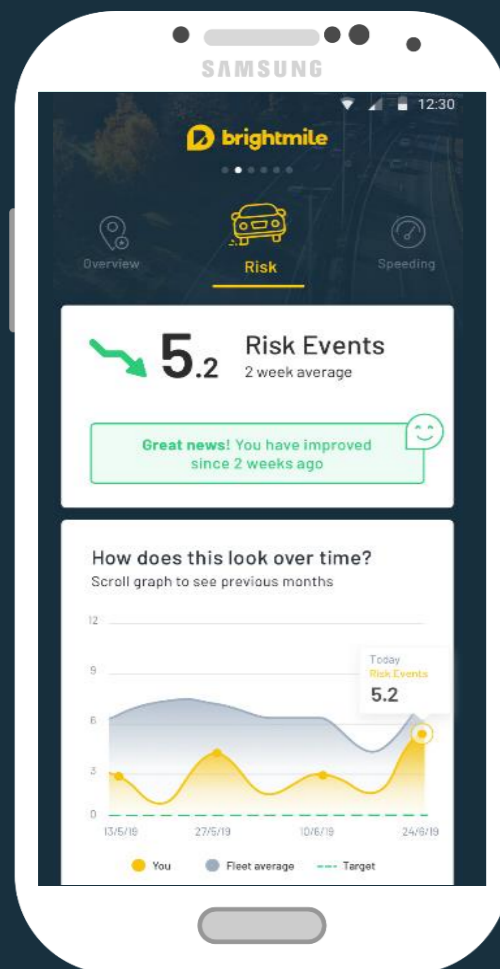
Driving over the legal speed limit near junctions, traffic lights, or school zones

Driving too fast to safely corner around sharp bends and winding roads

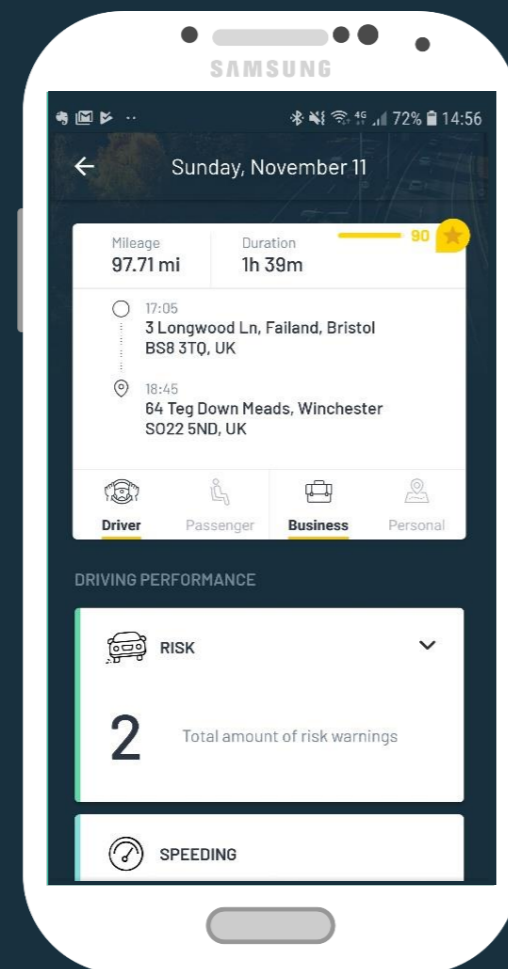
Driving too fast to safely come to a complete stop at stop sign and give way junctions

Engaging drivers to change their behaviour with a variety of gamification techniques

