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Business Insurance Solutions

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

Introductory material

What is **Brightmile?**

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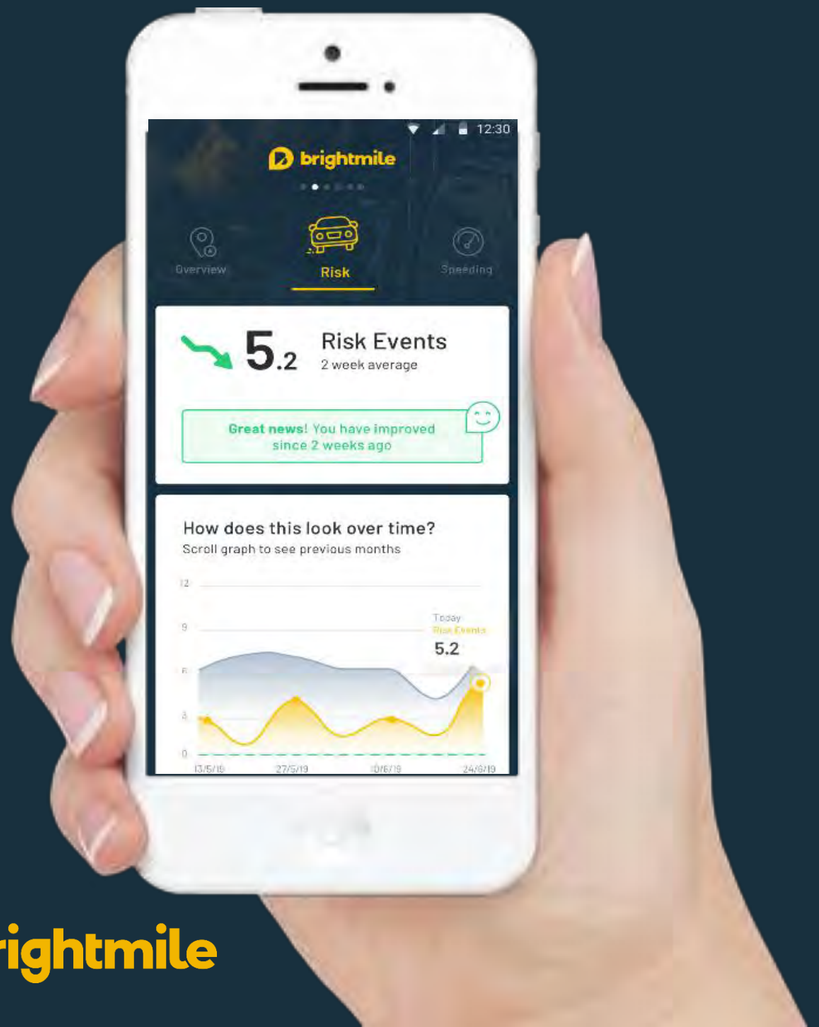
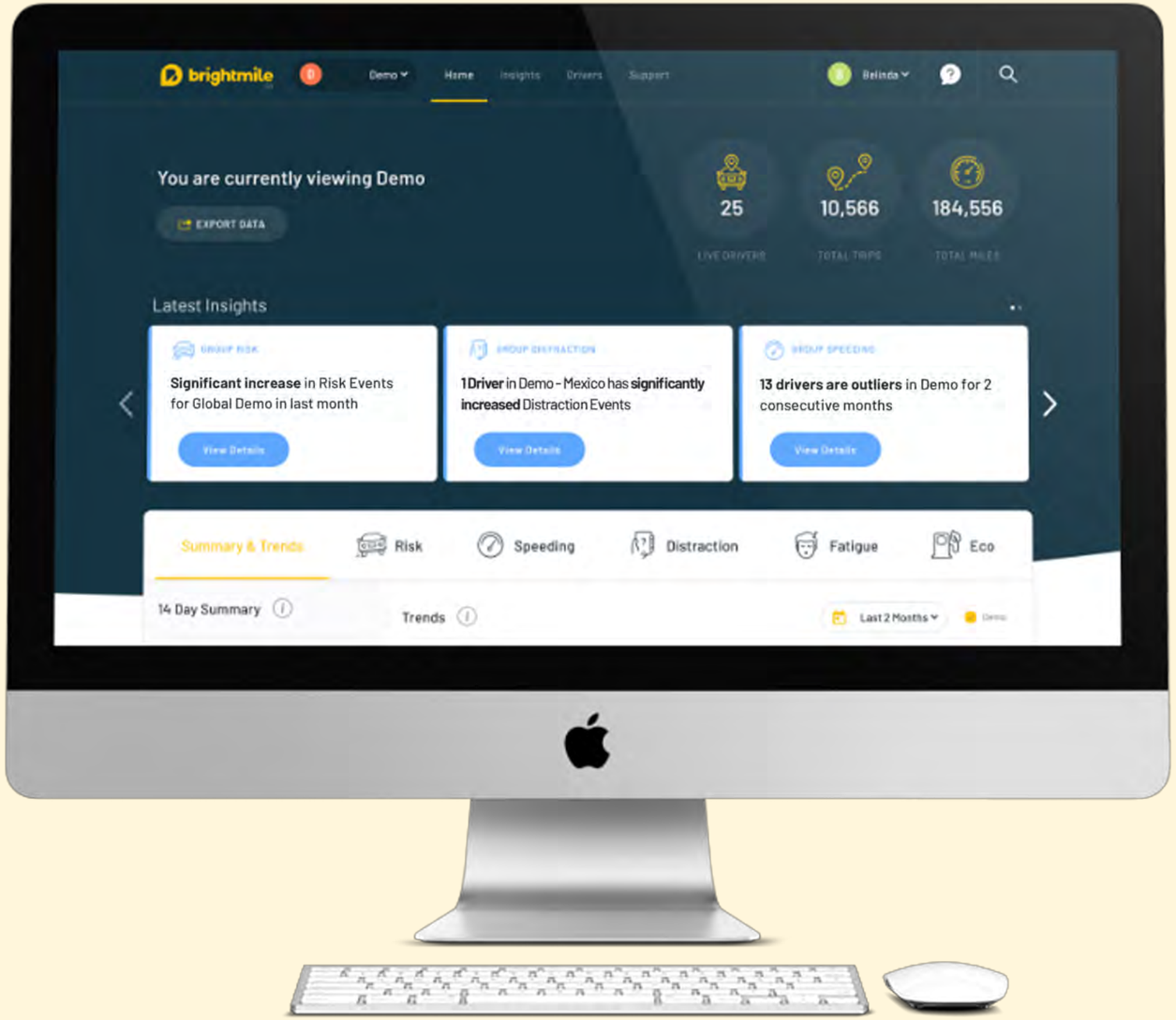
Driver App

