



Shaping the security of tomorrow



Hyatt Tysons Corner

March 25-26, 2025
Washington, DC

Securitas Update



Magnus Ahlqvist
President & CEO
Securitas AB

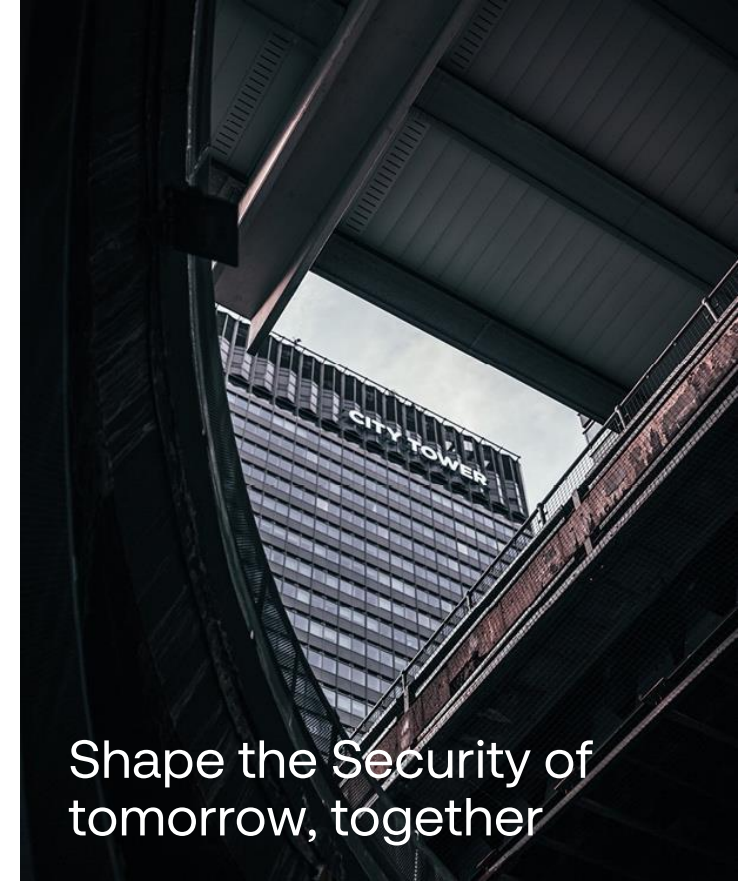
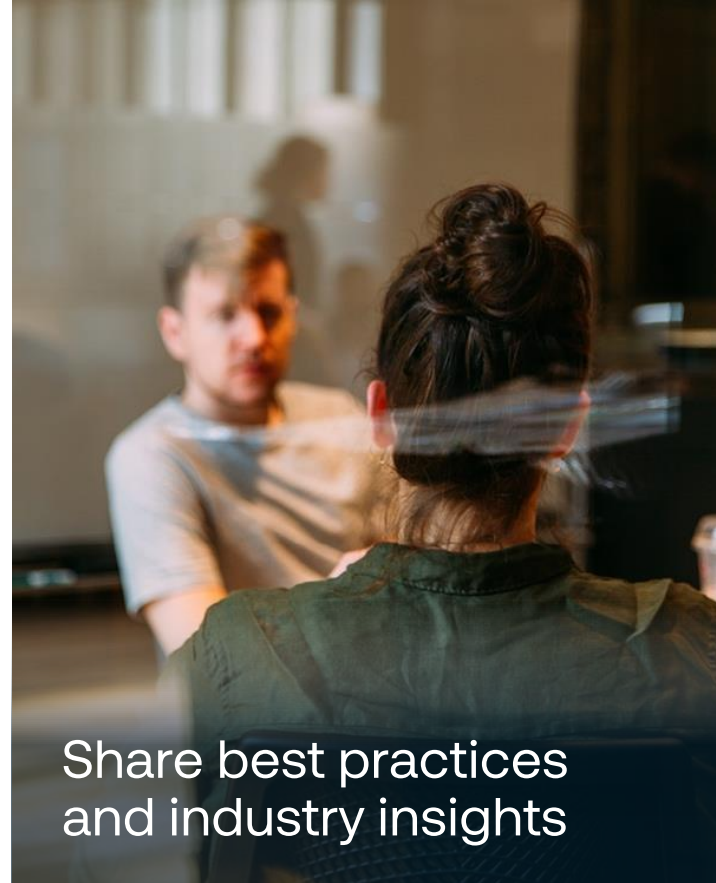
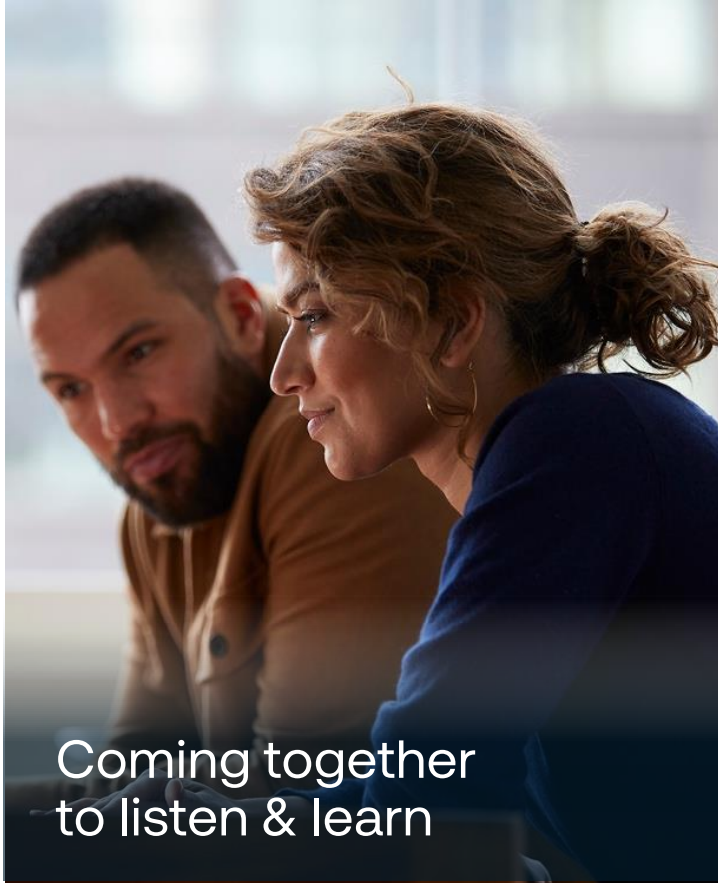


