



NEWS RELEASE

CalAmp And Telefonica Global Agreement Eases Migration To 3G In Mexico; Expansion Anticipated Across Latin America And Europe

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Bundled fleet management and stolen vehicle recovery solutions help fleet operators transition from 2G to 3G services

IRVINE, Calif. and MEXICO CITY, Nov. 27, 2018 /PRNewswire/ -- CalAmp (Nasdaq: CAMP), a technology solutions pioneer transforming the global connected economy, announced today that it has entered into a major global supply agreement with Telefónica, one of the world's largest telecommunications companies, to provide intelligent telematics devices for fleet and asset management applications in Mexico with anticipated expansion across other Latin American and European markets.

Through the partnership, Latin American and European telematics service providers (TSPs) and fleet management customers can take advantage of a simplified integration alternative and flexible financing terms to ease the transition and upgrade to 3G networks.

Telefonica will offer easy-to-integrate "IoT in a Box" bundles including CalAmp's fleet and asset tracking devices along with Telefonica connectivity and visibility tools to manage data consumption through Telefonica's Kite user platform. The bundled services will be offered to Telefonica's customers who provide fleet operators, vehicle financiers, automotive dealers, insurers and rental car companies with cost-effective fleet management, driver behavior and stolen vehicle recovery (SVR) solutions leveraging Telefonica's network.

"In order to remain competitive, our customers are demanding leading edge solutions with flexible terms," said Enrri Gonzalez, vice president of B2B for Telefonica. "CalAmp's long history and reputation for reliable telematics devices and device management systems made it the clear choice to couple with our advanced network. Now our

customers such as Rastret, Tracker GPS and Kuk Track will be able to provide fleet operators with a turnkey solution to optimize their operations and move at the pace of business today."

"This agreement is an exciting opportunity for CalAmp as we continue to expand our global presence within the growing European and Latin American markets," said Carl Burrow, senior vice president of global sales for CalAmp. "Through this partnership with Telefonica, the hardware and airtime bundles provide customers with cost-effective 3G telematics and asset tracking solutions to improve fleet utilization and safety, while expanding opportunities for CalAmp and Telefonica to drive market penetration in these important regions."

About Telefónica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

The company has a significant presence in 17 countries and over 356 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company and its shares are traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires.

About CalAmp

CalAmp (Nasdaq: CAMP) is a technology solutions pioneer transforming the global connected economy. We help reinvent businesses and improve lives around the globe with technology solutions that streamline complex IoT deployments and bring intelligence to the edge. Our software applications, scalable cloud services, and intelligent devices collect and assess business-critical data from mobile assets, cargo, companies, cities and people. We call this The New How, powering autonomous IoT interaction, facilitating efficient decision making, optimizing resource utilization, and improving road safety. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. LoJack is a wholly owned subsidiary of CalAmp. For more information, visit calamp.com, or [LinkedIn](#), [Facebook](#), [Twitter](#), [YouTube](#) or [CalAmp Blog](#).

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