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



Manager Portal

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



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Clear Value Proposition & High ROI of implementing Brightmile

Reduce collision frequency by 25-35%

Promote employee safety culture

Reduce fleet cost: ~10x ROI

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How is Brightmile different from traditional telematics?

Absolutely no hardware or implementation hassle

Focus on driver behaviour & 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

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Brightmile is working with fleets of all shapes and sizes in over 50 countries!

BAXI
deli2go
SGS
Orona
Boston Scientific
SIEMENS Healthineers
Lloyd's Register
BRITVIC plc
Mondelēz International
PEPSICO
PHILIPS
Heineken
Sysco
KEYSTONE
UKSafety Management
RICOH
VEOLIA
PHILIP MORRIS INTERNATIONAL
DANONE
DHL
storaenso
Global Fire & Security Systems
FIRST FOR FIRE PROTECTION VIPOND
apst 18 PRÉVENTION SANTÉ TRAVAIL
Air Liquide
DIAGEO
Schindler
VESUVIUS
Menzies DISTRIBUTION
Countryside Properties
Mole Valley FARMERS
CONWAY great people : great work
eDF
VAREX IMAGING
Nestlé
Arla
teva
Ingredion
SOLVAY
CALA GROUP
BIOMÉRIEUX
Just Ask
AECOM
Crawford
ceva LOGISTICS
Coromandel
G4S
SSE
PPG
sage
Pfizer
Johnson & Johnson
evergreen energy
FRESENIUS KABI

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-- 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