Brian Riis Nielsen
President, Global Clients
Securitas AB



Jorge Couto
Division President
Securitas North America

Our objectives





Introducing

Jorge Couto

Division President North America

- Division President, North America Guarding
- Division President, Ibero-America
- Country President
- Area Vice President
- Branch Manager

Offering Robust Presence Across North America with a Sole Focus on Security



#2

Security Technology Security Guarding

77,000
Securitas officers

4,600+
Technology employees

550+
Guarding field managers

1,450+
Field technicians

500+
Local & regional locations

541K
Monitored connections





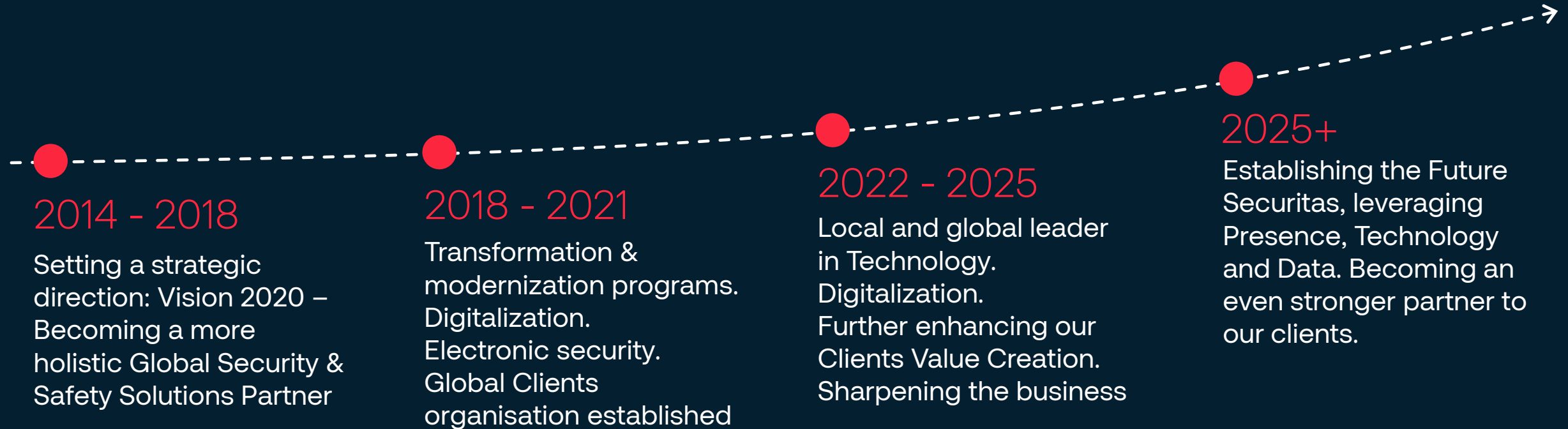
The Securitas journey & trends in the security market

Magnus Ahlqvist,
President and CEO Securitas AB



Securitas Strategy Journey the past 10 years

- *With an ever-stronger client focus*



Client needs and demands are increasingly more complex and dynamic

Before

Stand-alone needs

Focus on the input

Protection of buildings and assets

Physical security

Static view of risk – observe and report

Operations based on manual work

Globalization, growth and geopolitical stability

Next phase

Clients re-think their security due to higher complexity and scarcity of people

Focus on outcomes

Protection of brand, people and supply chain

Physical and cyber, compliance, safety and sustainability

Security solutions based on dynamic risk models – anticipate and respond

Dynamic risk management and automation – enabled by technology and knowledge products

Geopolitical uncertainty → Look for stability and trust





We are building
something new and
unique in the security
and safety industry

... with four strategic focus areas ...

A global security solutions partner...



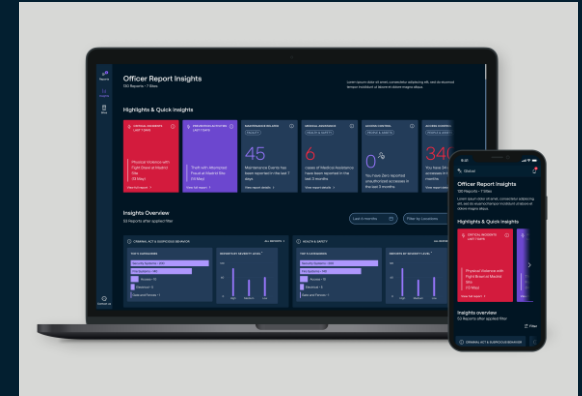
... taking the lead within technology ...



