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Powerfleet Launches Unity's AI-Driven In-Warehouse Solutions in partnership with TELUS, Unlocking Major Growth Potential

Strategic partnership leverages AI-driven technology to transform warehouse safety and efficiency across North America

WOODCLIFF LAKE, N.J., March 10, 2025 /PRNewswire/ -- Powerfleet (Nasdaq: AIOT), a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry, announces the launch of advanced Unity in-warehouse solutions through its TELUS partnership, enhancing safety, workforce retention, and operational efficiency in Canada and the United States.



TELUS, a global leader in communications technology with over 20 million customer connections, is leveraging its network to propel Powerfleet's AI-driven solutions to its customers. This strategic partnership harnesses TELUS's industry-leading network and deep expertise in digital transformation to significantly bolster Powerfleet's AI-driven warehouse solutions as well as expand the solutions' reach.

"The partnership with TELUS represents a tremendous growth opportunity for Powerfleet, taking this long-standing partnership to the next level" said Steve Towe, CEO of Powerfleet. "With TELUS's expansive market presence and commitment to digital transformation, we can accelerate the adoption of Unity's AI-driven safety, sustainability, compliance, and efficiency solutions across a broad range of industries. By combining TELUS's vast customer base with our cutting-edge AIoT technology, this collaboration strengthens our abilities to drive scalable revenue growth and furthers Powerfleet as a force in AIoT-driven digital transformation."

[As a recent Wall Street Journal article highlighted](#), safety in the warehouse is a key issue that businesses need to address, with thousands of workers injured every year, and forklifts being involved in nearly 100 deaths each year. The suite of Unity's AI-driven solutions integrates seamlessly into warehouse operations, addressing the key safety and compliance challenges while optimizing asset utilization.

"At TELUS, innovation is at the core of our mission to revolutionize the digital landscape for businesses, and our strategic partnerships in emerging technologies, such as Powerfleet's Unity AI-driven solutions, are creating new opportunities for our enterprise customers," said Jodi Baxter, Vice-President of Wireless, IoT, and Industry Applications at TELUS. "Looking ahead, we see the convergence of AI, IoT, and 5G as catalysts for transformative change in

business operations. TELUS is proud to lead this evolution together with Powerfleet, delivering substantial value and driving efficiency for organizations across North America."

The introduction of these solutions in partnership with TELUS reflects Powerfleet's ongoing commitment to delivering cutting-edge AIoT technology to a global customer base.

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. For more information, visit www.powerfleet.com.

Powerfleet Investor Contacts

Carolyn Capaccio and Jody Burfening
LHA Investor Relations
AIOTIRTeam@lhai.com

Powerfleet Media Contact

Jonathan Bates
jonathan.bates@powerfleet.com
+44 7921 242 892

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