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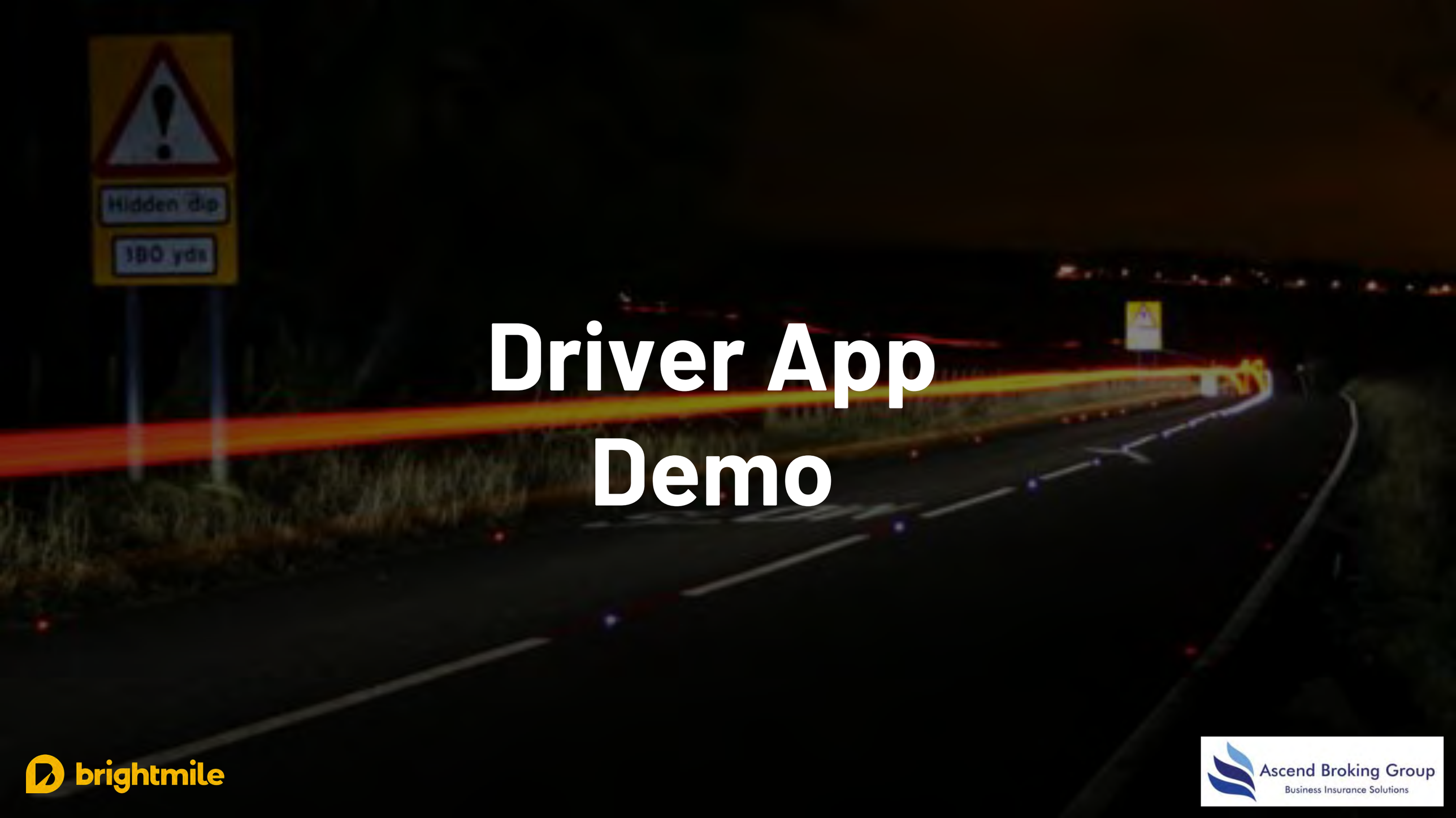

Driver App Demo

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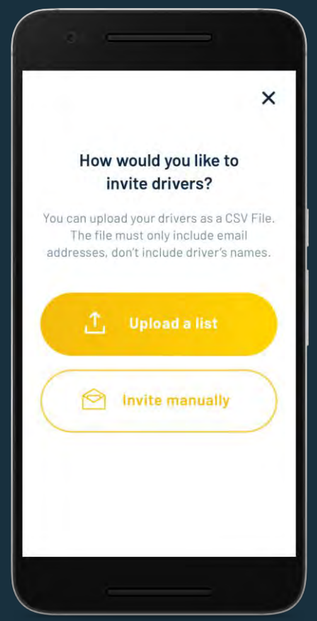
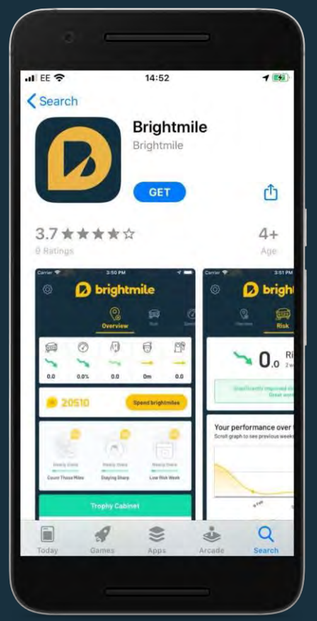
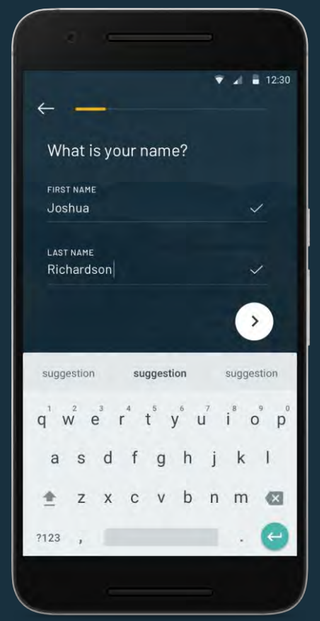
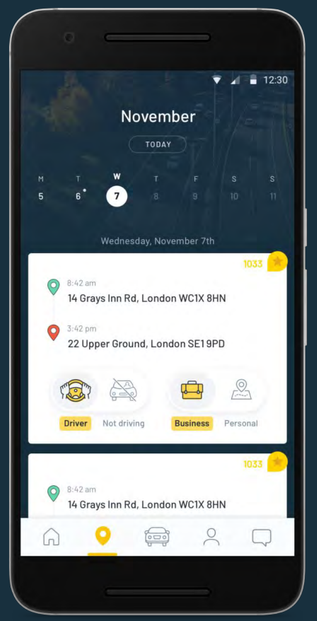
Deployed to drivers at the click of a mouse

