

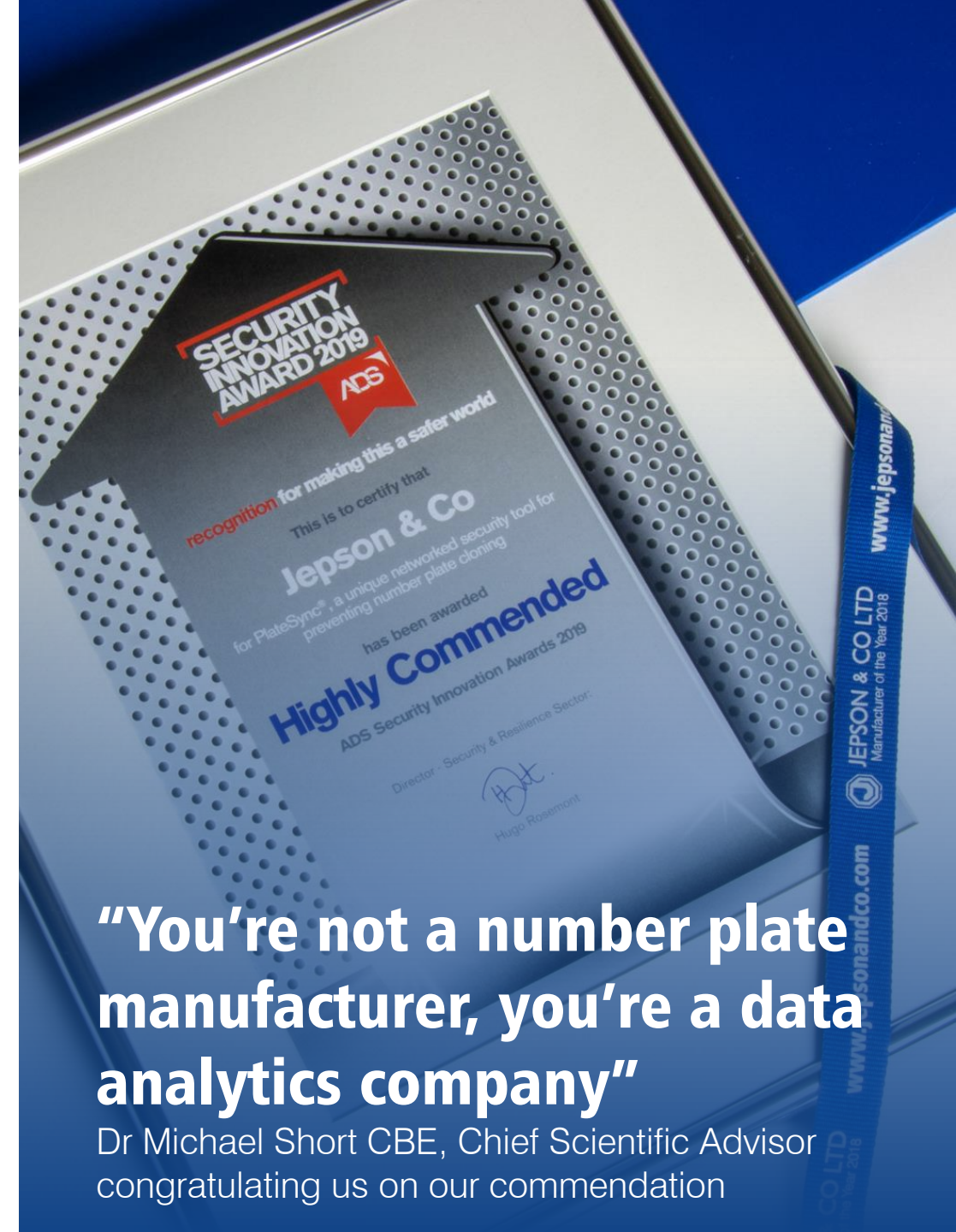
“What does a number plate manufacturer know about data?”



