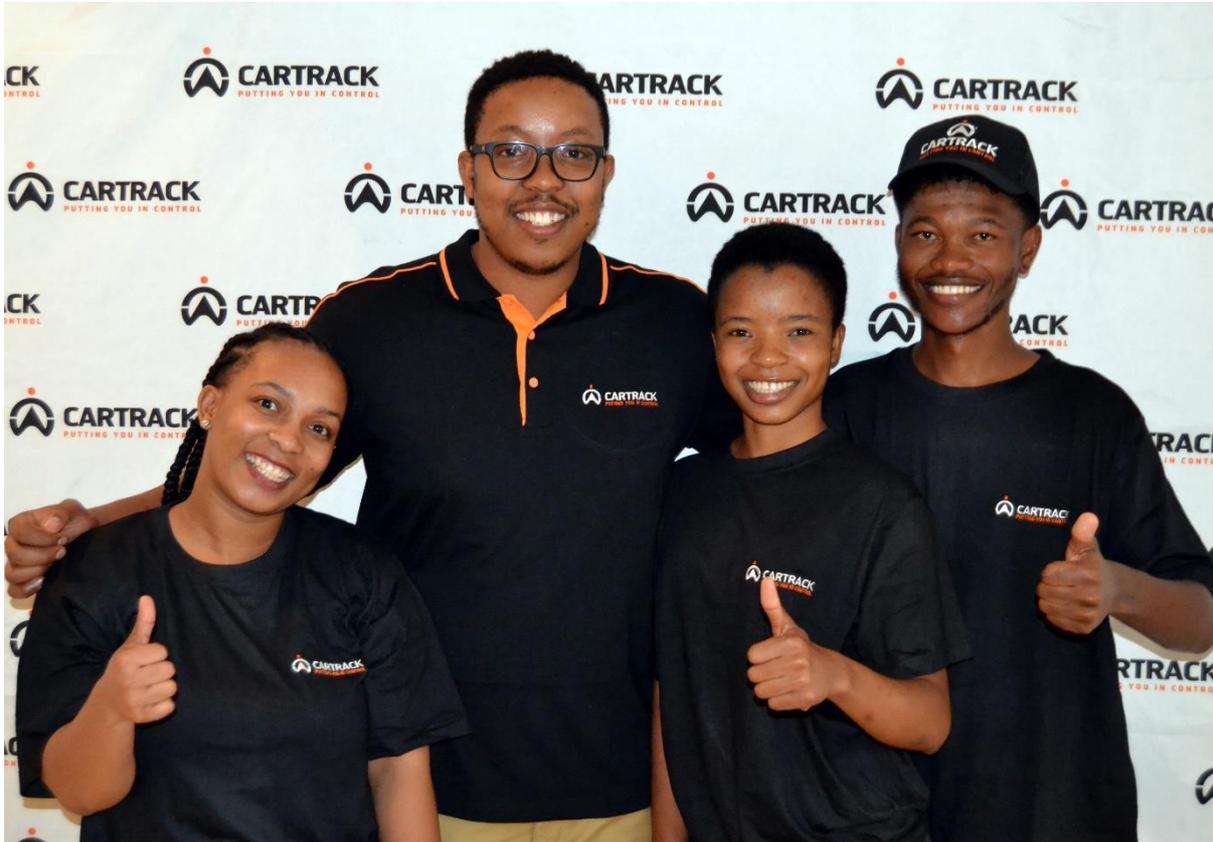




IMMEDIATE: Media release



READY TO LEARN: Cartrack launched its new socio-economic development work-skills programme to benefit previously disadvantaged young men and women. Pictured here with Cartrack's Head of Human Capital, Neo Nkobo (second from the left) are participants from left: Lerato Ntsane, Constance Mathebula and Mduduzi Mosadi.

Cartrack empowers young talent through its multi-million Rand socio-economic development programme

10 December 2019, Johannesburg - Cartrack, innovators in the mobility solutions industry, is making a significant contribution towards upskilling South African youth and providing long-term employment prospects, following the recent launch of its work-entry skills programme.

Cartrack's substantial investment will empower and upskill unemployed and previously disadvantaged young adults. Over the next two months, 180 unemployed young men and women aged between 20 and 30 years will participate in Cartrack's programme. The majority of participants reside in Alexandra and Soweto in Johannesburg, Gauteng.

Programme participants will be trained in basic workplace and office skills that are essential to working in a call centre, and they will also be grounded in Cartrack's customer-centric culture and superior service principles.

Once they complete the three-week programme, participants will be awarded a Certificate of Competence from the Media, Information and Communication Technologies Sector Education and Training Authority (MICT SETA). The first group of participants are expected to receive their MICT SETA Certificate of Competence early next year.

More importantly, Cartrack will identify the best candidates from this pool of talent to participate in its call centre recruitment process, further contributing towards job creation.

Cartrack Head of Human Capital, **Neo Nkobo**, explains why the programme has been initiated.

"Cartrack's commitment to providing superior, quality technology and becoming a world leader in innovative mobility solutions means that we're on a steep growth path, with expanding operations in South Africa and other markets across the globe.

"As a result, we have embarked on an aggressive recruitment drive focusing particularly on our contact centres and technical staff who are on the frontlines of service delivery and providing our customers with peace of mind. We intend to employ our new call centre intakes from this group next year and have encouraged them to work hard and excel in the programme.

"Ultimately, we are seeking only the best talent to fit our high-performance and trusted customer-centric culture, and to help us enhance our sophisticated business intelligence platforms and industry-leading safety and security products even further," he says.

Clara Sebueng, a 24-year-old participant in the programme, is excited about how the programme will further her career.

"I'm so grateful to be able to gain new skills. I plan to make the most of this opportunity and use it to my full advantage," she says.

This sentiment is echoed by another participant, 25-year-old **Lerato Ntsane**.

"This is a great opportunity that will hopefully give me valuable experience for my future work life," she notes.

With youths aged between 15 and 34 accounting for 63% of unemployed people in the country, the rapidly growing call centre industry offers a low barrier of entry to unemployment for young people, as well as access to credible employment and further career development opportunities.

Further, as South Africa and the rest of the world prepares for the Fourth Industrial Revolution, it is critical that young people are equipped with the digital skills required to expand their opportunities.

Nkobo concludes that the programme will support Cartrack's drive to assist in socio-economic development.

"Cartrack is committed to making a difference in the communities that we serve and have invested in a number of skills programmes aimed at uplifting individuals and young people in particular. Our work-entry skills programme is the latest initiative in this regard and we are extremely excited to see the talent that will emerge from this group of young adults, who already seem very eager to absorb knowledge and learn new skills."

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FOR FURTHER INFORMATION, PLEASE CONTACT:

Resolve Communications

NOTE TO THE EDITOR

About Cartrack Holdings Ltd

Cartrack is a leading global provider of data analytics solutions for mobile asset management, asset recovery and workforce optimisation based on a proven Software-as-a-Service platform. Fleet management, Stolen Vehicle Recovery and insurance telematics services remain its core business, with a focus on technology development to enhance the customer experience. The company is a service-centric organisation focusing on the in-house design, development and installation of telematics technology and data analytics.

Cartrack's technology is widely accepted by motor manufacturers and insurers. Its customer telematics web interface provides a comprehensive set of features ensuring the optimisation of both fleet and human resources. As an expansion of its integrated service offering, Cartrack also provides driver risk assessment offerings in the insurance telematics field.