

Stifel Nicolaus Weisel Served as Co-Manager on \$153 Million Initial Public Offering**October 2012****Fleetmatics Group PLC \$153 Million Initial Public Offering
8,984,375 shares; \$17.00 per share
Industry: Software-as-a-Service (SaaS)**

Fleetmatics (NYSE: FLTX) recently completed an Initial Public Offering of 8,984,375 shares at \$17.00 per common share and raised \$153 million in gross proceeds. The underwriters have exercised in full their option to purchase an additional 1,171,875 shares of common stock from selling shareholders.

Fleetmatics is a leading global provider of fleet management solutions delivered as software-as-a-service (SaaS). The Company's mobile software platform enables businesses to meet the challenges associated with managing their local fleets of commercial vehicles and improve productivity by extracting actionable business intelligence from vehicle and driver behavioral data. Fleetmatics offers intuitive, cost-effective Web-based and mobile application solutions that provide fleet operators with visibility into vehicle location, fuel usage, speed and mileage and other insights into their mobile workforce, enabling them to reduce operating and capital costs, as well as increase revenue. As of June 30, 2012, the Company had more than 16,000 customers who collectively deployed its solutions in over 281,000 vehicles worldwide. The substantial majority of Fleetmatics' customers are small and medium sized businesses ("SMBs"), each of which deploy its solutions in 1,000 or fewer vehicles. During the six months ended June 30, 2012, the Company collected an average of approximately 30 million data points per day from subscribers, and has aggregated over 28 billion data points since its inception, which it believes provides valuable information that it may consider in the development of complementary solutions and additional sources of revenue.

Source for Company Information: *Offering Prospectus*

Stifel Nicolaus Weisel Investment Banking

Stifel Nicolaus Weisel is a full-service middle market investment bank serving clients in North America, Europe and Asia. We provide strategic advisory services to our clients that include initiating, structuring and negotiating mergers, acquisitions and divestitures as well as providing fairness opinions, valuation and restructuring services. We also raise public and private debt and equity for our clients through our institutional and retail brokerage network. The combination of a full-service product offering and our [250] bankers' deep domain and product expertise allows us to provide solutions that meet the evolving needs of our clients.

*We have completed more than 750 public offerings, 400 M&A transactions and 360 private placements since 2000.

* Unless otherwise indicated, information presented herein with respect to the experience of Stifel Nicolaus Weisel also includes transactions effected and matters conducted by the Capital Markets Division of Legg Mason Wood Walker, Inc. (acquired on December 1, 2005), Ryan Beck & Co., Inc. (acquired on February 28, 2007), Thomas Weisel Partners LLC (acquired July 1, 2010), and their respective affiliates.

**INITIAL PUBLIC OFFERING****Transaction Team****Brad Raymond**

Head of Investment Banking
(212) 271-3710
raymondc@stifel.com

Mark Baillie

Managing Director, Software
(212) 271-3721
bailliem@stifel.com

Seth Rubin

Managing Director, Equity Capital Markets
(415) 364-2675
srubin@stifel.com

Steven Levy

Managing Director, Financial Sponsors
(212) 271-3746
slevy@stifel.com

Zeeshan Memon

Vice President, Software
(212) 271-3723
memonz@stifel.com

STIFEL NICOLAUS WEISEL
STIFEL, NICOLAUS & COMPANY, INCORPORATED
MEMBER SIPC AND NYSE | WWW.STIFEL.COM

This document is being sent to you for your information only as an investment banking client of Stifel Nicolaus and should not be forwarded outside of your organization. This document has been prepared by the investment banking division and is not a product of Stifel Research. This document should not be used as a basis for trading in the securities or loans of the companies named herein or for any other investment decision. This document does not constitute an offer to sell the securities or loans of the companies named herein or a solicitation of the proxies or votes and should not be construed as consisting of investment advice. Stifel Nicolaus does not provide accounting, tax or legal advice.