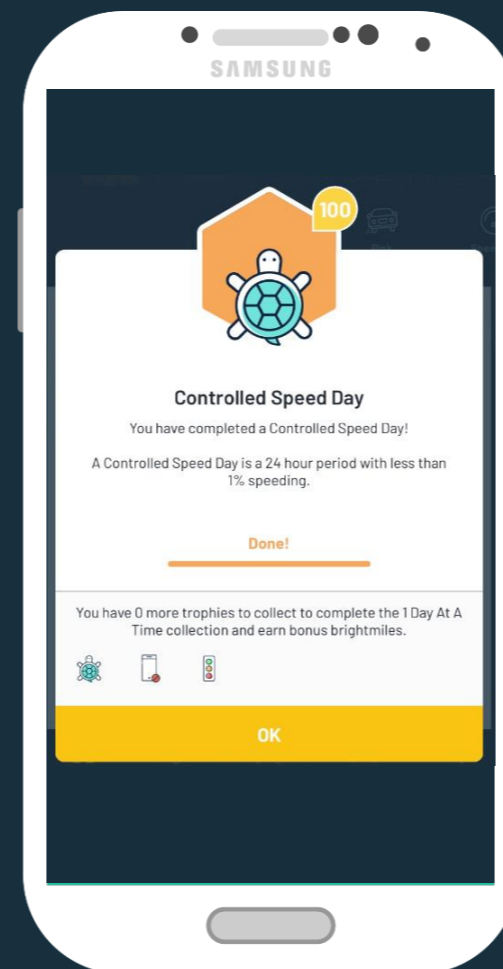
Driver Performance



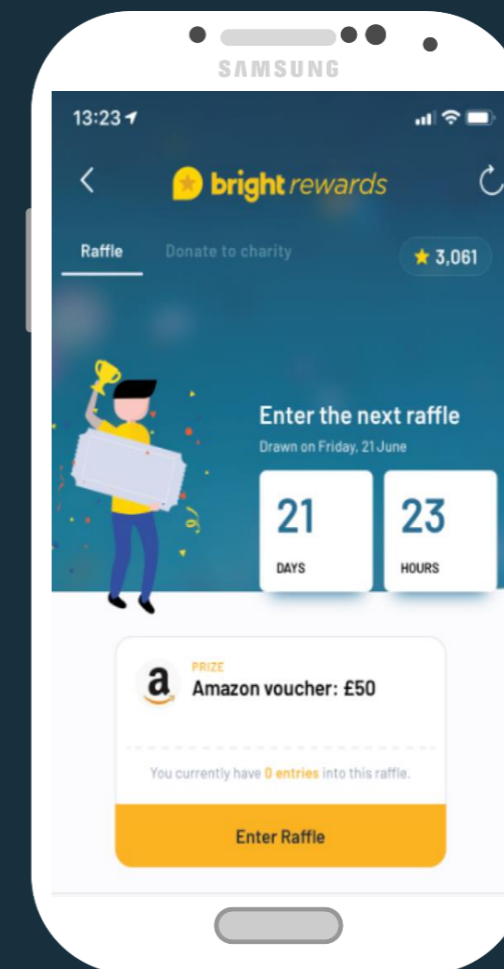
Brightmile accumulation



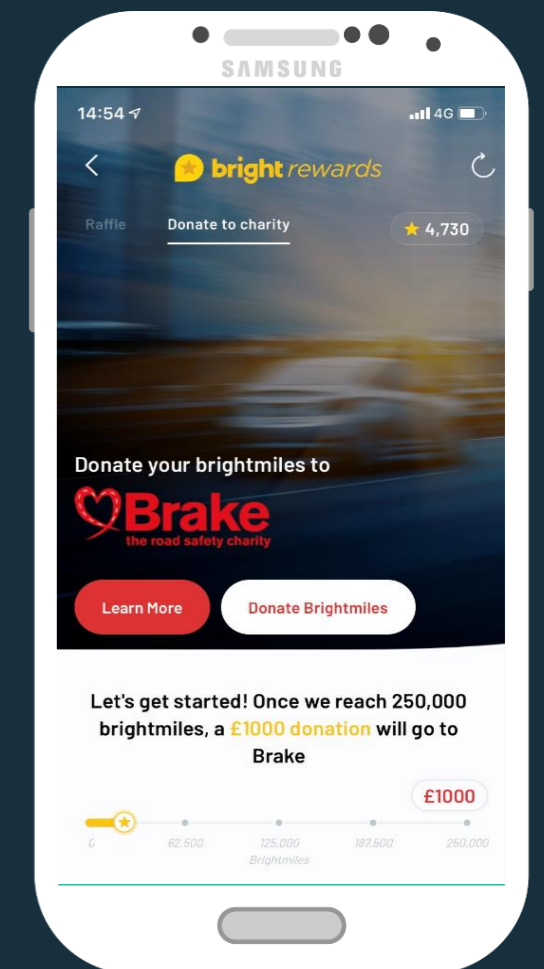
Bonus Brightmiles



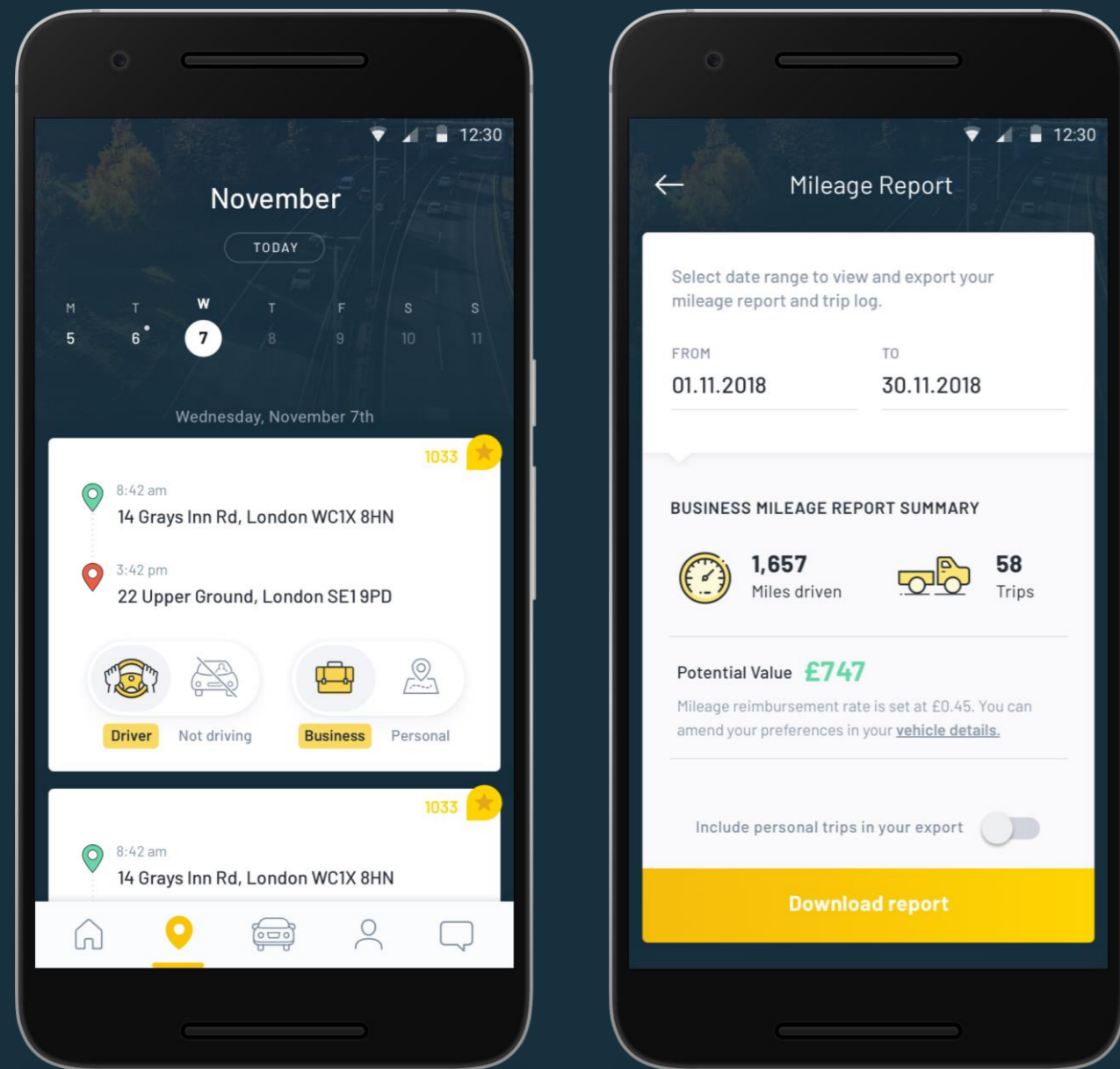
Prize raffle



Charity donation



The Brightmile mileage assistant makes a driver's day to day life easier



- Each trip a driver makes is automatically captured in the 'Trips' section of the app
- This digital record of the mileage of each trip helps drivers make fuel expensing accurate and easy
- Trips are classified as 'Business' vs. 'Personal' based on a driver's specified working hours (but can be re-classified)
- Drivers are able to easily create mileage reports to support their mileage claims process

The proportionate & driver-friendly approach of Brightmile – this is not traditional ‘track & trace telematics’!

- ✓ No reporting of driver location to companies
- ✓ Driver behaviour is only reported to companies based on “Business” trips
- ✓ Drivers have full control to re-classify trips as “Business” or “Personal” – no intrusion on personal time
- ✓ Driver behaviour only reported to companies as trend data – no penalisation of individual incidents
- ✓ “Private mode” can be enabled immediately disabling all data collection & transmission
- ✓ Gamification, rewards, and positive reinforcement of good drivers
- ✓ Anonymous Manager Portal mode is available

Brightmile are winning drivers' support



The Risk section is very insightful. I think I am a better driver now as I am **more aware of how I drive** approaching junctions



I like how the app **rewards safe driving and helps me with my mileage claims** at the end of the month