1. Manager invites drivers by email
2. App download via Store
3. Simple account creation process
4. Trip auto-detection









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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

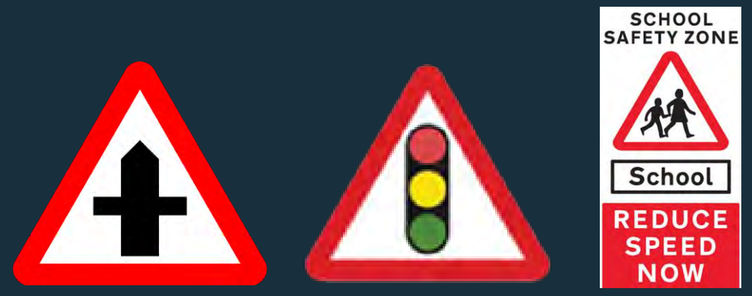
Distractions
Number of interactions with smartphone whilst driving

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

Risk



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

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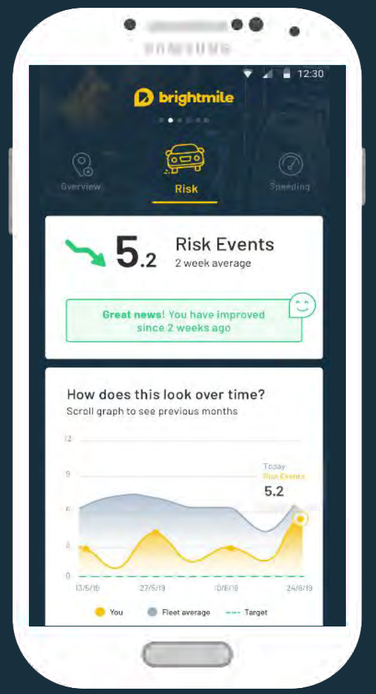
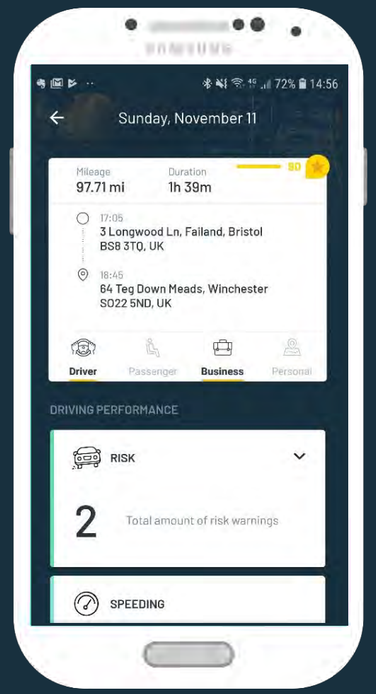
Engaging drivers to change their behaviour with a variety of gamification techniques