JEPSON & CO LTD
FIRST IN NUMBER PLATES
Est. 1894



- We have records of **9** million number plates printed.
- We manufacture $\frac{1}{4}$ of the UK's number plates across all sectors.
 - Constellation Group
 - BMW Group
 - Alliance Automotive Group
 - Renault Group
 - The Retail Automotive Alliance
 - A1 Motor Stores.
- We were **Highly Commended** at the Home Office Security & Policing Show for anti-plate cloning software



“You’re not a number plate manufacturer, you’re a data analytics company”

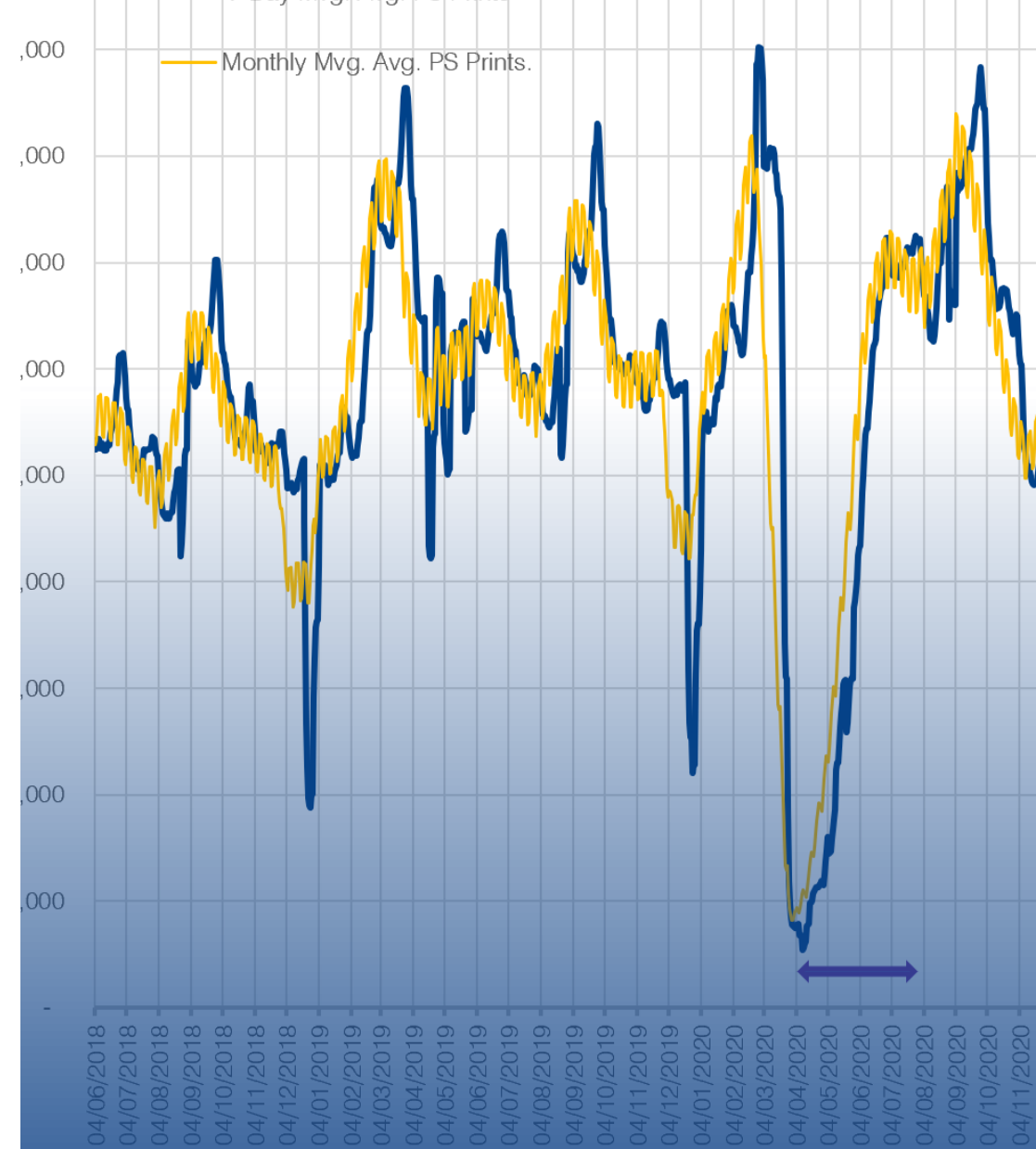
Dr Michael Short CBE, Chief Scientific Advisor congratulating us on our commendation

Some of our clients



We use our 9M number plate records to:

- Prevent number plate cloning
- Help customers reduce wastage
- See (and share) market trends



Preventing number plate cloning and protecting you

Remarketers need the freedom to make plates on demand.

