



POINTER

---

**For Immediate Release**

## Pointer Telocation to Present at Upcoming Conferences

**Rosh HaAyin, Israel August 25, 2016. Pointer Telocation Ltd. (Nasdaq Capital Market: PNTR, Tel Aviv Stock Exchange: PNTR)** - a leading developer, manufacturer and operator of Mobile Resource Management (MRM), announced today that its Chief Executive Officer, David Mahlab, will present at the 2016 Gateway Conference in San Francisco, at the 18th Annual Rodman & Renshaw Global Investment Conference in New York and at the Maxim Inaugural Israel Day in New York.

The 2016 Gateway Conference will take place at the Four Seasons Hotel in San Francisco. Pointer's CEO will present at 1:30pm PT on Thursday, September 8, 2016.

The 18th Annual Rodman & Renshaw Global Investment Conference will take place at the Lotte New York Palace Hotel in New York. Pointer's CEO will present at 11:40am ET on Monday, September 12, 2016.

The Maxim Inaugural Israel Day will take place at Maxim Groups Headquarters' in New York. Pointer's CEO will present at 1:30pm ET on Wednesday, September 14, 2016

At all three conferences, as well as during the week of September 12 in New York City, there will be an opportunity for investors to meet one-on-one with Pointer's CEO. Interested investors should contact the conference organizers or the Investor Relations team at Pointer at [pointer@gkir.com](mailto:pointer@gkir.com).

### ***About Pointer Telocation***

Pointer Telocation is a leading provider of technology and services to the automotive and insurance industries, offering a set of services including Mobile Resource Management, Fleet Management and Stolen Vehicle Recovery. Pointer has a growing list of customers and products installed in 50 countries. Cellocator, a Pointer Products Division, is a leading AVL (Automatic Vehicle Location) solutions provider for stolen vehicle retrieval, fleet management, car & driver safety, public safety, vehicle security and more.

Pointer Telocation's top management and the development center are located in the Afek Industrial Area of Rosh Ha'ayin, Israel. For more information visit <http://www.pointer.com>

### ***Safe Harbor Statement***

*This press release contains forward-looking statements with respect to the business, financial condition and results of operations of Pointer and its affiliates. These forward-looking statements are based on the current expectations of the management of Pointer, only, and are subject to risk and uncertainties relating to changes in technology and market requirements, the company's concentration on one industry in limited territories, decline in demand for the company's products and those of its affiliates, inability to timely develop and introduce new technologies, products and applications, and loss of market share and pressure on pricing resulting from competition, which could cause the actual results or performance of the company to differ materially from those contemplated in such forward-looking statements. Pointer undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. For a more detailed description of the risks and uncertainties affecting the company, reference is made to the company's reports filed from time to time with the Securities and Exchange Commission.*

### **Contact:**

Zvi Fried, V.P. and Chief Financial Officer  
Tel.: +972-3-572 3111  
E-mail: [zvif@pointer.com](mailto:zvif@pointer.com)

Gavriel Frohwein/Ehud Helft, GK Investor Relations  
Tel: +1 646 201 9246  
E-mail: [pointer@gkir.com](mailto:pointer@gkir.com)