I'd be **happy to recommend** that my company adopts Brightmile



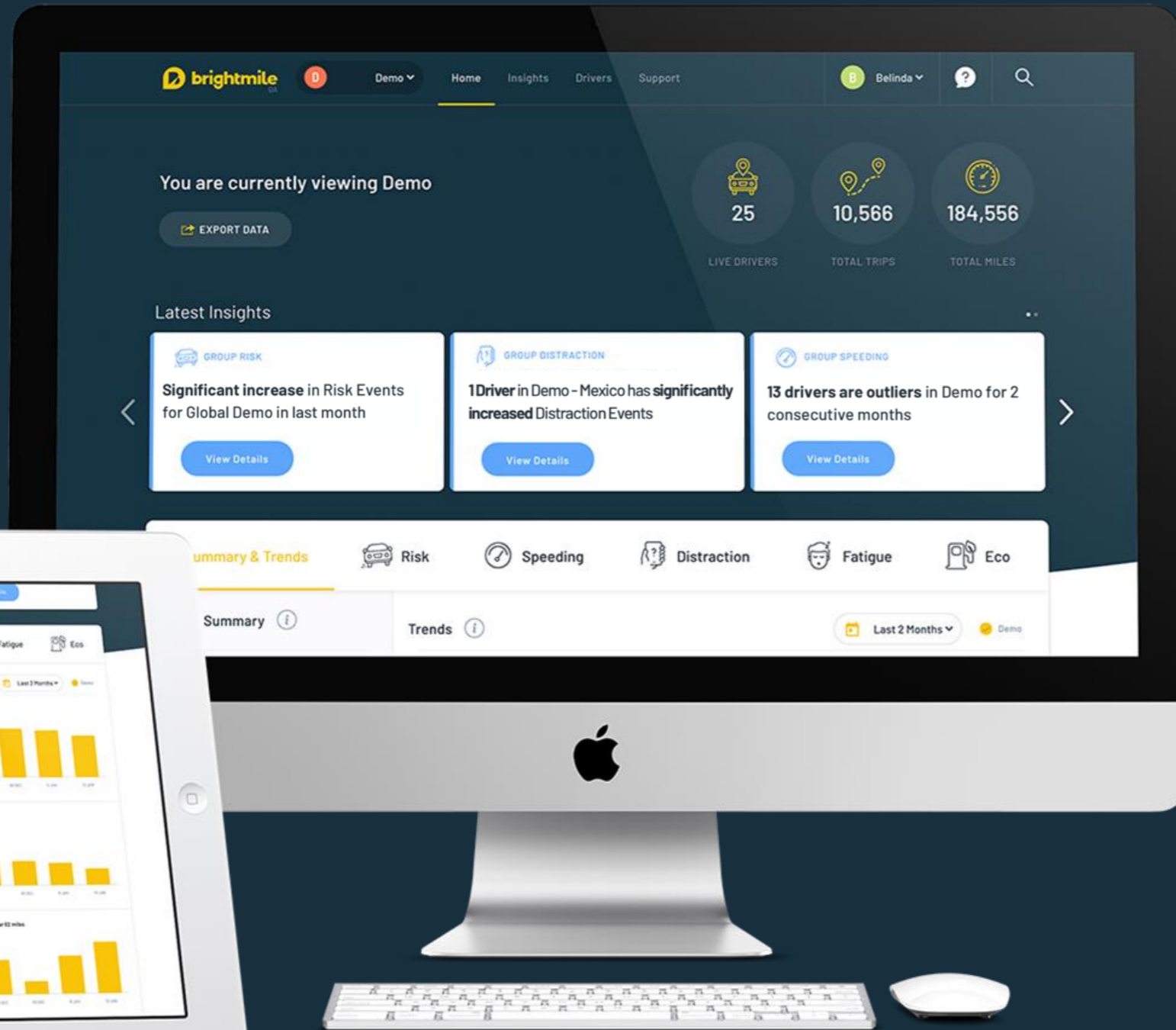
I can't think of anything that would make this app better, I am impressed with the progress that has been made since the start. I like how the app really does what it says!



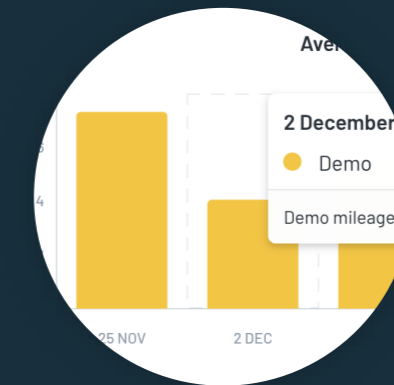
I initially thought it would be a waste of time, but [the Brightmile app] has made me **think a lot and I watch more how I drive**

Manager Portal Demo

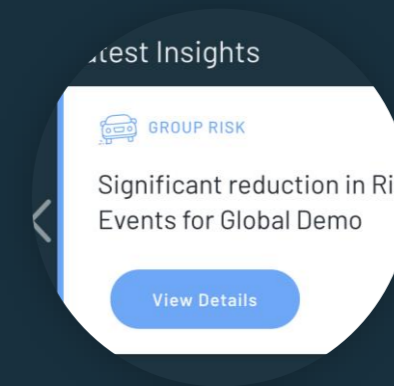
Manager Portal dashboard highlights actionable insights and gives an overview of fleet risk trends



