

Our AI is changing the world for the better

Greater Than is a global risk intelligence company that specializes in road safety and climate impact. Through the power of AI, we harmonize and analyze huge volumes of driving data to deliver actionable risk intelligence, so any organization can be proactive to prevent road crashes and reduce climate impact.

Avg CO2 emissions
per km

☁ 97 g

Climate impact

🟢 LOW

Crash probability

🚨 HIGH

We Measure What Others Can't.

Safe driving is a top priority, and countless telematics systems aim to measure it. But while they rely on similar methodologies and deliver comparable results, **they fall short where it matters most**—making driving performance universally comparable across different vehicle types and locations. This creates roadblocks for crash prevention, fair driver assessment, and accurate insurance pricing.

That's where Greater Than makes a breakthrough. Powered by proprietary AI and a groundbreaking pattern profiling methodology, **Greater Than make safe driving globally comparable**—across any vehicle, brand, size, or geography. For the first time, risk managers can benchmark and compare performance with confidence.

And here's the real game-changer: our solution directly correlates with crashes and crash severity, providing insights that others simply can't. Greater Than doesn't just measure safe driving—it quantifies risk in a way that drives real impact".

Welcome to the future of mobility intelligence.
Welcome to Greater Than.

Sten Forseke, Founder of Greater Than



Our AI has been endorsed, awarded, and accredited



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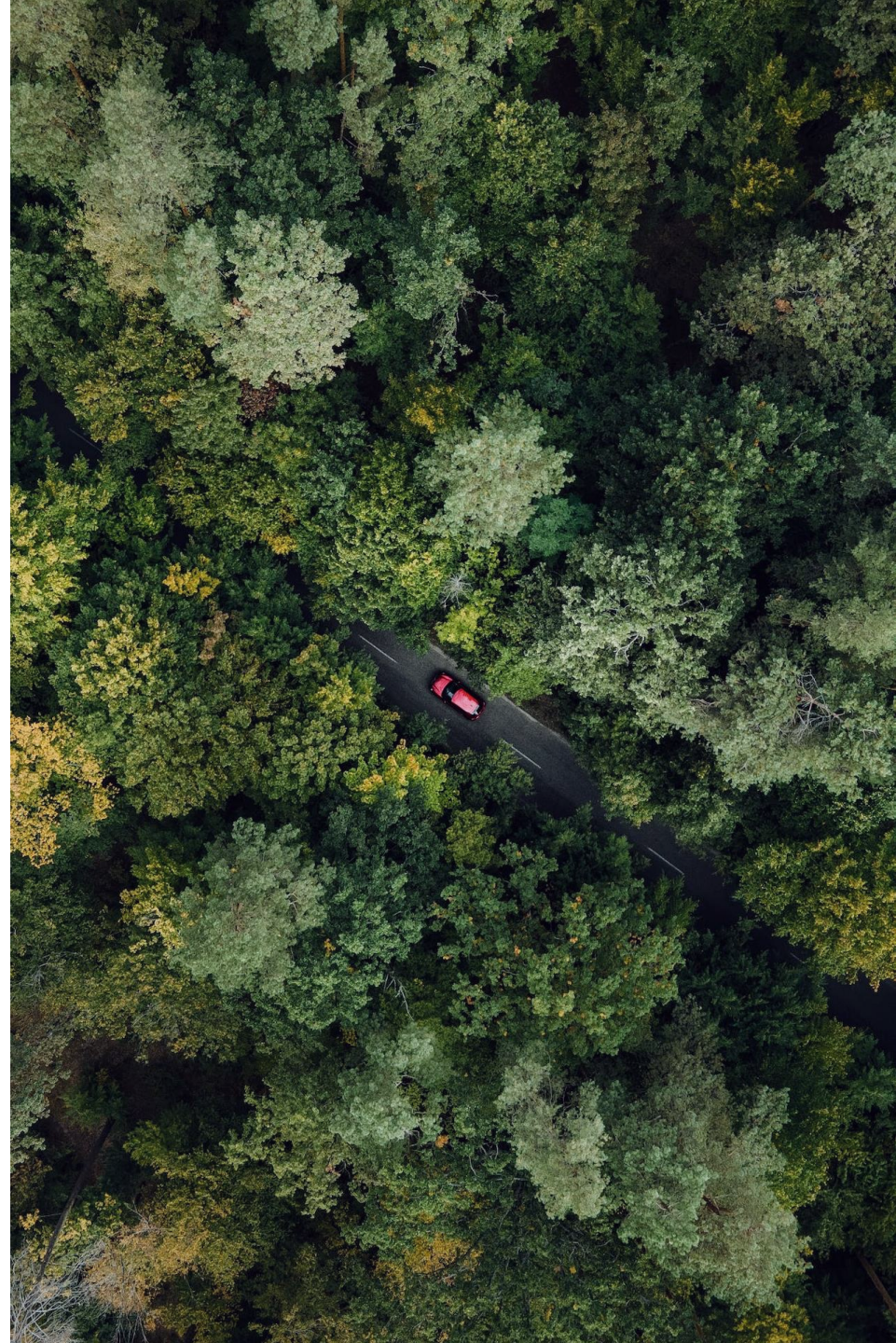
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Johanna Forseke
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DEPUTY CEO



