

The logo for logimeter, with 'logi' in white and 'meter' in orange, is contained within a white rounded rectangle on a dark blue background.

logimeter

Company Meeting – September '25



SA Outlook

Consumer & Business Confidence

Business confidence has slipped somewhat in Q3 2025. A survey by Rand Merchant Bank and BER shows business confidence falling to ~39 points, below the long-term average (~42). This reflects tariff pressures, export uncertainty, and rising input costs.

Improved Consumer Confidence: Rate cuts, lower inflation, and better disposable income seems to have lifted retail demand. **Also consumers are accessing more credit.**

SA Credit Trends

Credit Card Originations

Up ~30.7% YoY in Q1 2025. Lenders are offering more credit cards, particularly to below-prime borrowers.

Outstanding Credit Card Balances

Balances are up over 7% YoY as of Q1 2025.

Non-Bank / Alternative Personal Loans

Big growth in non-bank personal loans: account numbers rose ~14.3% YoY; originations up ~11.5%. But average loan size dropped ~11.4%.

Delinquency / Risk

Delinquency (arrears) levels are rising, especially for non-bank personal loans. In non-bank loans, balance-level delinquency reached ~41.7%.

Outstanding Debt Totals & Overdue Debt

Total outstanding balances (loans + credit cards) are at elevated levels; retailers and credit providers are reporting growing overdue balances. One report: overdue balances ~R200 billion, ~8% of total debt, increased by ~R11.5 billion over the past year.

Credit Applications / Originations (Personal Loans)

Originations are rising — personal loans in high demand. Many new account approvals especially from younger and below-prime borrowers.

Auto Market Update

Aggregate new vehicle sales increased to 51,880 units in August 2025, up 8,188 units, or 18,7%, from the 43,692 units sold in August 2024. This strength has been driven by an ongoing influx of affordable models, improving consumer confidence, favourable credit conditions, and a steady recovery in disposable incomes.

Overall, out of the total reported industry sales of 51,880 vehicles, an estimated 43,196 units, or 83,3%, represented dealer sales, an estimated 12,1% represented sales to the vehicle rental industry, 2,3% to industry corporate fleets, and 2,3% to government sales.

The August 2025 new passenger car market at 36,914 units, **its highest level since September 2015**, registered an increase of 6,786 cars, or a gain of **22,5%**, compared to the 30,128 new cars sold in August 2024.

The passenger car market was **2% up on July 2025**.

Revenue Update

	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Total
Actual	3,385,080	3,599,134	3,653,102	3,695,711	3,814,507	4,065,168	4,074,342	3,849,806	4,065,992	4,097,133	3,878,994	4,295,254	46,474,225
Budget	3,318,765	3,487,292	3,650,873	3,793,416	3,749,937	3,981,059	4,069,479	4,089,806	4,330,992	4,362,133	4,143,994	4,560,254	47,538,000
Budget Over / (Under)	66,315	111,842	2,229	(97,705)	64,570	84,109	4,863	(240,000)	(265,000)	(265,000)	(265,000)	(265,000)	(1,063,775)
Budget Cumulative	66,315	178,158	180,387	82,682	147,252	231,361	236,225	(3,775)	(268,775)	(533,775)	(798,775)	(1,063,775)	
Month on Month R Change	(83,539)	214,054	53,968	42,609	118,796	250,661	9,174	(224,536)	216,186	31,141	(218,139)	416,260	
Month on Month % Change	-2.41%	6.32%	1.50%	1.17%	3.21%	6.57%	0.23%	-5.51%	5.62%	0.77%	-5.32%	10.73%	

