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Powerfleet Announces New Major Partnership with MTN Business to Scale AIoT Adoption Across Extensive Enterprise Operations

Combined Platform and Connectivity Strength Unlocks Predictive, AI and Data-Led Intelligence for Fixed and Mobile Operations

WOODCLIFF LAKE, N.J., Aug. 11, 2025 /PRNewswire/ -- Powerfleet, Inc. (Nasdaq: AIOT), a global leader in the artificial intelligence of things (AIoT) SaaS mobile asset industry, today announced a groundbreaking new enterprise growth partnership with MTN Business South Africa, part of MTN Group, the continent's largest mobile network operator, with 297 million customers across 16 markets and \$7.4 billion in annual revenue.



"This partnership marks a bold step forward in redefining enterprise IoT value creation," said Sudipto Moitra, General Manager of ICT Enterprise Business, MTN. "By combining MTN's vast network infrastructure and deep connectivity expertise with Powerfleet's Unity AIoT data highway and advanced intelligence stack, we're co-creating a next-generation set of solutions that delivers real-time, AI-led data insights across the entire supply chain."

"This is a foundational growth partnership," said Steve Towe, CEO of Powerfleet. "We're combining Unity's AI-driven, device-agnostic platform with MTN's unmatched connectivity infrastructure to create a single pane of glass for real-time end-to-end enterprise data intelligence. Together, we're delivering predictive, scalable data solutions that transform how businesses optimize performance, safety, and efficiency – enterprise digital transformation at scale."

Unlocking Predictive, Unified Intelligence Across the Entire Supply Chain

This joint go-to-market solution empowers enterprise customers to transcend legacy telematics and fragmented data silos - delivering AI-powered intelligence across every layer of the supply chain, including:

- Real-time intelligent data-driven operational visibility across every aspect of operations – from warehouses to on-road vehicles, equipment, and infrastructure - underpinned by MTN's extensive network and Powerfleet's device-agnostic Unity AIoT platform
- AI-powered automated risk detection and safety intelligence, leveraging video-based analytics to identify patterns, flag anomalies, and surface insights that matter

- Predictive operational optimization - from energy and fuel performance to maintenance forecasting, cost efficiency, and asset uptime
- Connected compliance and sustainability frameworks, offering built-in ESG alignment, digital reporting, and proactive governance tools
- Enterprise-grade integration and extensibility, via Unity's Unified Operations integrations, connecting harmonized and cleansed complete data sets seamlessly to the business systems enterprises use to run their mission critical processes

This is a market-defining new proposition designed to amplify the enterprise value of every data point, every asset, and every decision made through AI-powered data intelligence.

Scaling Market-Wide AIoT Adoption Through MTN's Unmatched Reach

MTN will white label Powerfleet's Unity AIoT platform, combining it with its extensive infrastructure and connectivity, and offer it directly to its business customers - supporting wide-scale adoption of real-time data-driven insights, intelligent on-road AI video safety, in-warehouse operations and connected asset efficiency & sustainability optimization.

MTN has been recognized as the #1 Most Admired African Brand, and its influence provides a fast-track to scale across sectors including logistics, mining, transportation, utilities, and manufacturing.

About Powerfleet

Powerfleet (Nasdaq: [AIOT](#)) is a global leader in AI-powered data solutions that optimize mobile asset performance, safety, and sustainability. Powerfleet Unity's cloud-based applications leverage advanced AI, machine learning, and IoT connectivity to provide mission-critical insights across industrial, logistics, and transportation sectors. Serving 48,000 customers across 120 countries, Powerfleet empowers businesses with data-driven intelligence to enhance safety, efficiency, and workforce productivity.

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