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HEAD OF PRODUCT
DEVELOPMENT



We continue our journey of profitable growth

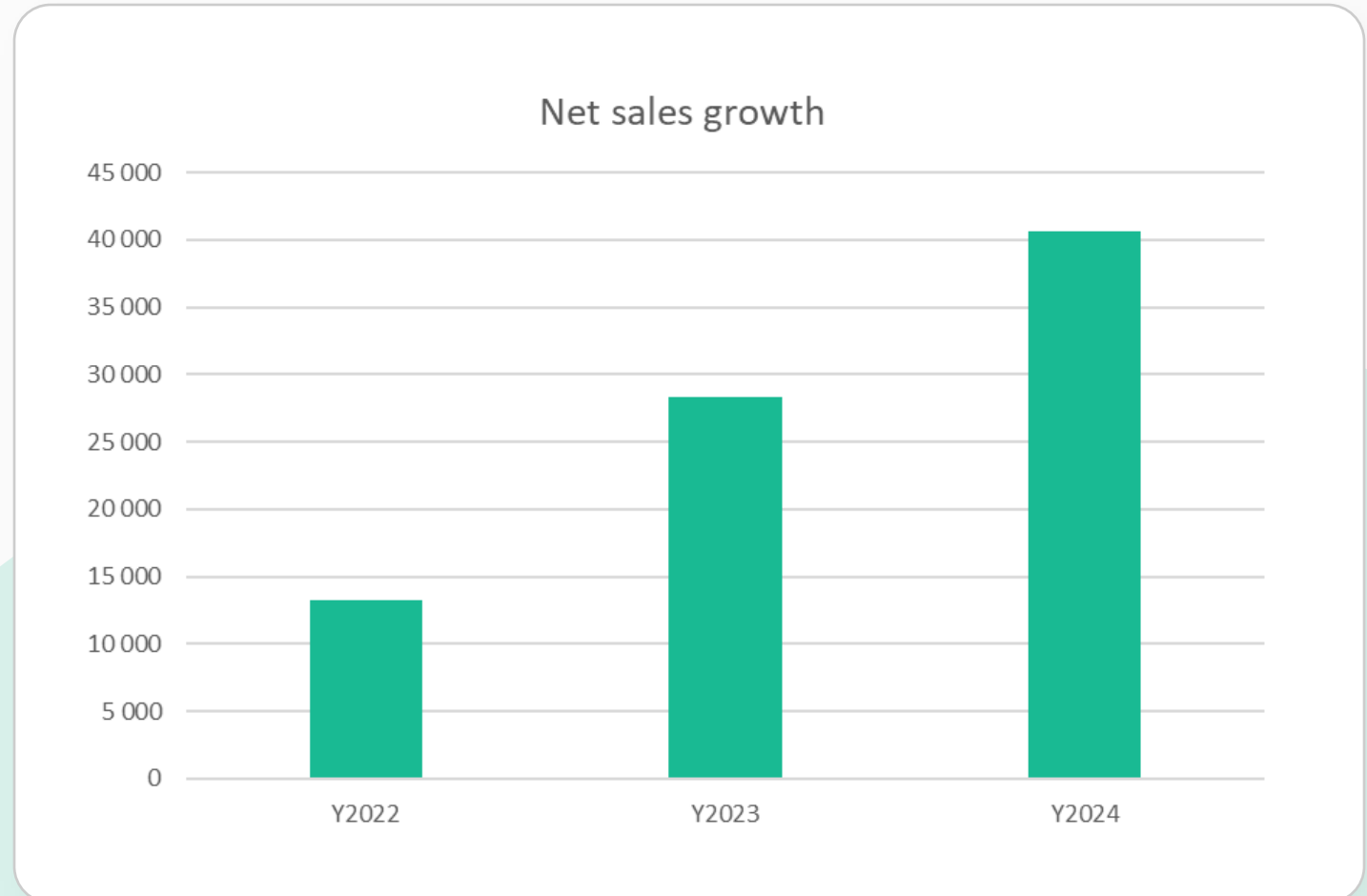
The Group October – December 2024 (KSEK)

- Net sales 8 159 (9 590) -15%
- Operating result -5 674 (-4 169)
- EBIT -6 364 (-5 624)
- Earnings per share before and after dilution -0.52* (-0.34)

The Group January – December 2024 (KSEK)

- Net sales 40 595 (28 270) +44%
- Operating result -1 885 (-31 471)
- EBIT -1 296 (-32 224)
- Earnings per share before and after dilution -0.23** (-2.50)

