



NEWS RELEASE
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Microlise Expands Global Channel Network With Emirates Logistics Middle East Distribution Agreement

Leading British transport technology and telematics company Microlise has agreed a significant deal with Emirates Logistics, making the company a formal distributor of its technology and services in the Middle East.

The agreement is part of a global expansion for Microlise which has more than 250,000 vehicle connections worldwide. The company delivers services such as vehicle tracking, fleet performance analysis, journey management and proof of delivery to customers across all six permanently inhabited continents.

Headquartered in Dubai and spread across UAE with five branches, Emirates Logistics, which is part of the Sharaf Group, services a large customer base across various market segments. It delivers warehousing and logistics services for many big brands in the UAE including IKEA, Adidas, Sketchers and Dakin – companies already installing Microlise fleet telematics technology in their supply chain.

Whilst Emirates Logistics operates its own vehicle fleets to provide logistics services in the region, this new distribution

partnership will see the company also selling Microlise products, managing and carrying out vehicle installation in the region. In addition Emirates Logistics will provide first line support for Microlise customers in the Middle East.

“Since its inception, Emirates Logistics has strategically invested in technology and expertise, enabling us to quickly grow in the region,” said Gomes Gorakanage, Transport Manager, Fleet Logistics at Emirates Logistics. “We see the technology Microlise is developing as vital for 21st century logistics operators and see enormous potential. We look forward to making it more readily available in the region and developing a prosperous partnership with Microlise as official distributors.”

Emirates Logistics’ parent company, the Sharaf Group, has an even broader scope of activities including shipping, retail, travel & tourism, IT, industrial, financial services, hospitality and real estate.

“We have been cultivating an excellent relationship with Emirates Logistics in recent years, running a number of proof of concept trials with them and demonstrating the potential of our technology to improve safety, customer service, boost efficiency and reduce unnecessary costs,” said Paul Jurevicius, Microlise Head of Global Channel. “With this official distribution partnership in place we look forward to significantly expanding the Microlise presence in the region.”

The unveiling of an official plaque recently took place at the Emirates Logistics headquarters in Dubai to mark the commencement of the distribution agreement.

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About Emirates Logistics

Head quartered in Dubai and spread across UAE with 5 branches, it is well resourced and competent organization operating and servicing a large customer base in various segments of the market. Since its inception, Emirates Logistics has made strategic investments in Infrastructural development, , Technology and Expertise, enabling our expeditious escalation as a renowned and successful brand both in the UAE and greater GCC region. Our objective is to bring value to our customers through our comprehensive Logistics capabilities, but still be flexible to provide customized solutions to each customer to meet their unique business needs.

About Microlise

Microlise telematics, proof of delivery and journey management solutions help its customers reduce costs and the environmental impact of their fleet operations. This is achieved by maximising vehicle utilisation, increasing operational efficiency and improving economy and safety; whilst helping to deliver the very best customer experience by providing real-time visibility of the fleet against schedule.

A privately owned business based in Nottingham in the UK, Microlise invests significantly in research and development annually to ensure its solutions continue to be underpinned by market-leading technology.