



## Fact Sheet

### About Zubie

Zubie is a groundbreaking new platform with the potential to transform virtually every car into a connected car. It combines innovative and useful features for drivers -- location, social sharing, driver scoring, car health, diagnostics -- with an unmatched ability to generate meaningful analytics around driver, trip and car data to foster revenue opportunities in the auto market and related markets such as insurance, resale and maintenance.

### Zubie for customers

- Zubie combines robust connected car capabilities with an engaging mobile experience. It makes driving fun, safe and social by connecting drivers with each other and with their cars in a unique and simple way. Zubie brings together trip data, driving patterns, and other useful vehicle information to unleash powerful analytics that enhance every part of the vehicle ownership and driving experience.
- Users can quickly and easily access Zubie as a free app from their smartphone and immediately take advantage of its rich Social Location Sharing capabilities. The Zubie app is available on any iPhone, with an Android app following shortly. From the free app, an easy upgrade to the full Zubie experience via the proprietary Zubie Key automatically unlocks driving-related analytics and vehicle-centric features.
- Zubie Services:
  - **Location services** - connecting and protecting family members, monitoring and alerting based on location geo-fences, and ad-hoc location-sharing
  - **Driving Analytics** – dashboards, reports and analytics on driving, trips and car performance, along with helpful comparisons
  - **Social** - Share, compare, compete based on how you drive and where you go, using scores, badges and leader boards
  - **Vehicle Health** - Real-time data on your car, alerts, codes and problems. Suggested repairs and cost, and data to predict future repair costs and true car value
  - **Fleet Management for Micro Business** - Driver-scoring for route and fuel efficiency, geo- fencing and dashboards to manage assets/drivers
- Zubie connects the car owner/driver with **compelling rewards, offers and services** such as insurance discounts, maintenance services or even trade-in offers, based on their specific driving or vehicle data.

### Zubie for third-party markets

- Customers **will have the option** of sharing their data in exchange for services and discounts from Zubie "ecosystem partners," consequently creating a robust database of driver and automotive information that can be monetized within auto-related markets, with consumers benefiting from special offers and value.
- The consumer applications allow Zubie to aggregate a tremendous amount of highly attractive driver, trip and car data, which can be maximized by third parties such as insurance carriers, auto dealers and resellers, and others.

### **Zubie Customer Privacy Commitment**

Zubie data is kept confidential, and we operate on important principles when it comes to privacy: **Security** - Customer data is kept secure – powered by the most sophisticated data and services technology out there (Google)

**Data Ownership** - Customer data always belongs to the customer and the customer only. It is only shared with other parties if the customer wishes to do so (i.e. for an offer or discount) and Zubie will always make it clear who has been authorized.

**Privacy** - Sharing features such as location groups are private to Zubie and never exposed on facebook or foursquare. Customers may choose to explicitly share certain elements such as achievements but never their location.

**Overall** – Zubie is actually aimed at improving security and privacy for consumers – by making sharing contracts with other users very explicit and very specific. It is specifically for sharing and coordination in a highly private context.

### **Why Zubie is different**

- Zubie delivers features that can save *consumers* money while enabling *service providers/third-parties* to better target and reach consumers with meaningful, customized offers.
- Zubie provides users access to rewards, offers. The secure data-sharing platform allows sharing of driving or vehicle data *only with those authorized* in return for valuable offers from insurance carriers, auto dealers, service centers or others.
- The Zubie consumer experience is simple, streamlined and designed so that car owners and drivers get the maximum amount of useful information and analytics, and get it in a way that is fun, shareable and promotes safety.
- Users can get started with the free phone-based Zubie app, and easily, seamlessly upgrade to the full Zubie experience.

### **Zubie benefits:**

- **Plug & Play simplicity** -- no Bluetooth set-up or special network requirements
- **Always-on** -- capturing data from the moment the ignition turns on; not dependent on a phone
- **Secure sharing** -- Zubie enables real-time location sharing privately, all controlled by the user.
- **Cost savings** -- Zubie's comprehensive diagnostic capabilities offer insights into how well the car is running and interprets vehicle alerts.
- **Gaming/social potential in a safe way** -- compare driving patterns, car performance in a way that is fun, while promoting safe driving.

- **Shareability for parents and teens.** Zubie delivers a simple way for parents to keep track of teens through robust location sharing capabilities, yet also provides a fun way for teens to interact with their peers, comparing driving and vehicle scores, and share location in a secure way.

### **Zubie availability**

Customers can pre-order at Zubie.Co.

### **Zubie business solutions**

Zubie will offer car and driving information-based solutions for commercial entities such as businesses with small fleets, insurance carriers for usage-based insurance purposes and others.

### **Zubie the company**

Zubie is a mobile and Internet services company focused on maximizing connected-car capabilities for consumers and businesses. The company, formerly known as GreenLight Connectivity Solutions, was formed in 2012, and is headquartered in Charleston, SC, with offices in the Minneapolis area.