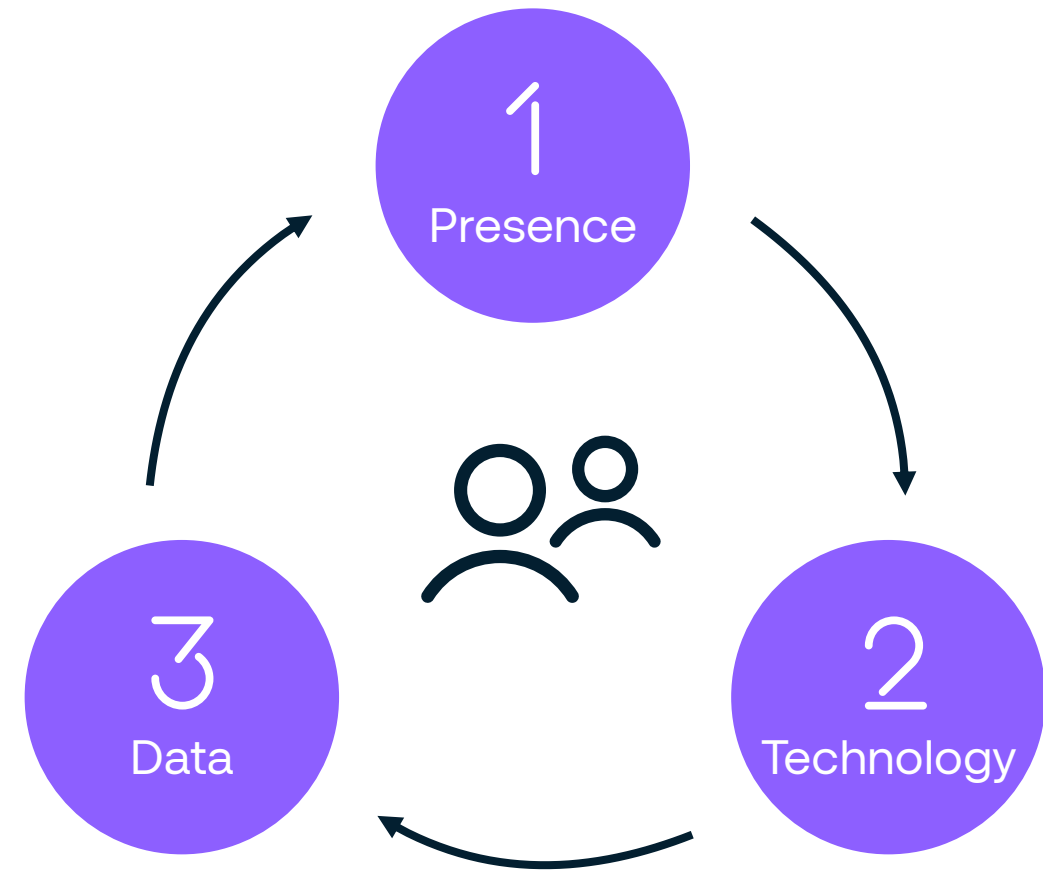
... with outstanding, profitable guarding services ...



... differentiated by an innovative global platform



... and we continue to employ the flywheel driving the strategy for Securitas since 2018; now shifting focus and investments towards **Data and Digitalization**



