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**Press release**

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*For immediate release*

**First success stories from MiX’s Ithuba Excelerator Programme**

**Midrand, South Africa – 27 July 2022** **–** [MiX Telematics Africa’s](https://www.mixtelematics.com/za/) Ithuba Excelerator Programme, an Enterprise Development project to assist young entrepreneurs establish their own fitment centre businesses, has already achieved its first success stories since applications closed towards the end of February this year. “It is a unique opportunity for budding entrepreneurs to support themselves and employ others, helping address the unemployment challenge in South Africa,” comments MiX Telematics Africa MD **Gert Pretorius**.

The programme provides opportunities for young entrepreneurs with a technical certificate and/or a qualification in autotronics to start their own business in the vehicle tracking industry. The word ‘Excelerator’ in the name blends key concepts such as excellence and accelerator.

Interested applicants were not required to have an established business yet, as MiX Telematics is providing successful applicants with the financial and other resources, training, skills, coaching, and mentoring to set up their respective businesses.

**Mike le Pere** from Kaylz Auto Sound and Security says that, with the help of the incredible team at MiX Telematics and All Transform Consulting Services, he gained the confidence and knowledge to change mindsets and inspire others. “In a community with very little hope, my plan is to empower people with the tools I have received so far and enrich the lives of many.”

**Rofhiwa Kingdom Barure** from BR Autogen is of the view that the chance he took to apply to be part of the Ithuba Excelerator Programme has paid off and it has changed his life for the better. “It has made me hopeful for a great start ahead. All thanks are due to MiX Telematics and All Transform Consulting Services for the lessons and coaching support they give us.”

**Michay Rigney** from MFR Auto Electrical Services says MiX Telematics has afforded him the opportunity to excel both in his business and in his personal capacity due to being granted not only the necessary resources, but also funding and training. “I am excited and positive knowing I am climbing the ladder to success. MFR makes a difference in our community, and one day I will be in a position to say yes to someone and ignite that spark in them.”

**Tintswalo Khosa** from Tek Fitment Centre explains that the Ithuba Programme has allowed him to grow as a person and learn various aspects of owning and running a business. “Now I can present my business, prepare a business plan, and understand compliance, to mention but a few. The programme has broadened my way of thinking and I believe this will help my business to grow.”

MiX Telematics plans to open the applications for the second intake of entrepreneurs into the Ithuba Excelerator Programme in the coming months.

**/ends**

**About MiX Telematics**

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to 815,200 global subscribers spanning more than 120 countries. The company’s products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Mexico, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT). For more information, visit [www.mixtelematics.com](http://www.mixtelematics.com/).

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