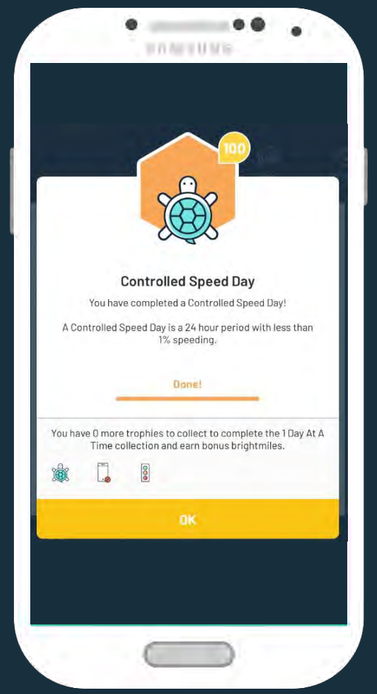
Driver Performance



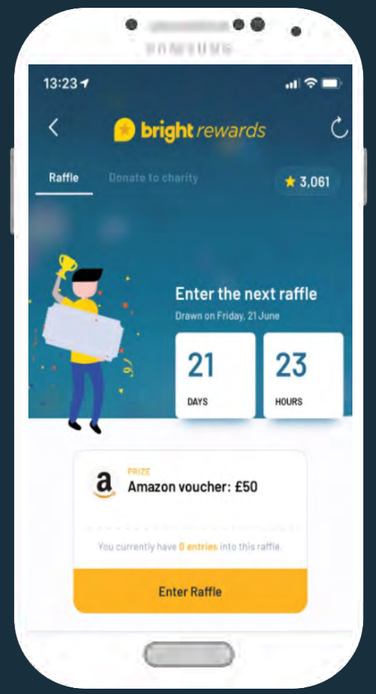
Brightmile accumulation



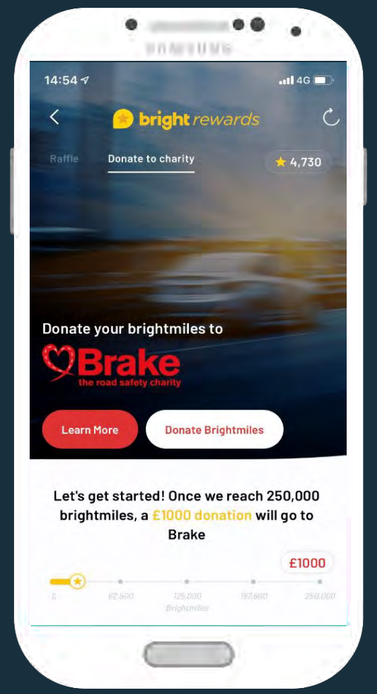
Bonus Brightmiles



Prize raffle



Charity donation



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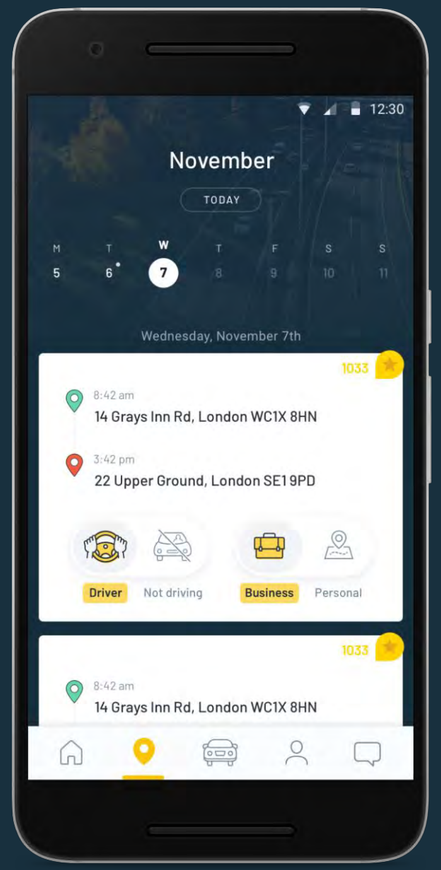
The Brightmile mileage assistant makes a driver's day to day life easier



- 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

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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

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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**