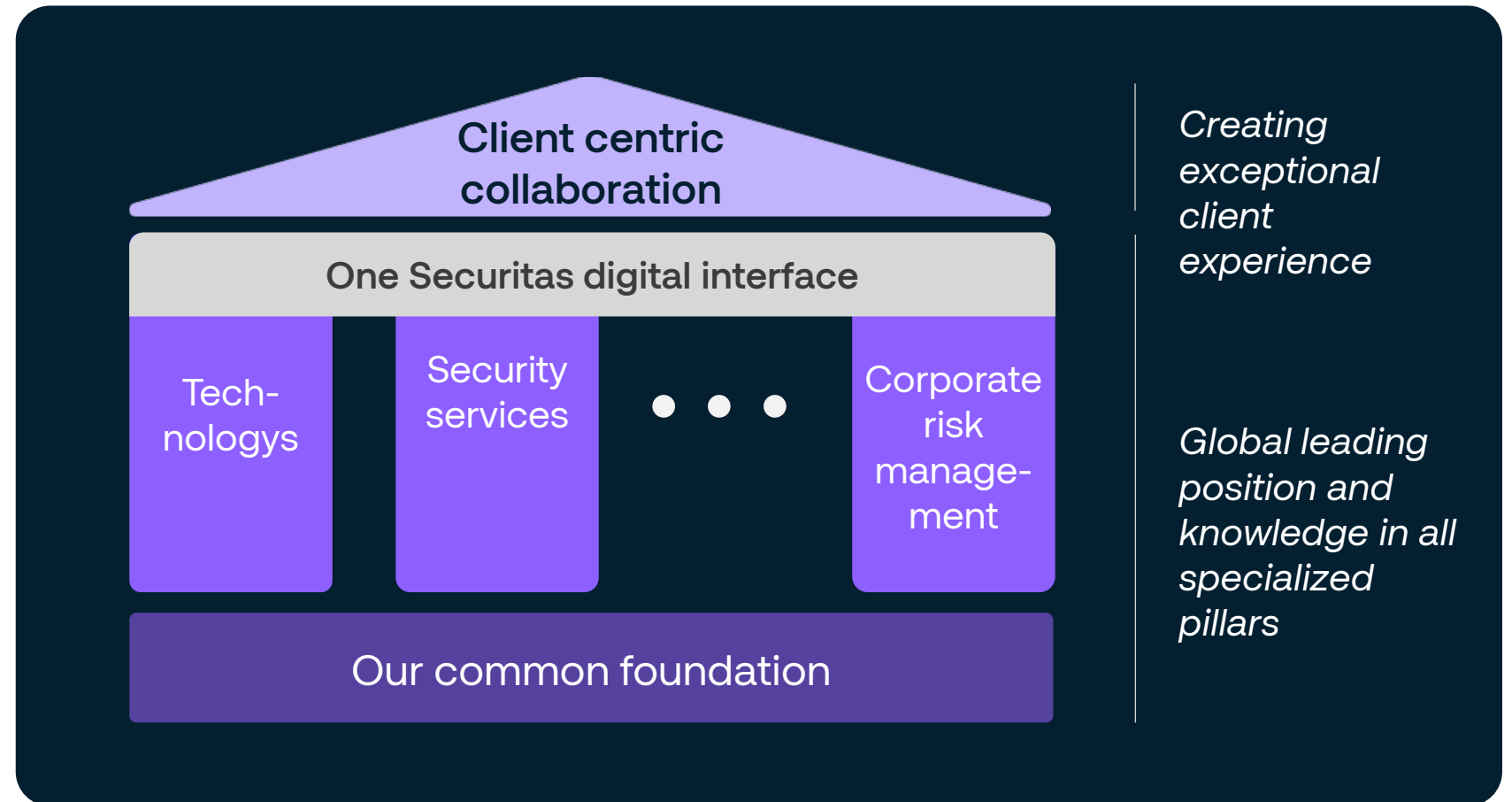
01
Strengthening
the core

02
Building the
Technology
business

03
Data and
digitalization

Building strong pillars and client centric collaboration

We build expertise in **specialized pillars** and **collaborate** between them, to bring our clients the full power of Securitas.

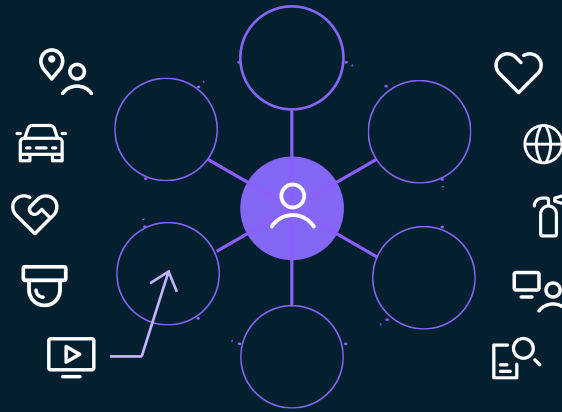


We have established a unique position, with an unparalleled client offering to solve increasingly complex security needs...