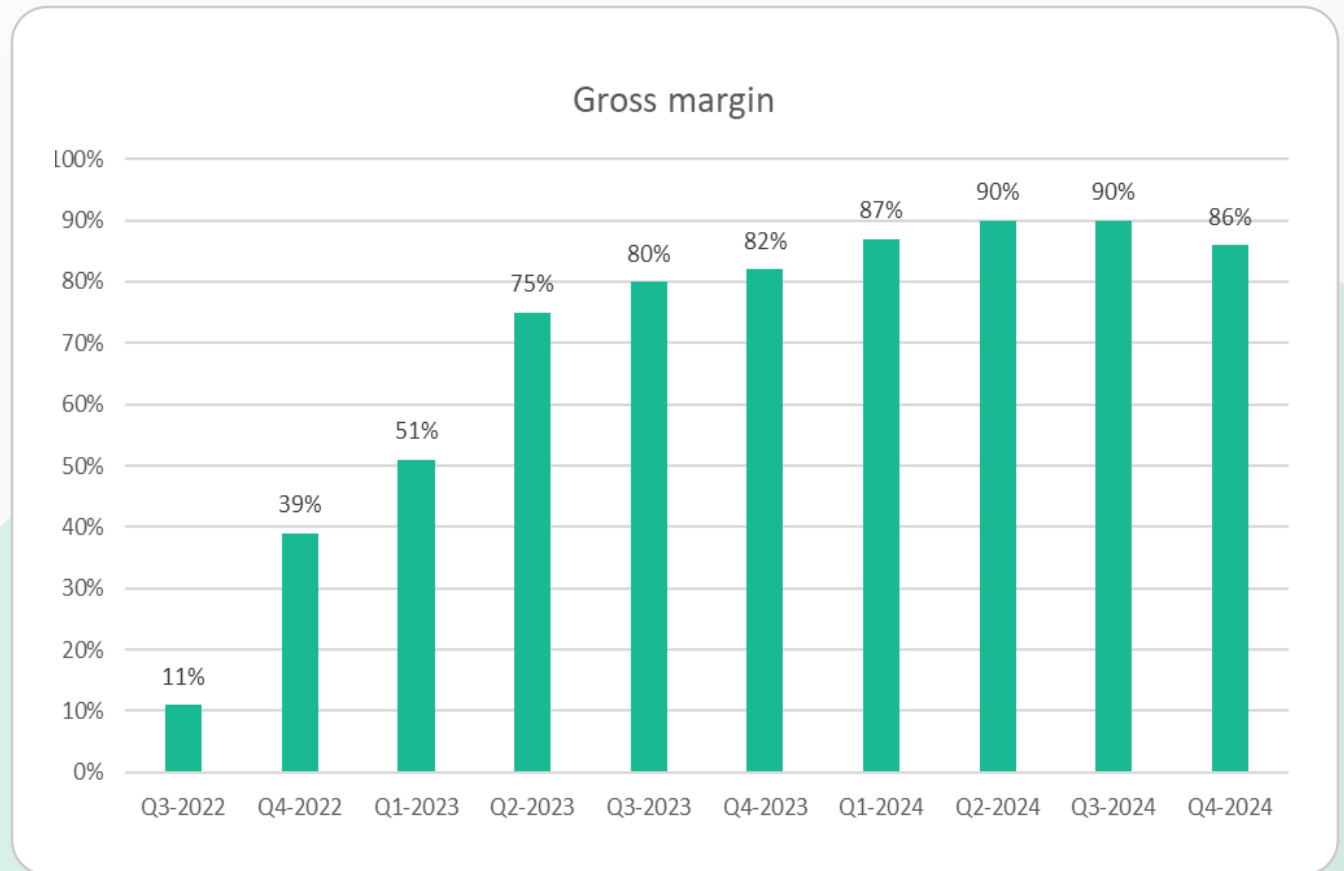
* Earnings per share, calculated on the result for the period and the average number of shares for the period January - December, 13 674 171* and 12 896 712** shares.