By securing and recording all plate-printing, our connected software reduces the risk of plates becoming government issued, meaning we're protecting the industry so remarketers can continue to make plates as needed.

We were Highly Commended at the Home Office Security & Policing Event by ADS Security Innovation Awards for this data, plus our algorithm that identifies cloned plates from geo-locating plate printing locations.



Prevent wastage: 13% or £640 of remarketer plates are wasted

The motor trade **wastes a shocking 11.6%** of all number plate prints. We know this from 9 million records of plates printed.

Remarketers fare even worse, with **12.8% wasted**.

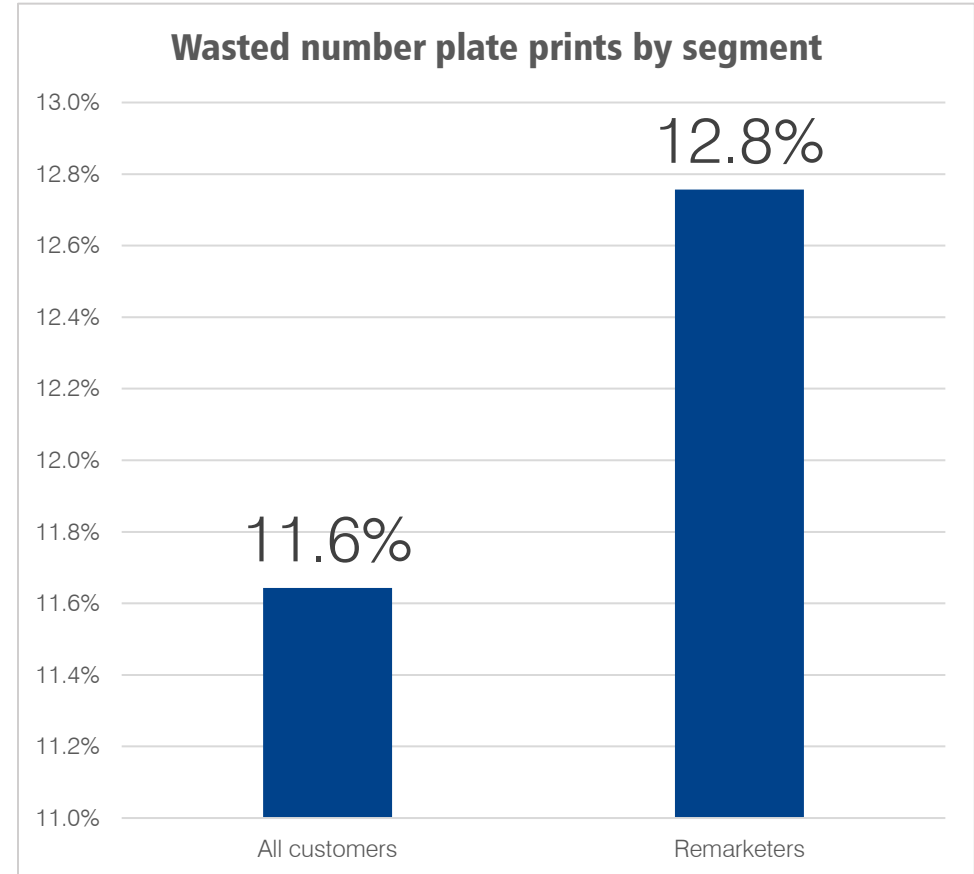
Including the material and labour cost, the estimated cost to remarketers is **£2.50 for every plate wasted**.

Say you replate 2000 vehicles per year, at 12.8% wastage that's 256 plates or **£640 wasted annually**.