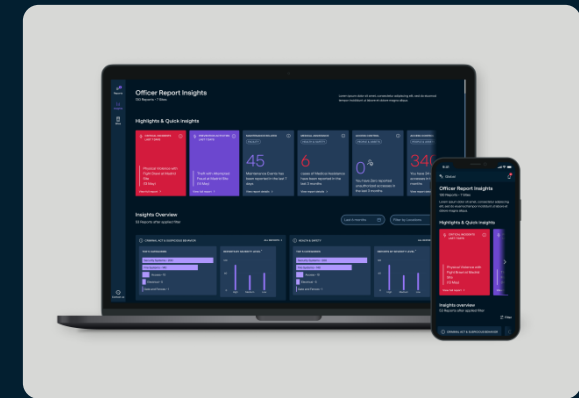
Providing solutions globally

Global presence based on extensive local presence, #1-3 player in key strategic markets



Unmatched client offering

Bespoke offerings, combining people and technology in sustainable and world-leading security solutions



Technology and innovation

Developing and partnering to offer industry-leading products and innovative solutions

Strategic focus on Global Clients since 2019....

- Key clients told us to act as a true global partner
- Improve the client value and experience
- Easier for YOU to scale and develop Global Security Programs
- Improving Global compliance and consistency
- In 2022 we established a Global Clients Technology Program
- Since 2023 with a Global Clients Digitalization Program
- ***Thank you for the trust and challenging us to improve***

Now starting to shape the strategy towards 2030!



We see nine major shifts impacting the future security market

Macro & Legal (5)

01

Moderate

Increasing
wealth disparity
& higher wage
inflation

02

Major

Rising
conflict levels

03

Minor

Accelerated
sustainability
focus

04

Major

Disrupted data
& technology
adoption

05

Minor

Stricter
regulation
on data and
technology use

We see nine major shifts impacting the future security market

Customer (2)