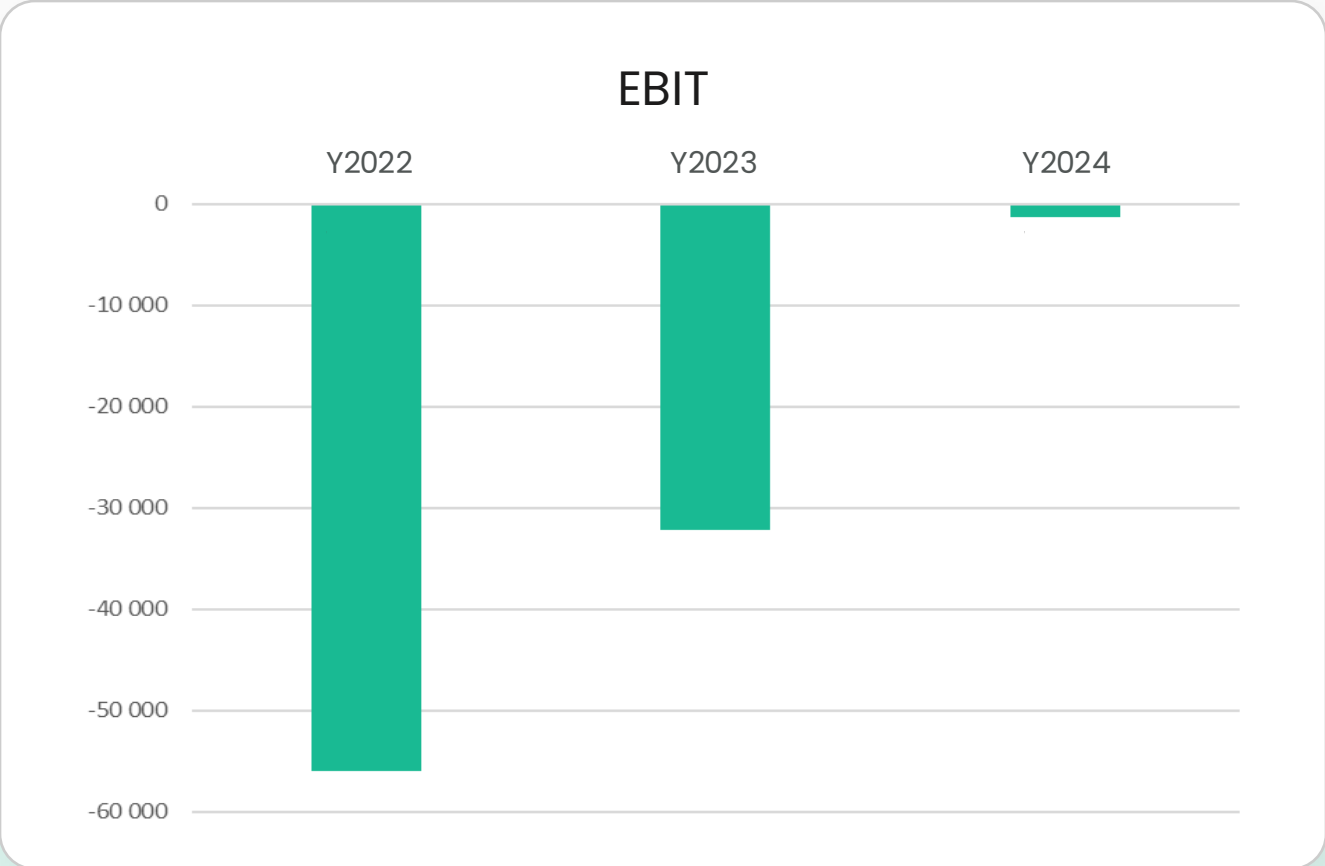
85% gross margin for profitable growth

Profitable growth is reflected in our increasing gross margin, up to 85% from 83% in Q1 2024.

Our target from the very beginning has been to sell large quantities at low unit cost. Hence, all software is designed and developed to fit purpose. In lower quantities, such design hurts the margins but increasing volumes result in better margins. That, in combination with astonishing work by our tech team to optimize the cloud processes, ensures outstanding unit economics.



