

PRESS RELEASE

BrickHouse GPS Appoints Liana Bertsch as CFO to Lead Acquisition Finance

Finance Leader Who Guided \$150 Million in Business Exits Joins as the
Company Pursues Acquisitions Following Its Recapitalization

INDIANAPOLIS, IN — BrickHouse GPS has appointed Liana Bertsch as Chief Financial Officer, bringing financial leadership to an active acquisition phase following the company's recapitalization with Grady Bay Capital. BrickHouse GPS provides GPS tracking, fleet telematics, asset tracking, dash camera, and connected-vehicle software to business and government fleets.

Telematics is consolidating. As larger platforms absorb smaller regional providers, deal diligence and the integration of acquired subscription bases move to the center of the CFO role.

A CFA charterholder and Chartered Professional Accountant (CPA, Canada) with an MBA in Finance, Bertsch brings more than 15 years of finance and operations leadership across SaaS, e-commerce, manufacturing, engineering, and professional services businesses. At CFO Centre, she led the sale of two companies for a combined \$150 million. She has also led the accounting for a \$500 million acquisition and, as an in-house CFO, acquired and integrated two companies.

As CFO, Bertsch will lead financial strategy, capital structure, and the financial side of acquisitions as BrickHouse GPS brings additional businesses onto its platform. She will also own the pricing architecture behind the company's no-contract-required option and longer-term agreements.

"We are buying companies and taking on their customers, which means the finance seat here is an operating seat rather than a reporting seat," said Todd Morris, founder and CEO of BrickHouse GPS. "Liana has spent her career inside businesses figuring out what they can actually afford. That is the same question we answer for fleets that were told telematics came with a three-year commitment attached."

"I've spent my career helping growing companies make smart financial decisions, including buying and selling businesses," said Bertsch. "BrickHouse GPS is at an exciting point, and my job is to make the economics hold as we grow."

Bertsch's appointment follows that of Dave Brown as Chief Revenue Officer. Together, they complete a leadership team assembled for the acquisition phase.

About BrickHouse GPS

Founded in 2005, BrickHouse GPS is a GPS tracking and fleet telematics company providing GPS, asset tracking, dash camera, and connected-vehicle software through its hardware-enabled SaaS platform. It operates two distinct brands: BrickHouse Security, serving consumer and small-business markets, and BrickHouse GPS, dedicated exclusively to business and government customers with more advanced fleet and asset management needs. Each brand has its own website, with BrickHouseGPS.com supporting fleet telematics, asset tracking, dash camera, and connected-vehicle software customers, and BrickHouseSecurity.com serving as the e-commerce destination for consumers and small businesses purchasing GPS tracking products.

BrickHouse GPS maintains its physical office and distribution operation in Indianapolis, Indiana.

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