06

Moderate

Security a
higher priority
for companies

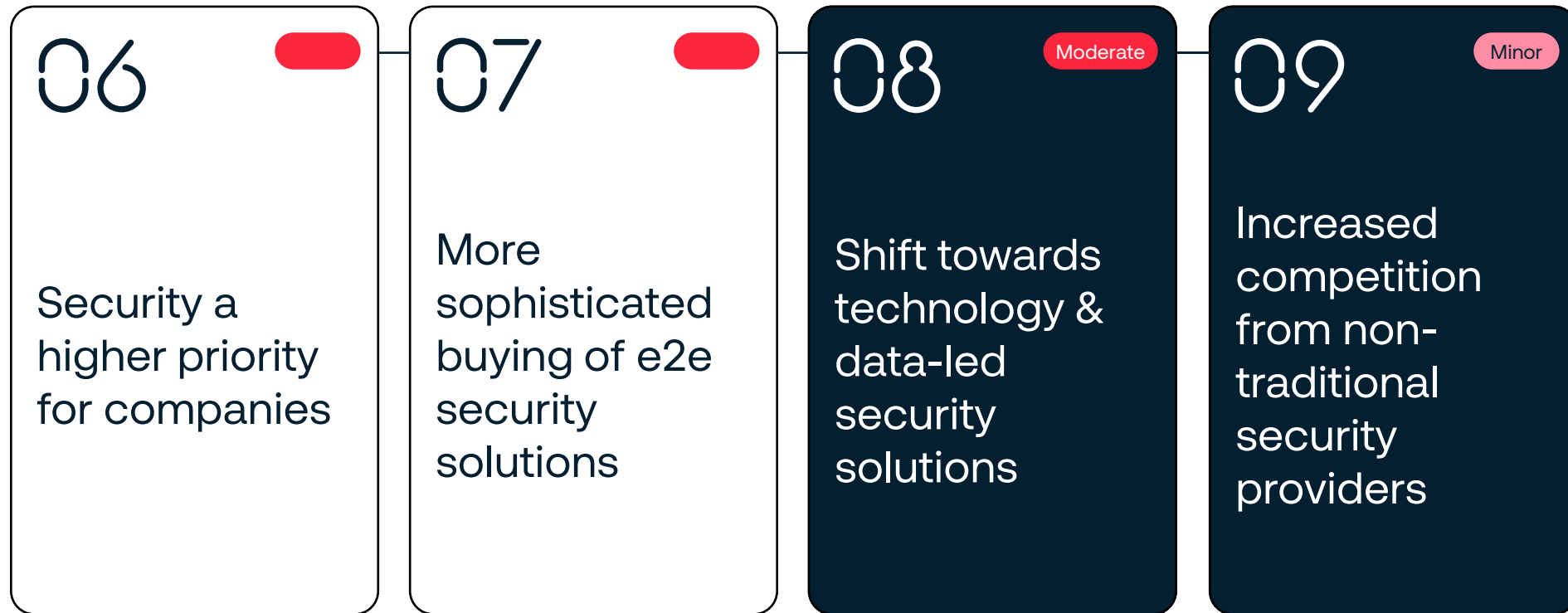
07

Moderate

More
sophisticated
buying of e2e
security
solutions

We see nine major shifts impacting the future security market

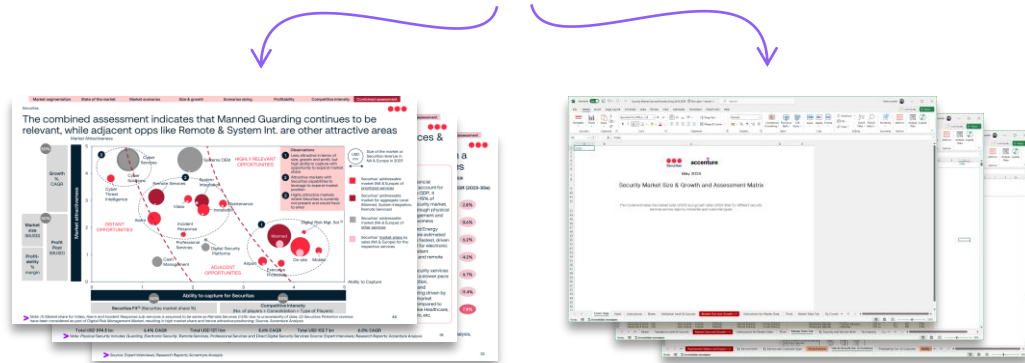
Industry (2)



Primary and secondary research done to inform the strategy work

Market Analysis (size, growth)

- ✓ 7 leading reports incl. Freedonia, Omdia, RH Perry, Gartner
- ✓ 7 economic and financial databases
- ✓ 24 external interviews incl. Convergent, Johnson Controls, Chubb, Verisure, Allied-G4S, Prosegur, Gardaworld
- ✓ 10 internal interviews (Technology and Services)

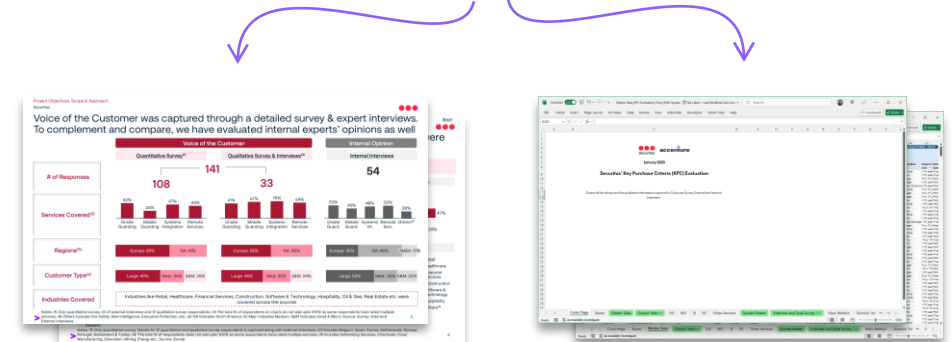


Presentation and analysis

Market Intelligence data

Key Purchase Criteria (VoC)

- ✓ 108 companies covered by quantitative survey
- ✓ 33 companies covered in in-depth interviews
- ✓ 54 in-depth Securitas-internal interviews
- ✓ 20% current clients, 60% former clients
- ✓ Covers On-site, Mobile, Electronic Security, Remote