EBIT trajectory

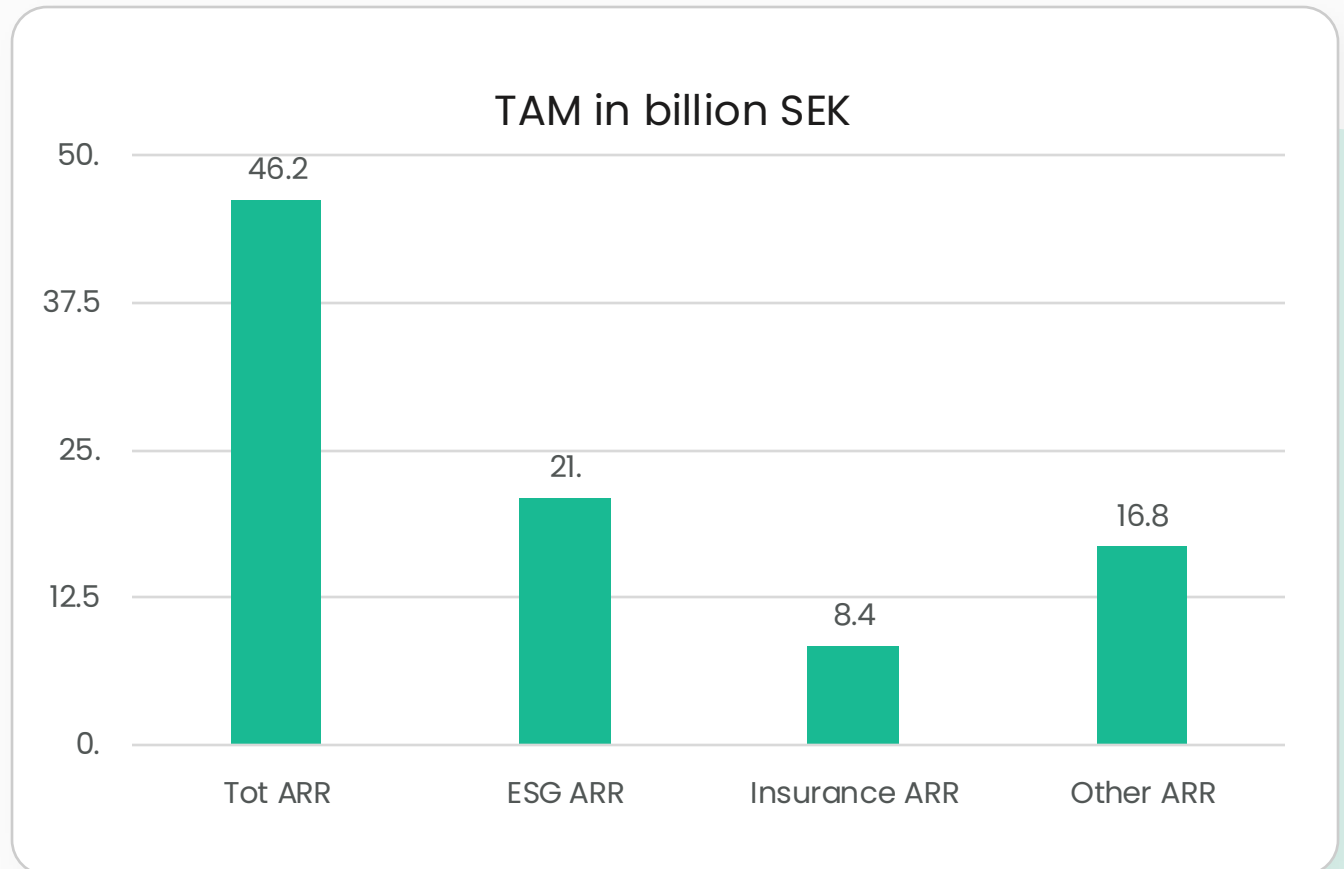


Rapidly growing addressable market ARR 46+ Billion SEK today

Our total addressable market (TAM) is currently estimated to an annual recurring revenue (ARR) equivalent 46 billion SEK and rapidly growing.

The size of the global market for connected cars in 2025 is projected to 121 Bn USD*.

In 2030, 96% of all new cars shipped worldwide are expected to be connected. Looking at current figures, out of the 1.3 billion cars in the world, it is estimated that around 550 million are connected. This places our TAM at an ARR equivalent to 46 billion SEK. Greater Than is focusing on the ESG and insurance segment of mobility, estimated to sit on 350 million connected vehicles, an ARR of 21 billion SEK and 8,4 billion SEK respectively.



Game-Changing Features that Set Risk Intelligence Apart

Greater Than Provides a Global and Quantified Way of Measuring Safe Driving

Greater Than Crash Prediction

- **Predictive:** Unmatched real-time crash and severity predictions, transforming risk assessment.
- **Agnostic:** Works independently of vehicle type, location, fuel and type of job or data source, maximizing scalability.
- **Comparable:** Provides global risk standardization, ensuring seamless cross-brand, cross-type, cross-fleet and cross-market adaptation.
- **Ultra-Low Cost:** Delivers high precision AI insights for less than \$0.03 per car and month for continuous measurement, making it exceptionally cost effective.
- **Scalable:** Requires only GPS data and is already trained in over 106 countries, making it ready for mass market adaptation.
- **Strong Crash Correlation:** AI trained with over 7 billion unique driver profiles, backed by real crash data, ensuring unparalleled accuracy.
- **Immediate Insights:** Requires only 1 km of driving data to generate predictive crash risk and safety insights.
- **Future Proof:** AI continuously learns and adapts and is ready to integrate customer specific data for long term value creation.

Greater Than Quantifies Risk in a Way that Revolutionizes Predictive Intelligence

Game-Changing Features that Set Eco Intelligence Apart

Greater Than is Transforming Fuel Consumption Analytics with Next-Gen AI

Greater Than Driver Eco Score

- **Relevant:** Unlocks the true impact of driver influence on fuel consumption, enabling precise efficiency optimization.
- **Fair & Accurate:** Isolates driver influence on fuel consumption from external factors (e.g., vehicle brand, vehicle type and location) for unbiased, real-world insights.
- **Comparable & Standardized:** Provides cross-market, cross-vehicle benchmarking, allowing for fair and transparent driver performance analysis across fleets and industries.
- **Global Scalability:** Works seamlessly across all geographies, vehicles types and fuel source, creating a universal efficiency standard.