Assumptions:

£1.50 per reflective panel + £1 labour = £2.50 cost per panel wasted

3 minutes at £20ph = £1



We help customers reduce wastage

Working with a major franchise dealer group, we helped them reduce their wastage

by 1/3rd

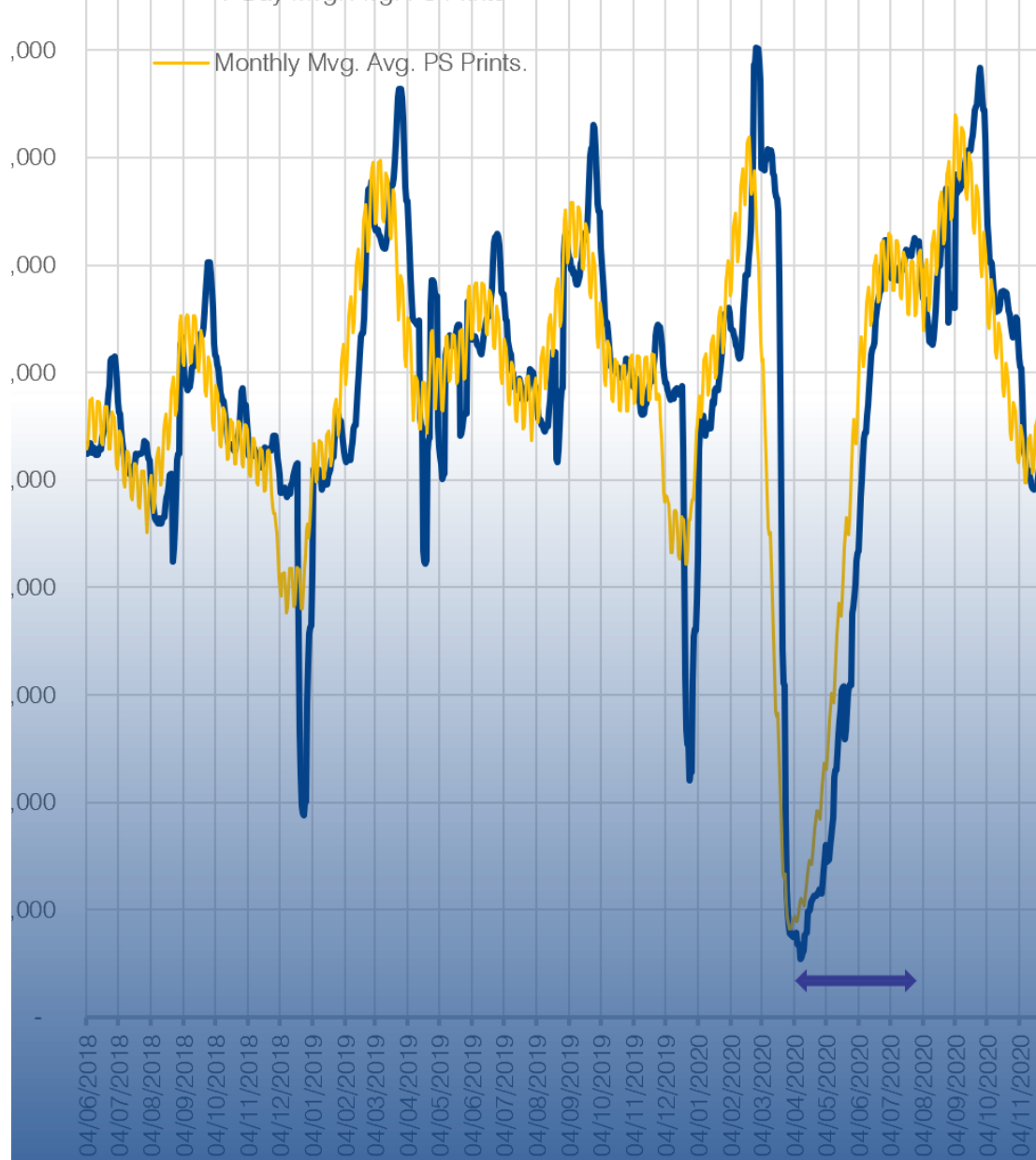
using simple best practice measures such as:

- adding operator names to PlateSync® software so training needs could be identified
- setting 3 or more plates as 1 or more wasted
- ensuring the sites were syncing data back to their head office