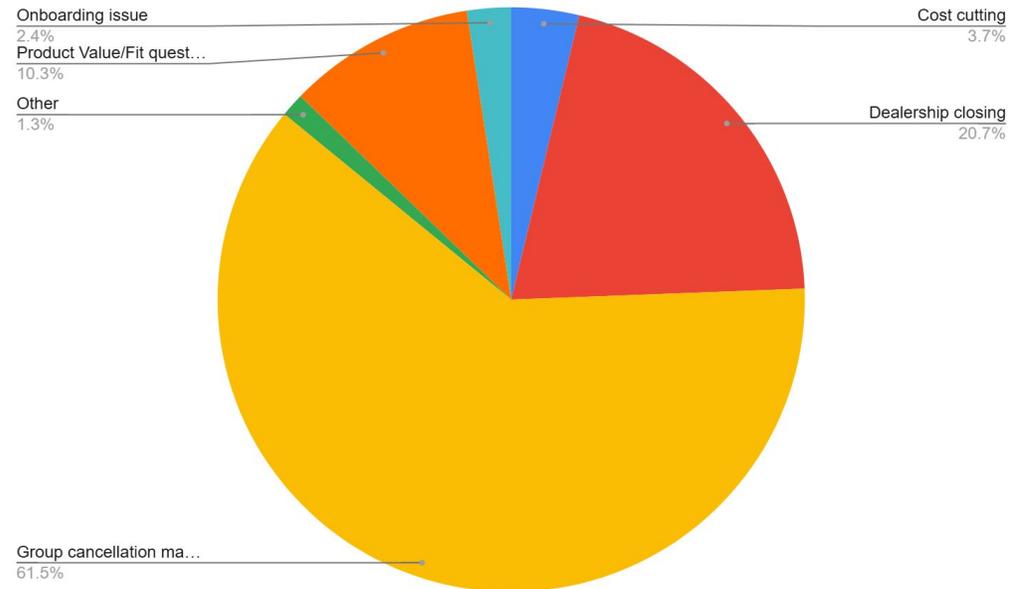
- **Points to note:**
 - Pretty much flat revenue month on month but still a new revenue record albeit a tiny increase of R9k
 - Reminder that Aug '25 included an extra 2.5 bus days billing which means the MOM increase was actually greater
 - R5k up on months budget
 - Year-to-date revenue is ahead of budget by R236k; however, the pending Motus cancellation will offset this gain and place pressure on achieving our budgeted revenues
 - Sales pipeline looks good (more on that later) and Logimeter AI could generate significant revenue

Attrition Update

	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Total	Actual Financial Impact so far for this Financial year
Dealership Count	26	6	49	61	9	11	16	29	11	2	3	6	13	10	6	14	17	92	177	
Cancelled Revenue	67,579	19,267	195,787	209,313	28,755	24,885	30,384	129,302	13,209	1,574	2,721	13,014	40,672	22,235	8,191	33,329	24,785	275,134	524,255	2,155,845
Monthly Attrition Rate	1.93%	0.54%	5.91%	6.14%	0.85%	0.73%	0.84%	3.73%	0.42%	0.05%	0.08%	0.36%	1.11%	0.60%	0.21%	0.82%	0.61%	7.30%	1.25%	
Target	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	
Under / (Over) Target	-1.43%	-0.04%	-5.41%	-5.64%	-0.35%	-0.23%	-0.34%	-3.23%	0.08%	0.45%	0.42%	0.14%	-0.61%	-0.10%	0.29%	-0.32%	-0.11%	-6.80%		

- Last 18 months of cancellation data using our 0.5% Monthly Attrition target
- Motus impact starts next month (circa R250k)
- Eastvaal cancelling C2C (Follow-Ups) and cleaning up TNs & Call Manager – estimated monthly revenue impact will be around R55k and take effect from November billings

Attrition Update



In my view, only the dealership closures represented unavoidable losses, accounting for 20.7% of our cancelled revenues.

The remainder may have been mitigated with different tactics or approaches.

The Leadership Team are reviewing our onboarding and customer engagement tactics as SMART Goals this quarter.

SUZUKI CAMPAIGN

(UPDATED 15/09)