Understand current fleet performance

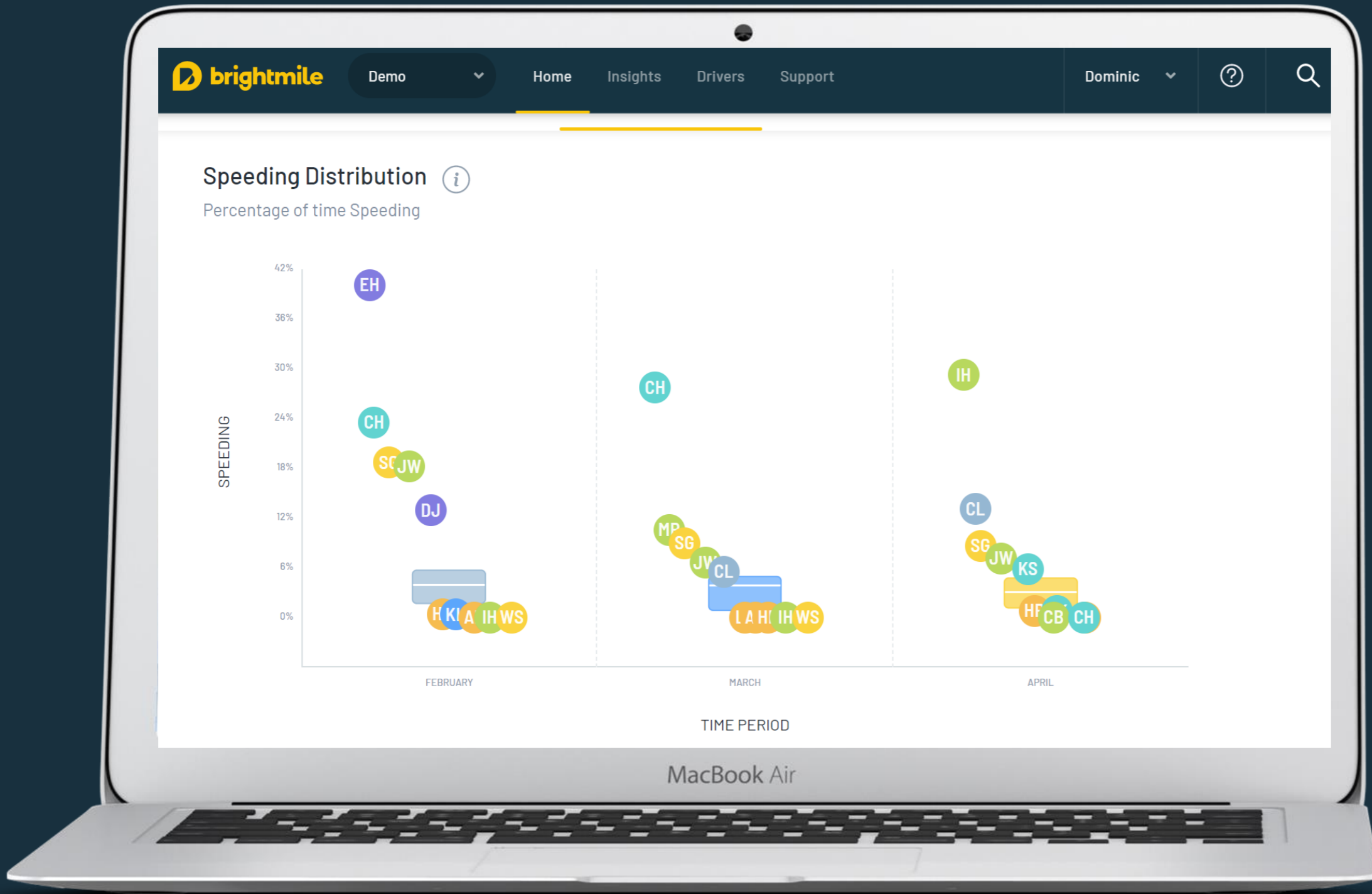


Monitor long-term trends



Actionable insights

The Portal can set out the best and worst drivers for each of the 5 Pillars allowing intervention and positive reinforcement