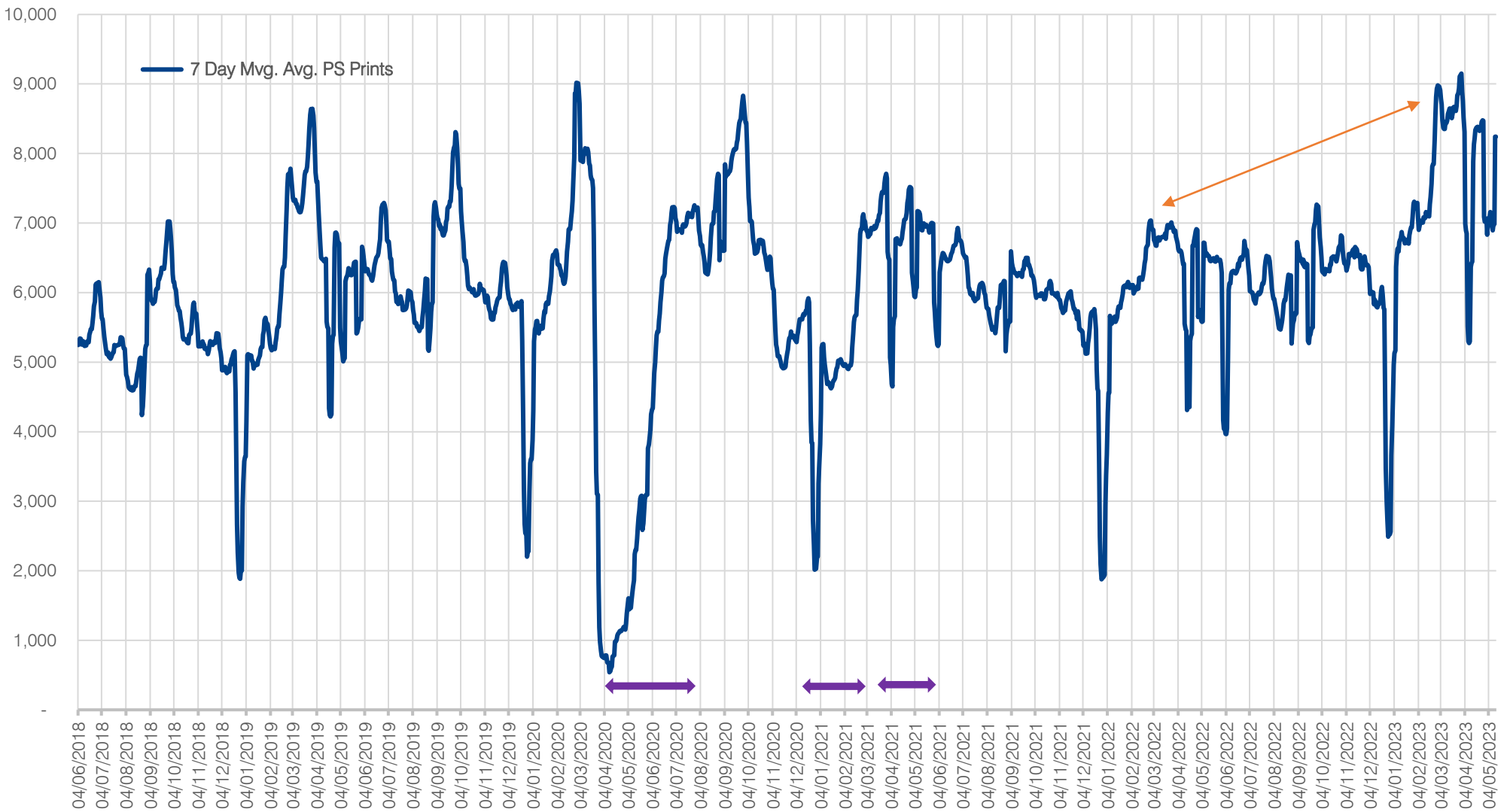
The records also act as an early warning system for machines needing a service or new part.



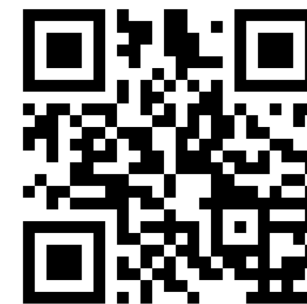
**Market trends:
our 9 million
records show day-
to-day changes in
how many plates
are being printed.**



DAILY NUMBER PLATE PRINTS MOVING AVG - ALL CUSTOMERS



VRA members can subscribe to our data updates by scanning the QR.