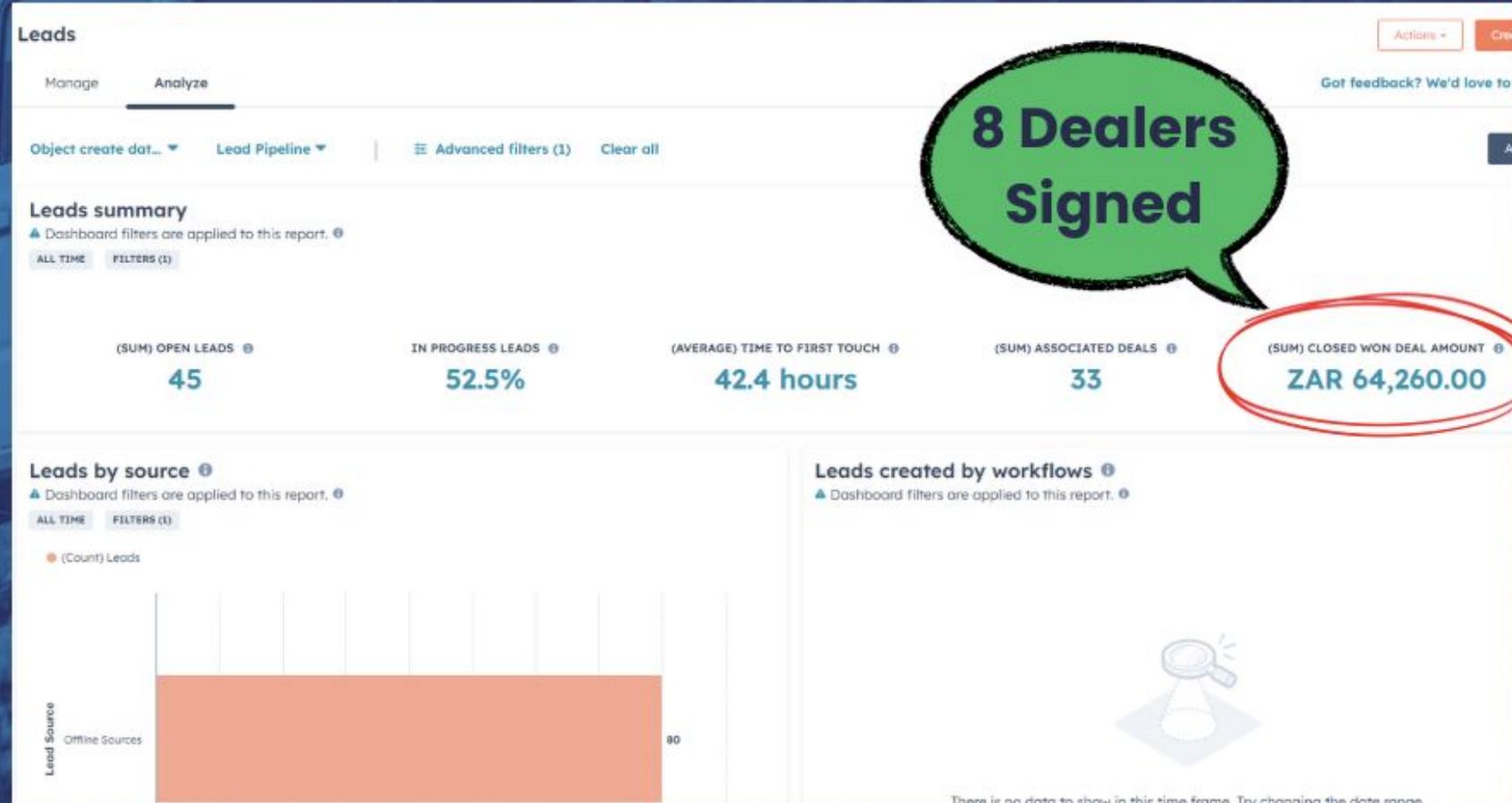
TARGET

103 DEALERS

20% CONVERSION

21 SALES @ R3500

R73,500

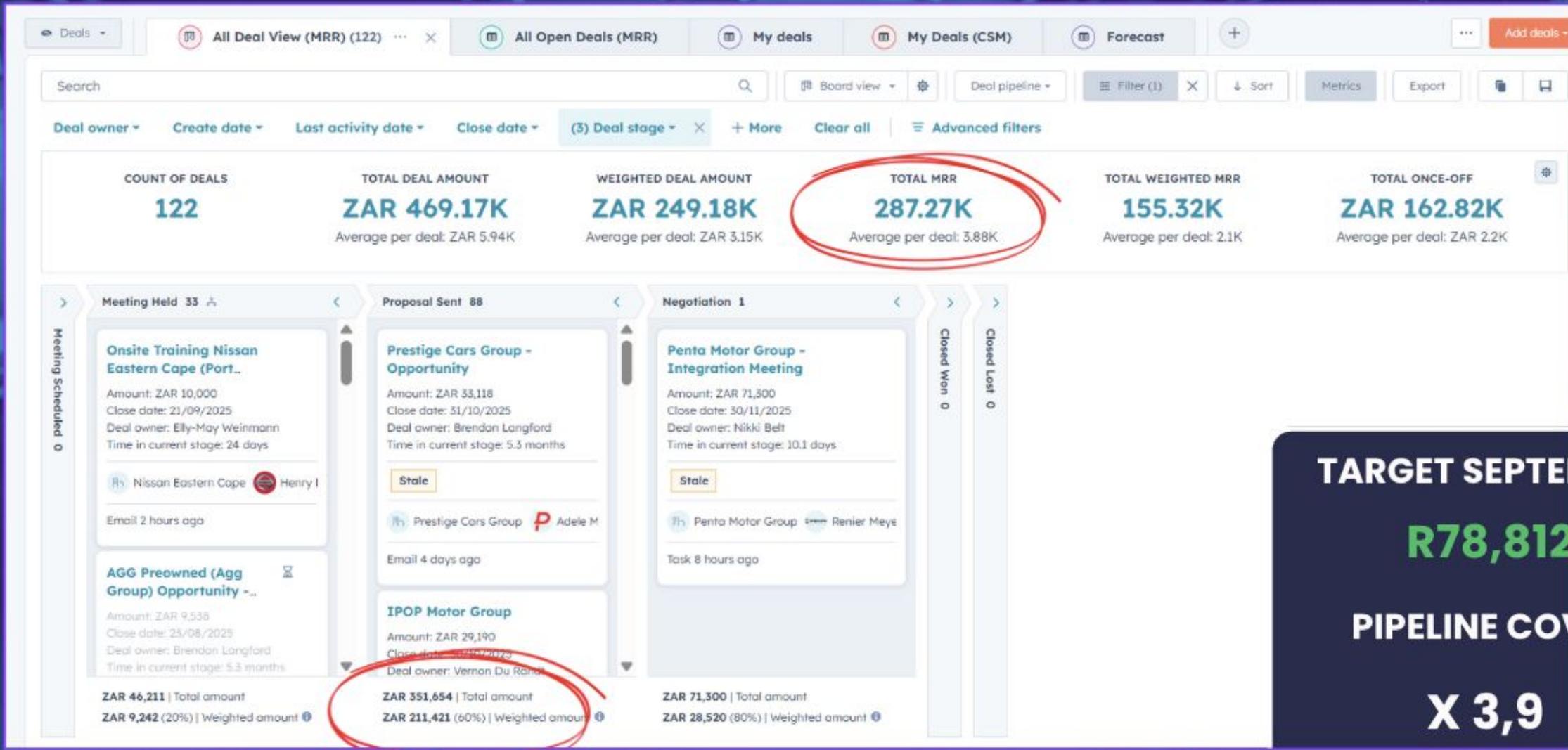


MONTHLY SIGNED CONTRACTS

	<i>July</i>	<i>August</i>	<i>September</i> <i>To date</i>
Annuity	R 81,455	R 21,594	R 74,173
Once off	R 55,265	R 14,668	R22,988
	<i>R 136,720</i>	<i>R 36,262</i>	<i>R97,161</i>

TOTAL PIPELINE

(UPDATED 15/09)



TARGET SEPTEMBER

R78,812

PIPELINE COVER

X 3,9

Notable Opportunities in the Pipe

- **Phase V (6 Dealers)**
- **Tavcor (20 dealers)**
- **Penta Motor Group (13 Dealers)**
- **Alpine Motor Group (R35K)**
- **Ipop Group Rollout (R10K)**
- **Prestige (Connect) (R30K)**
- **Mortimer Motor Group (30 dealers)**
- **Eastern Cape Motor (14 Dealers)**
- **Digi Cars (6 Dealers)**
- **AutoCity (Call Manager)**
- **Legacy Motor Group**