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Manager Portal Demo

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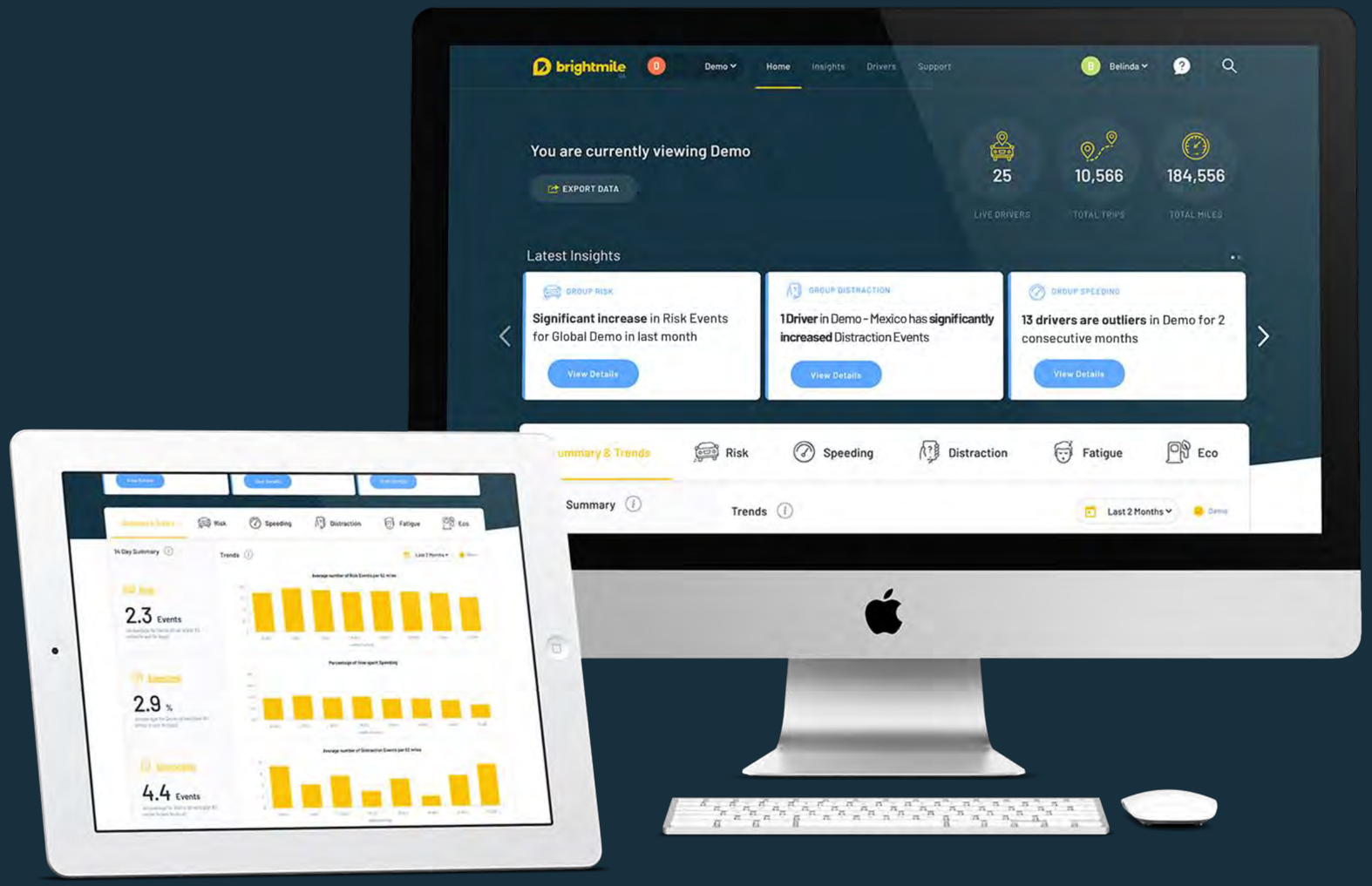
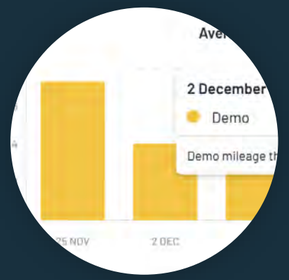
Manager Portal dashboard highlights actionable insights and gives an overview of fleet risk trends



Understand current fleet performance



Monitor long-term trends

Actionable insights

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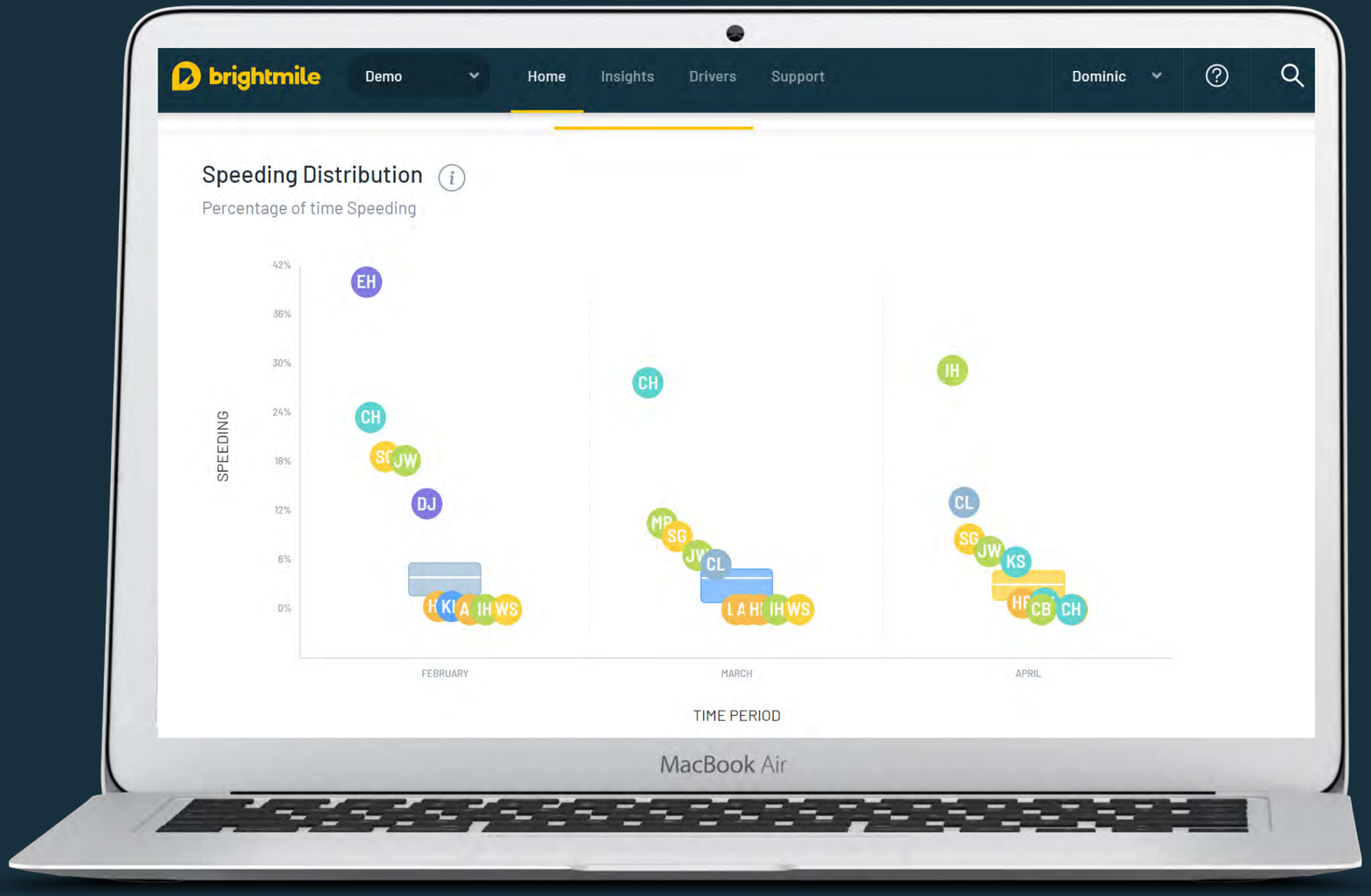
The Portal can set out the best and worst drivers for each of the 5 Pillars allowing intervention and positive reinforcement



