The Next Evolution — BSM Technologies Announces BSM illuminate Software Platform

TORONTO, ON – December 19, 2018 – BSM Technologies Inc. (TSX: GPS) ("BSM" or the "Company"), a leading provider of Internet of Things (IoT) enabled telematics and asset management solutions, announced today the launch of BSM illuminate, a software platform designed to enable data-driven operational decision-making. BSM illuminate will allow companies and their users to leverage data insights, analytics and optimization tools for competitive advantage.

BSM illuminate comprises a suite of powerful data analytics and optimization software modules delivered through a single software platform. Leveraging BSM's comprehensive data integration, analytics and optimization capabilities, BSM illuminate will empower users to move from "we think" to "we know." The Company expects BSM illuminate will be available to customers in January 2019.

In addition to the launch of BSM illuminate, BSM is also pleased to announce a significantly expanded relationship with Geotab Inc. ("Geotab"). BSM illuminate users will have access to Geotab's MyGeotab® portal using the single sign on (SSO) capabilities of the BSM illuminate platform. Embedding MyGeotab within BSM illuminate will provide customers with a single platform for core telematics functionality together with BSM's value-added data analytics and optimization modules. Combining these products will equip users with the tools required to help drive business strategy, reduce risk, optimize performance and increase value to their customers.

"We are excited that BSM has chosen to work with Geotab to help provide vehicle and driver data. BSM's analytic, optimization and in-depth vertical domain knowledge combined with our best in class telematics data makes BSM illuminate a very compelling product offering," said Mr. David Cassie, VP of Sales at Geotab.

"The launch of BSM illuminate is an important milestone for our company," said Mr. Louis De Jong, President and CEO of BSM. "BSM's expanded partnership with Geotab allows us to focus our software product development efforts. This increased focus will enable us to enhance our value-added, vertical-specific software applications that leverage the incredibly rich vehicle and driver behaviour data of the MyGeotab® software platform."

"Combining Geotab's vehicle and driver data with our analytic and optimization capabilities also makes BSM illuminate a powerful software platform that enables users to connect, analyze and optimize empowering data-driven decision-making," added Mr. De Jong.

About BSM Technologies Inc.

With more than 20 years of experience, BSM Technologies Inc., through its subsidiaries and affiliates, is a leading provider of Internet of Things (IoT) enabled telematics and asset management solutions. Focused on the Government, Service, Rail and Construction markets, BSM provides the technology, tools and services required to connect, analyze and optimize fleets, equipment and people – empowering data-driven operational decision-making. BSM illuminate, BSM's software platform, enables companies to leverage data insights, analytics and optimization tools for competitive advantage.

About Geotab Inc.

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab's open platform and Geotab Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes. Geotab's products are represented and sold worldwide through Authorized Geotab Resellers. To learn more, please visit www.geotab.com and follow @GEOTAB and on LinkedIn.

For more information, please visit http://www.bsmtechnologies.com. The Toronto Stock Exchange has neither approved nor disapproved of the information contained in this news release.

Cautionary Note Regarding Forward-Looking Statements:

This news release includes certain forward-looking statements or information under applicable Canadian, U.S. and other securities laws. Such forward-looking information and statements are often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect" and "intend" and statements that an event or result "may", "will", "should", "could", or "might" occur or be achieved and any other similar expressions. These forward-looking statements, and any assumptions upon which they are based, are made in good faith and reflect our current judgment regarding the direction of our business. Forward-looking information is subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from those contained in the forward-looking information. Some of these risks, uncertainties and other factors are described under the heading "Risk Factors" in BSM's most recent annual information form available at www.sedar.com. Forward-looking statements or information are based on estimates and opinions of the Company at the date the statements are made. Except as required by applicable law, BSM does not undertake any obligation to update forward-looking information. Readers should not place undue reliance on forward-looking information.

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