Greater Than Leverages Pattern Profiling to Enhance its Eco Score

“At last, being the driver of the company's biggest truck, I can now be compared with and win over colleagues driving smaller vehicles”

– Rune Nilsson,
Expressbyrå AB

Why Invest in Greater Than

A Market Leader in AI-Driven Risk Intelligence

Greater Than is revolutionizing predictive risk intelligence with cutting-edge AI-powered crash probability and climate impact insights, tapping into the massive motor insurance and mobility market.

Unmatched Competitive Advantage

- Over 20 years of driving data & over 7 billion unique driving profiles fueling proprietary AI models.
- Precision-driven risk assessment with global comparability across all vehicle types, geographies and data sources.
- Patented AI technology that redefines how insurers, OEMs, and fleet operators assess and mitigate risk.

Scalability & Monetization Potential

- Empowering insurers, mobility providers, and fleet management companies with scalable, data-driven solutions.
- Unlocking new revenue streams through ESG compliance, precision insurance pricing, and data monetization opportunities.
- Modular AI platform with 26 independent components, enabling seamless integration across industries.

Strategic Growth & Market Leadership

- Significant up-sell potential and high customer stickiness for partners.
- A unique opportunity to lead in the data-driven insurance, new mobility, OEM, telematics, and fleet management sectors.
- Proven scalability backed by a vast proprietary AI database, ensuring sustained competitive dominance.

Capture Market Share & Drive Future Innovation

- Greater Than provides access to an industry-defining AI ecosystem—positioning our customers at the forefront of sustainability, road safety, and mobility innovation.

WE MEASURE DRIVER IMPACT LIKE NO ONE ELSE

World-leading pattern AI that quantifies driver impact

Thanks to our globally-unique pattern AI technology, we can identify the **driver influence** on crash probability and climate impact.

This makes it easy for our customers to benchmark performance across mixed fleets and quickly pinpoint areas for CO2 emissions reductions and driver safety improvements.

How it works:

By analyzing per-second GPS driving data we create a DriverDNA for each trip and compare it against our database of over 7 billion patterns to rapidly determine crash probability and climate impact.