Ford SA – Roll-Out Progress

Total Dealer	111							
Group dealers	46	excludes Hatfield dealers						
Group clients	10	Contact at group level						
"Other" dealers	62							
12/09/2025	Ist Meeting booked	Ist Meeting held	Recap mail	Consent	Onboarding Doc	Set up	Training	Alerts & xTracker live
Dealers	36	33	33	26	13		2	23
Group Dealers	35	35	35	24	16	0	1	13
Group clients	9	9	9	7				
<i>All Dealer Progress</i>	<i>64%</i>	<i>61%</i>	<i>61%</i>	<i>45%</i>				<i>32%</i>
<i>Last week</i>	<i>47%</i>	<i>39%</i>	<i>40%</i>	<i>31%</i>				<i>20%</i>
	Ist Meeting booked	Ist Meeting held	Recap mail	Consent	Onboarding Doc	Set up	Training	Alerts & xTracker live
Nikki	23	23	23					
Vernon	14	11	11					
Brendon	7	7	7					
Paul	8	8	8					
Elroy	1			1				3
Lindsay				2			1	2
Elly				4	2		1	16
Melissa				6	2		1	7
				<i>outstanding</i>				

PHASE 1

We need to keep refining the dropped opportunity and CSI alerts – the more accurate and granular these alerts are, the better this solution will be considered by our customers. *We also need to change the language from one of dropped leads to possible dropped opportunities and Possible CSI Risks.*

We need to develop our **Action Centre** where we can track the post alert engagement for **missed calls, dropped opportunities and possible CSI risks.** We then need to track if the engagement converts into revenue so we can provide **ROI proof to our customers** – this will definitely help to **reduce group level and dealer based attrition.**

We want to develop **AI as a Service** where we ingest 3rd party recordings and apply the above Logimeter Solutions to them.

PHASE 2

We need to establish if the market values our skills development plans and if so, create a development roadmap for these features and benefits.

As the Ford AI pilots conclude: The Sales and CSM Teams will present the alert data and the AI dashboards to demonstrate the value achieved.

We will then attempt to unlock revenue by discussing the following options with each Prospect:

- A. Ford Dealers Only: Paying for AI on their Ford Dealers Only – current tracking
- B. PLUS (Inbound and Outbound Sales Only): Determine tracking gaps and add tracking and AI revenues
- C. PLUS (Inbound and Outbound After Sales Calls) Determine tracking gaps and add tracking and AI revenues
- D. All other Brands in the Group: Paying for AI on their other brands – current tracking only
- E. PLUS (Inbound and Outbound Sales Only): Determine tracking gaps and add tracking and AI revenues
- F. PLUS (Inbound and Outbound After Sales Calls) Determine tracking gaps and add tracking and AI revenues

Ford SA – New Client Sales & Servicing Model

As the Ford AI pilots conclude: The Sales and CSM Teams will present the alert data and the AI dashboards to demonstrate the value achieved.

We will then attempt to unlock revenue by discussing the following use cases with each Prospect:

- A. Ford Dealers Only: Paying for AI on their Ford Dealers Only – current tracking
- B. PLUS (Inbound and Outbound Sales Only): Determine tracking gaps and add tracking and AI revenues
- C. PLUS (Inbound and Outbound After Sales Calls) Determine tracking gaps and add tracking and AI revenues
- D. All other Brands in the Group: Paying for AI on their other brands – current tracking only
- E. PLUS (Inbound and Outbound Sales Only): Determine tracking gaps and add tracking and AI revenues
- F. PLUS (Inbound and Outbound After Sales Calls) Determine tracking gaps and add tracking and AI revenues

Hubspot Update

- **The New Business team is now live!**
- **The CSM team is now live!**
- *Plan to go live for support by the end of September.*

VALUES IN ACTION

INTEGRITY

TEAMWORK

INNOVATION

When we get it wrong:

- Increased Client Cancellations
- Decrease in Customer Lifetime Values
- Negative Word-of-Mouth (bad reputation / negative brand image)
- Higher Customer Acquisition Costs (more expensive to win customers back)
- Increased Price Sensitivity

= Reduced Profitability

CUSTOMER CENTRICITY

Everything we do revolves around understanding and exceeding customer expectations.

When we get it right:

- Increased Customer Loyalty
- Higher Customer Lifetime Values
- Positive Word-of-Mouth (Brand Reputation)
- Lower Customer Acquisition Costs
- Open to buying more from us (Opportunities for Growth)
- Trusted partner

= Increased Profitability

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Questions?