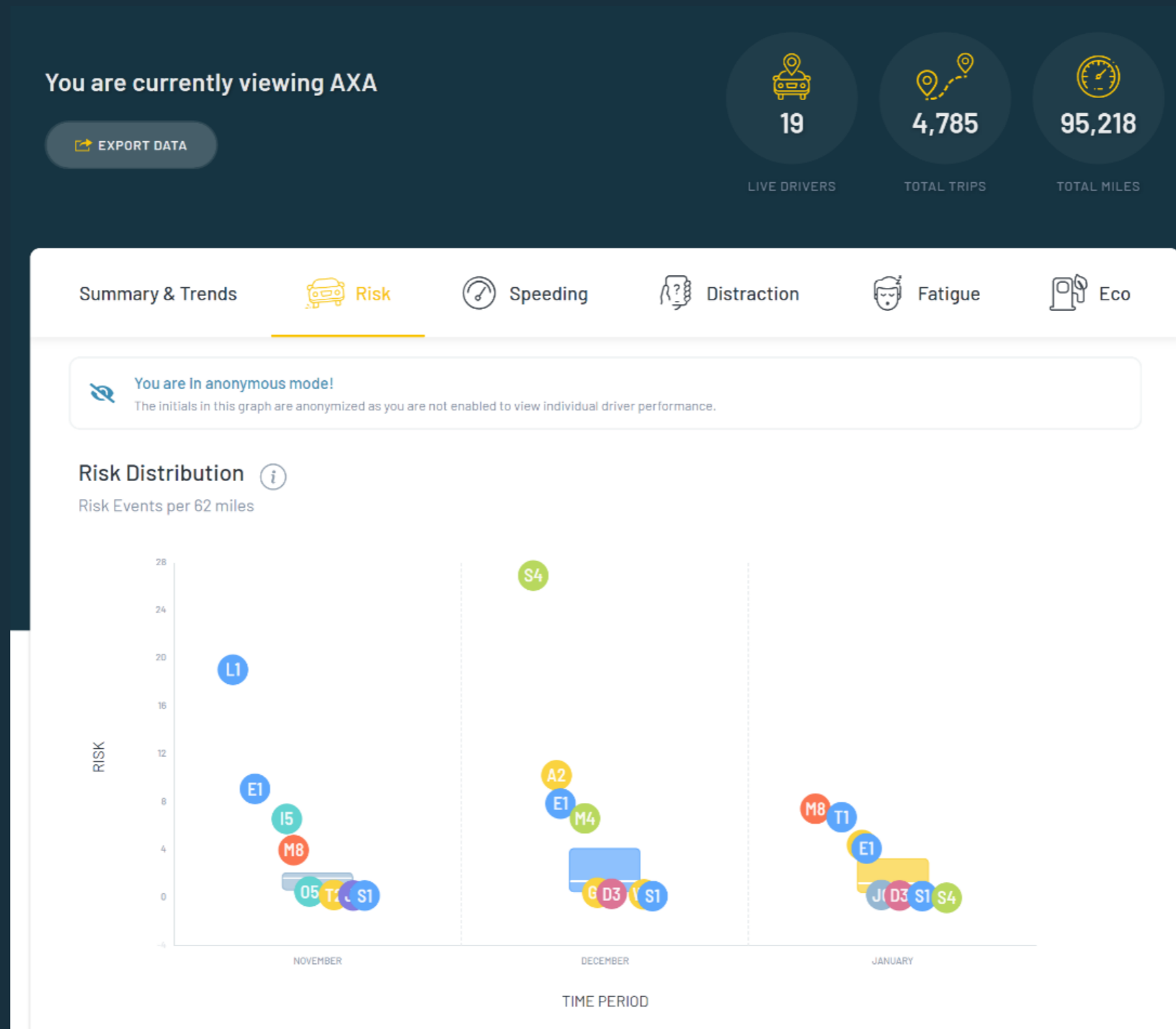
Easily identify outlier Drivers

Clicking the initials takes you through to the Driver's profile to allow deeper insight & coaching

Individual driver profiles facilitate hands-on driver management and easy digital admin



Alternatively, anonymous mode is available – either for entire fleets or certain Managers



Let's make your drivers
safer, together!

www.brightmile.io