2004

The year training began

106

Countries analyzed

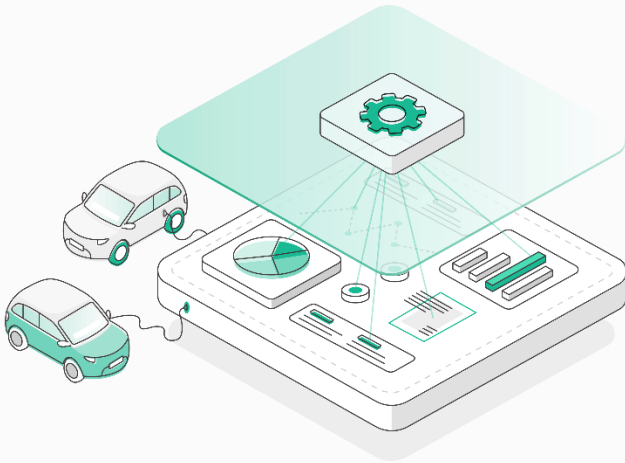
1600

Cities analyzed

7bn

Unique driver patterns

Crash probability and climate impact insights for business success



Unlock powerful intelligence

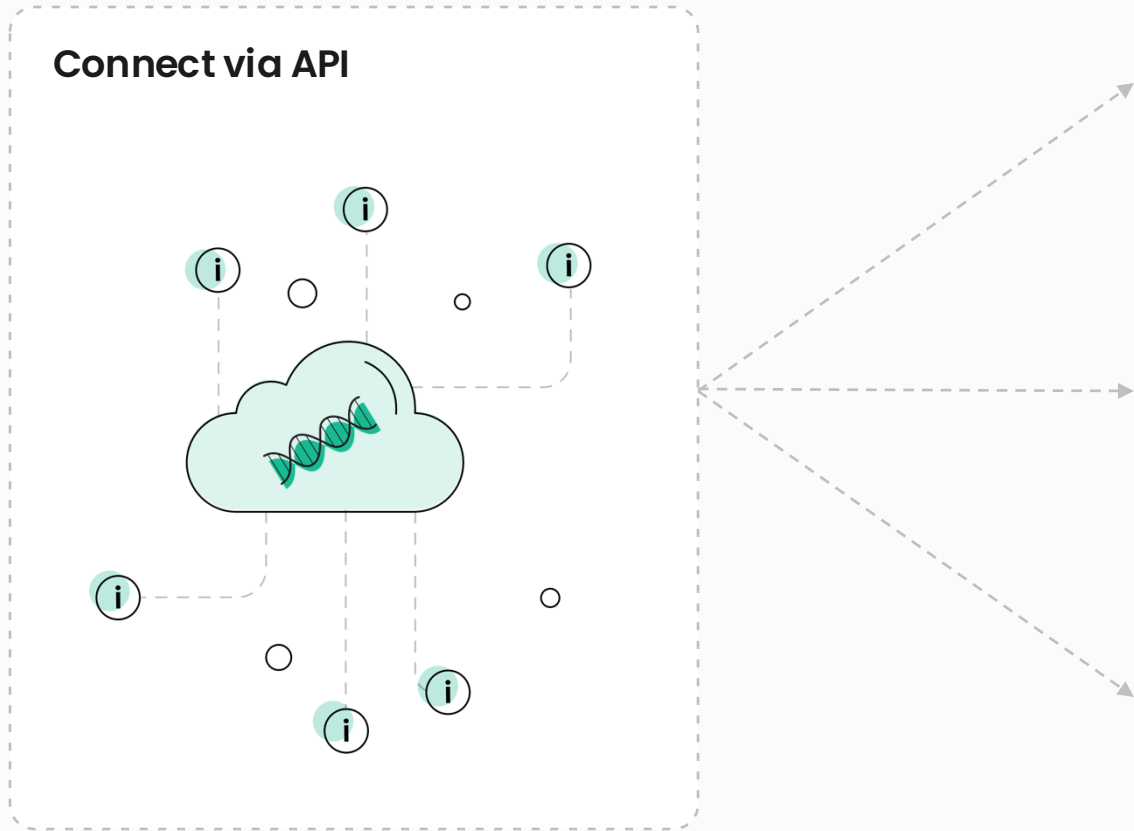
The Crash Probability Score brings a new dimension to driver risk management. Our AI analyzes your GPS data throughout a whole trip to uncover new layers of real-time intelligence about crash probability, as a result of driver attitude.



Identify climate impact

With our Climate Impact Score, you can easily identify the eco credentials of drivers, regardless of geography, vehicle type or fuel type. Our AI analyzes your GPS data to identify driver impact on the environment, as a result of driver attitude.

Climate Impact Score example



Score

Climate impact score

4/5
Very good!
↑ Up 4% since last week

Climate impact score **Very good!**

4/5 🌿🌿🌿🌿🍃

↑ Up 4% since last week

% Saved

Energy impact trend

Date	Energy Impact (%)
Jul 7	-10%
Jul 14	10%
Jul 21	20%
Jul 28	30%

Weekly energy impact

22% Very good!

Negative impact ← 0% → Positive impact

Grams saved

Weekly energy impact

🌿 **22% 1,7kg**

Positive impact 😊
You consumed less energy than the average driver, resulting in a positive energy impact.

Weekly energy impact

🍃 **-22% -1,7kg**

Negative impact 😞
You consumed more energy than the average driver, resulting in a negative energy impact.

