Recovery vs Location – Opportunities and Challenges

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June 17, 2008

LoJack Corporation

• Leading Global Provider of Stolen Vehicle Recovery
• Deliver 90% Success Rate
• Sold in 26 U.S. States and District of Columbia and more than 30 Countries Internationally
• Installed Base of More than 7 Million Units
• More Than $4 Billion in Assets Recovered Globally
  – Over 200,000 vehicles
• NASDAQ: LOJN
Core Strengths

- Police Integration & Relationship
- Radio Frequency Technology
- Strong Brand

Business Segments

- Domestic
  - Automotive Dealers
  - Construction
  - Motorcycle
  - Licensing Agreements
    - i.e. LoJack for Laptops
- Boomerang
  - Insurance
  - Automotive Dealers
- International
  - Licensees
    - Limited Investment
  - Owned & Operated

Consolidate Revenue
Year Ended 2007

- Boomerang: 9%
- Domestic: 67%
- International: 24%

Segment
Historical Revenue Growth

Revenue (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>$126M</td>
</tr>
<tr>
<td>2004</td>
<td>$146M</td>
</tr>
<tr>
<td>2005</td>
<td>$191M</td>
</tr>
<tr>
<td>2006</td>
<td>$213M</td>
</tr>
<tr>
<td>2007</td>
<td>$223M</td>
</tr>
</tbody>
</table>

CAGR 12%

Historical Net Income (GAAP)

Net Income (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>$7.6M</td>
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<tr>
<td>2004</td>
<td>$10.4M</td>
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<tr>
<td>2005</td>
<td>$18.4M</td>
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<tr>
<td>2006</td>
<td>$16.5M</td>
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<tr>
<td>2007</td>
<td>$21.4M</td>
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CAGR 23%
Mission

- To own finding and recovering valuable mobile assets through:
  - Development of innovative technology that leverages our law enforcement relationship
  - Growth of existing businesses and
  - Expansion into new markets

Recovery vs Location

- Recovery ≠ Location
- We are in the business of getting things back – not just locating
  - Police use LoJack to recover (i.e. get back) stolen cars and restore it to the rightful owner, whereas OnStar provides stolen vehicle location assistance
- LoJack was recovering stolen cars long before GPS became commercially available and long before cell phones were everywhere
- Customers are willing to pay for recovering their lost / stolen / missing valuables and assets
Next Gen Technology Requirements

1. Small
2. Self-powered
3. Intelligent power management / long battery life
4. Covert operation
5. Orientation-proof
6. Location redundancy
7. Wide area coverage
8. Low Latency
9. Amenable to many form factors