Easily identify outlier Drivers

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

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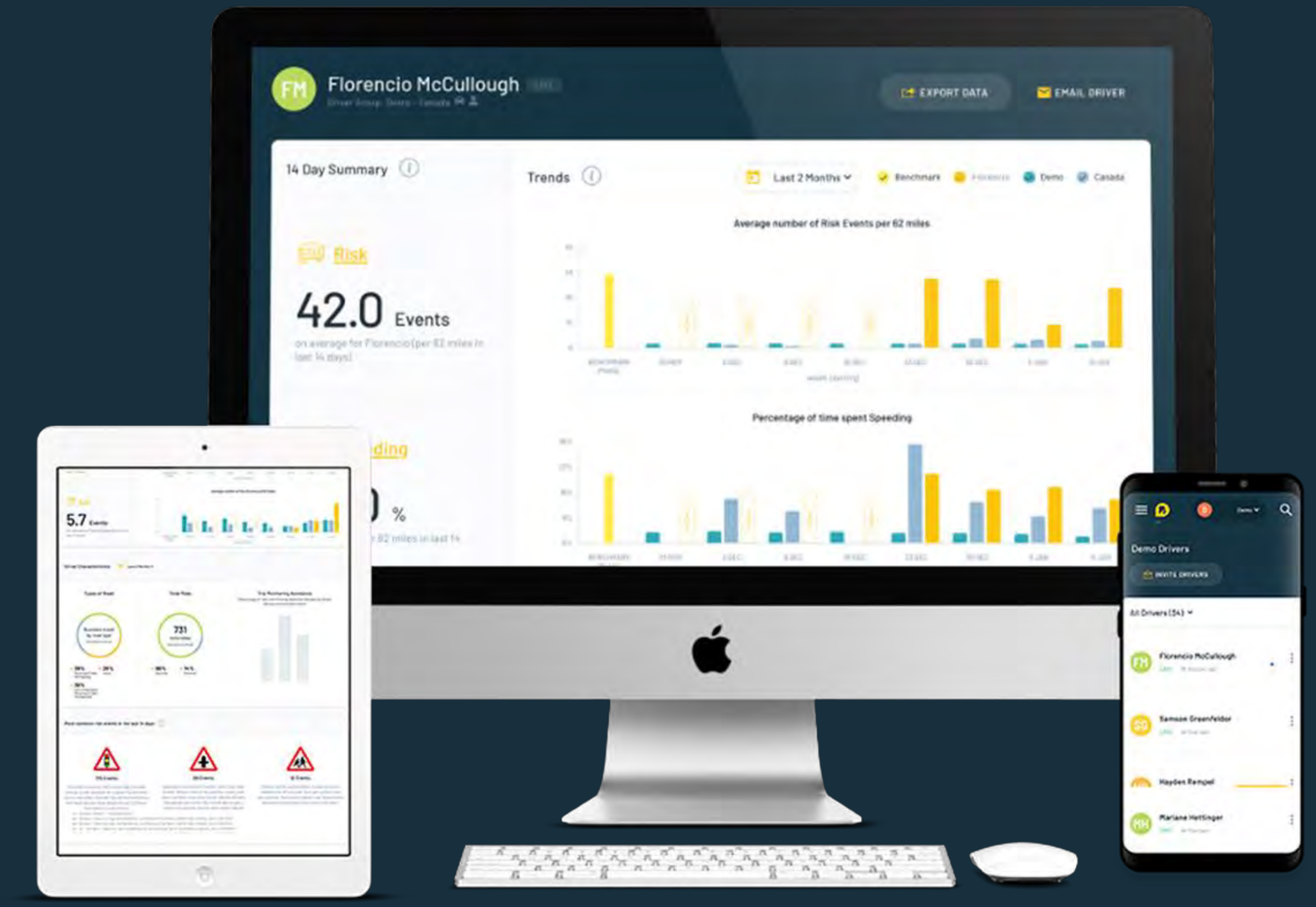
Individual driver profiles facilitate hands-on driver management and easy digital admin