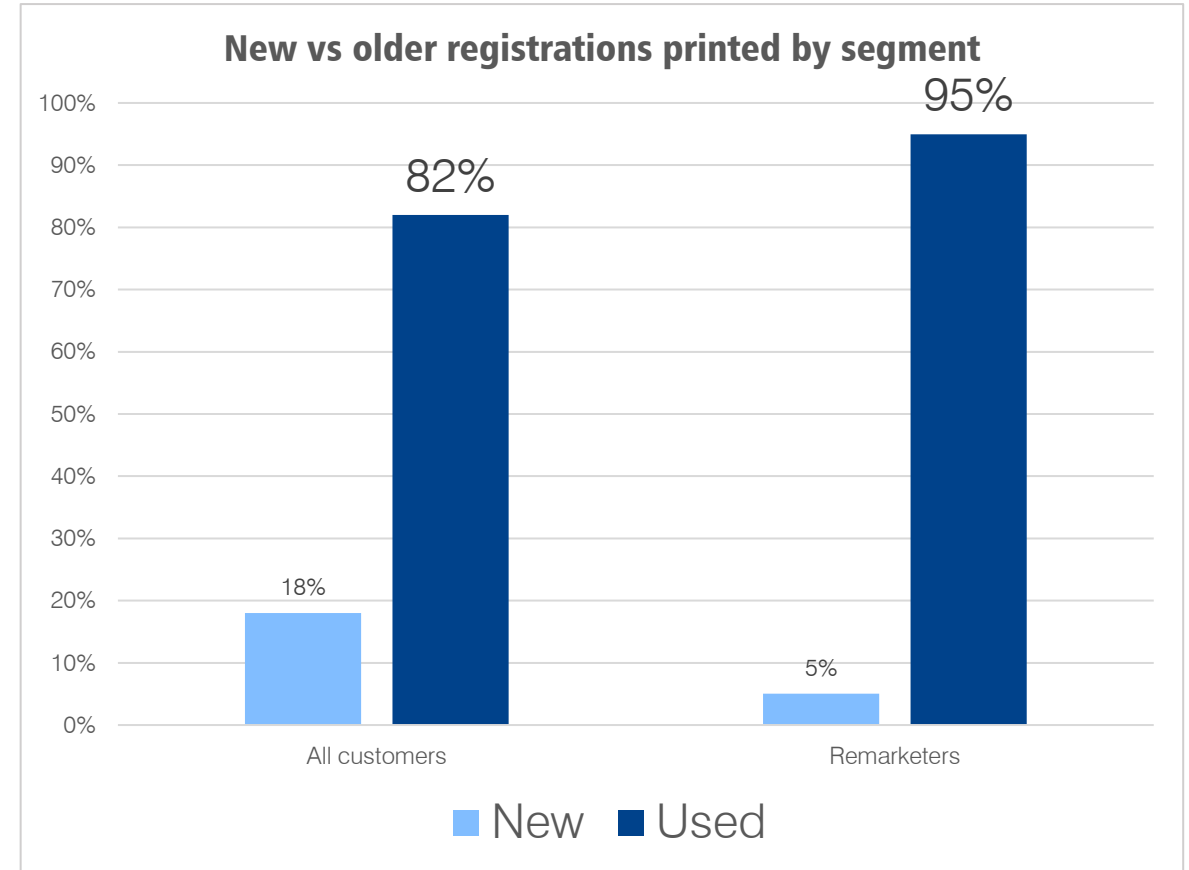


It rapidly reflects changes in the market e.g. supply shortages in 2022-23 subduing the usual seasonality and the 2020-21 lockdowns.

Other interesting data findings: new vs older regs

Remarketers' tendency to make plates almost exclusively for older registrations is also evidenced in our data.

95% of plates printed by remarketers were a year or more in age, compared to 82% for our whole customer base.



Get data updates with our newsletter

<http://eepurl.com/irjNTU>

(This link and QR will take you to a Mailchimp sign up form)





JEPSON & CO LTD
FIRST IN NUMBER PLATES
Est. 1894



Thank you.

We welcome your questions.