Crash probability example

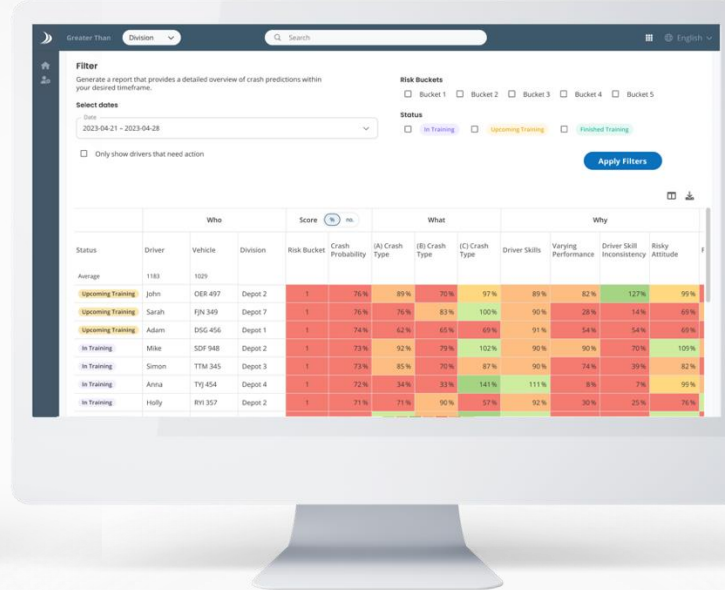
Crash Probability Dashboard

Underwriting, pricing, risk tracking



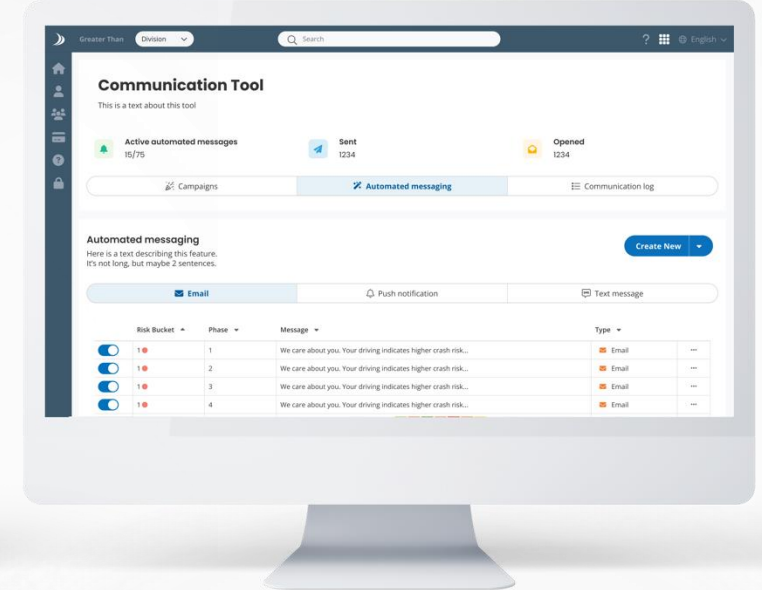
Crash Probability Tool

Hands-on risk mitigation tool



Communication Tool

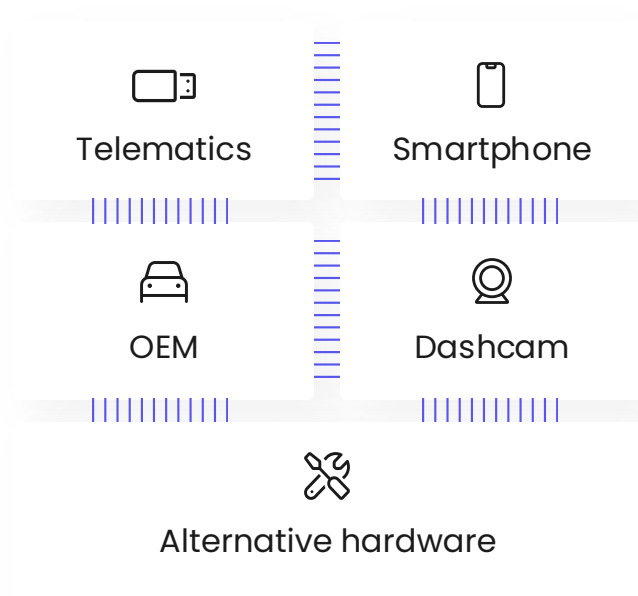
Communication & gamification



World leader in harmonizing and finding patterns in big data

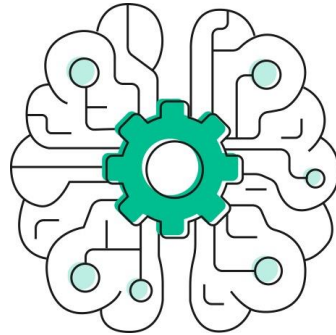
Connect via API

Feed your GPS data to our AI



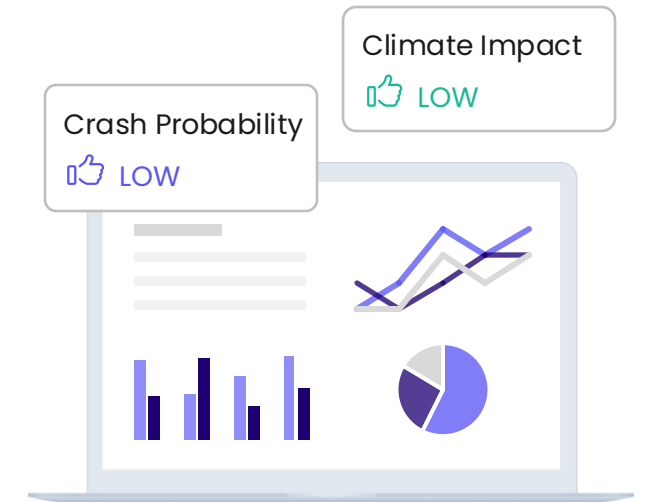
Our AI does its magic

We process, analyze and return your data



Your portfolio is scored

Access the scored data in our portal



White label ESG solution

Our white label ESG compliance package enables our customers to offer their own ESG reporting solution

Measure

Our AI measures both driver climate impact and crash probability, helping to evaluate environmental and social impact for ESG reporting.



Act

Our products provide the tools needed to set targets and KPIs, then accelerate ESG efforts by reducing CO2 emissions and driving risk.



Report

Our audit ready ESG reports and traceability data quantify any organization's safety and sustainability mobility footprint to fulfil ESG reporting.



Showcasing our AI to a global audience throughout COP28

– The United Nations' Climate Change Conference

Together with our partners, the Fédération Internationale de l'Automobile (FIA), we demonstrated that our technology has the potential to...

Reduce total world emissions by

2%*

* Global road transportation represents ~19% of total world emissions. Every driver has the potential to save, on average, 12% emissions. This represents a 2% reduction of total world emissions.





Greater Than

To find out more about investing in Greater Than,
please contact:



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