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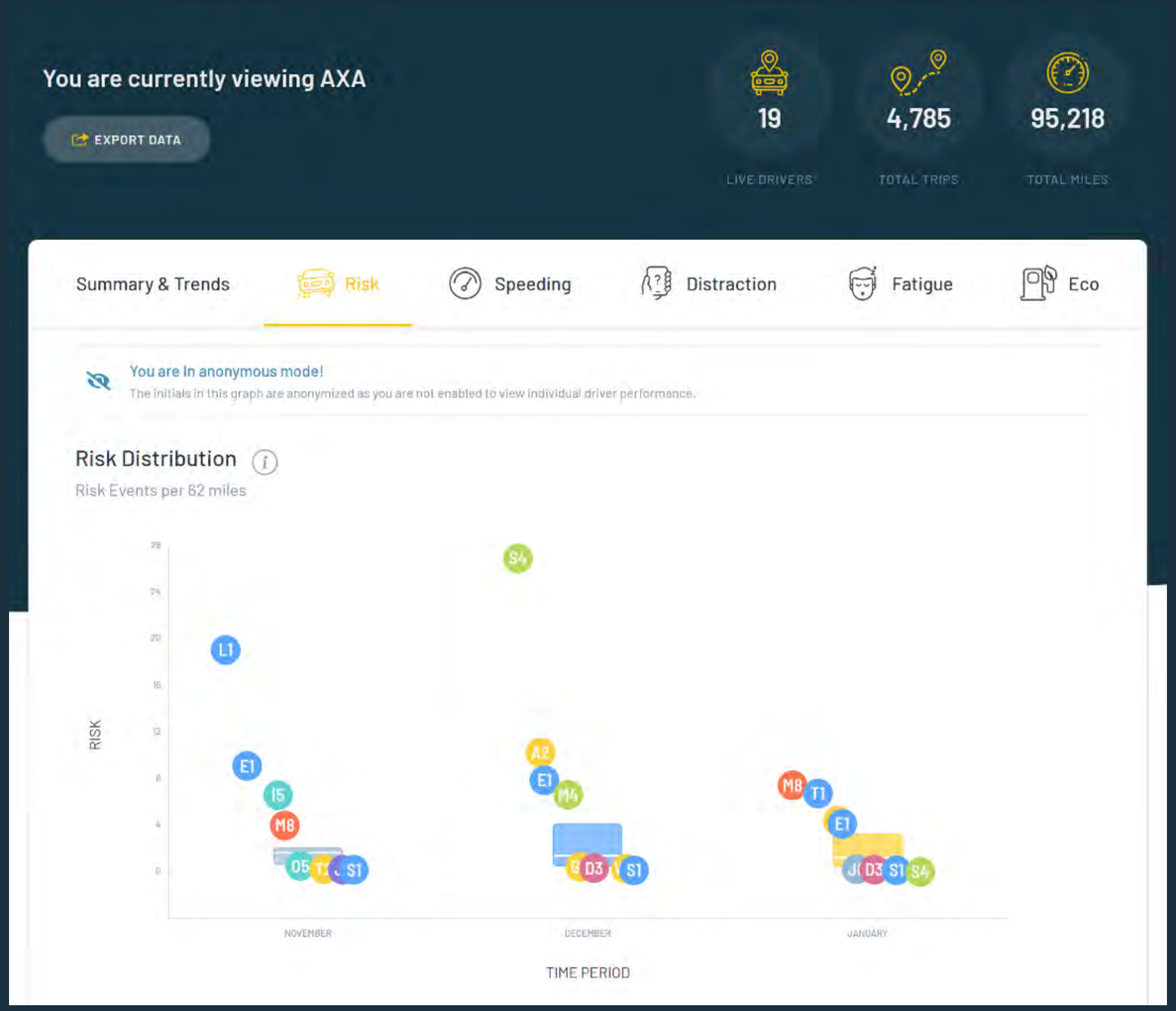
Alternatively, anonymous mode is available – either for entire fleets or certain Managers



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Let’s make your drivers safer, together!

www.brightmile.io

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