

Puma Alpha EIS

CAMERAMATICS

CameraMatics is an award-winning solution for fleet risk management. Continuing its mission to create safer roads for all, it released an advanced AI-powered collision avoidance system. The system promises to improve driver reaction times and blind spot visibility by using deep learning algorithms, continually scanning for pedestrians, hidden road users and cyclists.

The company continued to grow revenue throughout 2025, delivering impressive double-digit growth in the last 12 months. Performance has resulted from both existing customers increasing the size of their fleets and new customer acquisitions, with an emphasis on larger enterprise-level fleets. The company has gained notable traction within the construction and last-mile delivery sectors, where CameraMatics holistic solution is well suited to organisations with mixed vehicle sizes.

Recently, CameraMatics has rolled out a series of product improvements aimed at improving the customer experience and delivering increased functionality for its customers.

The company is completing rollouts for major mixed-fleet enterprise clients in the UK and US. Puma continues to collaborate closely with the company to develop and implement their strategic growth plan.

£1.2m

Puma Alpha EIS participation

(Total investments by Puma Funds to date £7.6m)



MARKET
Logistics technology



LOCATION
UK and Ireland



ESTABLISHED
2016



EXPANSION
US

Key risks

General

Past performance is no indication of future results and share prices and their values can go down as well as up. The forecasts in this document are not a reliable guide to future performance.

Capital at risk

An investment in Puma Alpha EIS can be viewed as high risk. Investors' capital may be at risk and investors may get back less than their original investment.

Private companies

Puma Alpha EIS may invest in unlisted shares. Such investments can be more risky than investments in listed shares. Unlisted shares may be subject to transfer restrictions and may be difficult to sell. It may be difficult to obtain information as to how much an investment is worth or how risky it is at any given time.

Tax reliefs

Tax reliefs are not guaranteed, depend on individuals personal circumstances and a three-year minimum holding period, and may be subject to change.

Liquidity

It is unlikely there will be a liquid market in the shares of the EIS Qualifying Companies and it may prove difficult for investors to realise their investment immediately or in full.

Get in touch

We're here to help

INVESTORS

We recommend you speak to a Financial Adviser in the first instance, as we cannot offer investment or tax advice.

If you have any other questions please contact us on **020 7096 8453** or email us at **clientrelations@pumainvestments.co.uk**

For further information, please visit **www.pumainvestments.co.uk**

ADVISERS

Our expert national Business Development Team are here to help, and would be happy to discuss any of our services and offers in more detail with you either by phone or by visiting your offices.

Please contact us on **020 7096 8451** or email us at **businessdevelopment@pumainvestments.co.uk**

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