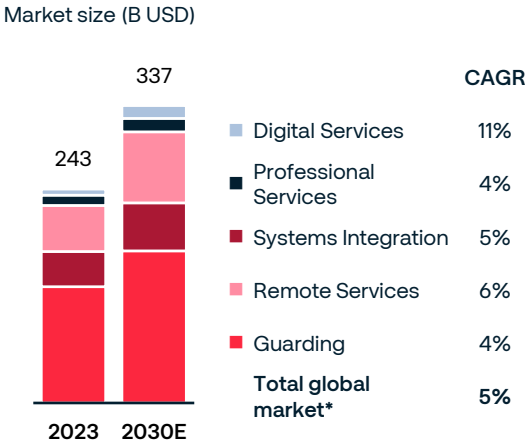
Presentation and analysis

KPC data and client quotes



Our research (7+ leading reports, 200+ articles, 141 companies surveyed) has provided insight on market development and client purchase criteria

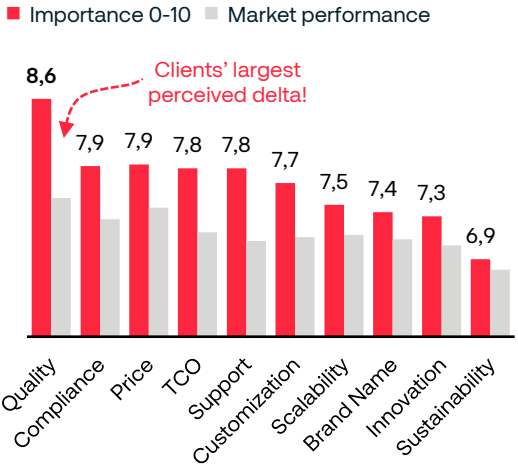
We are in a globally growing market



The market for physical security is growing faster than GDP across all services and markets

* Excluding Systems OEM (hardware) and Cash in Transit (CIT) where we are not active

The market is underserved on Quality of Service



The #1 purchase criteria with clients across services is Quality, where the market seems underserved

Note: Graph shows average scores on “Key Purchase Criteria” across surveyed segments and services

Opportunity to refine client value propositions per segment

“The idea is understanding the client requirements [...] to be able to accommodate more bespoke services [...] where things can be customized for specific client needs.”

- CEO, Critical Infrastructure, Canada

“ We have multiple sites; don't mind paying higher price for customization. Need to treat each site as an individual site with its own requirements and then [get] a view of the whole company in one place.”

- Global Head Of Procurement, Food Industry, Spain

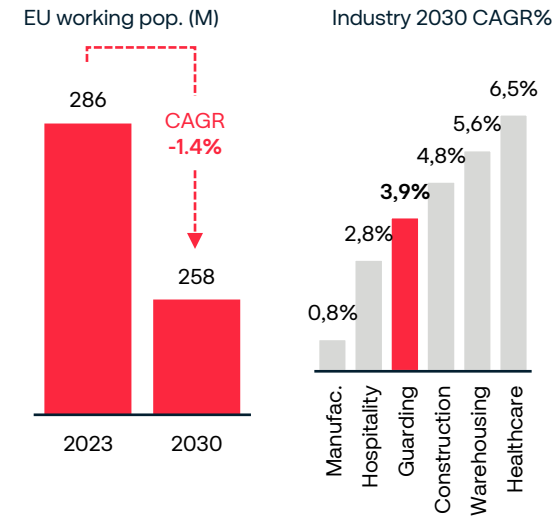
“We are forced to use offerings as is, and there are not many options to add up to a different type of model.”

- CTO, Software & Technology, Finland

General lack of segment-specific value propositions in the market, opening up for differentiation

Source: Key Purchase Criteria research (2024)

Increasingly challenging labor market



Labor market shrinking and competition is growing from other people-intensive industries

Note: Industry CAGR for people-intensive segments
Source: Eurostat, Statista, Mordor Int., NMSC, Grand View Research

We asked >100 clients about their “Dream Partner in Security” by 2030

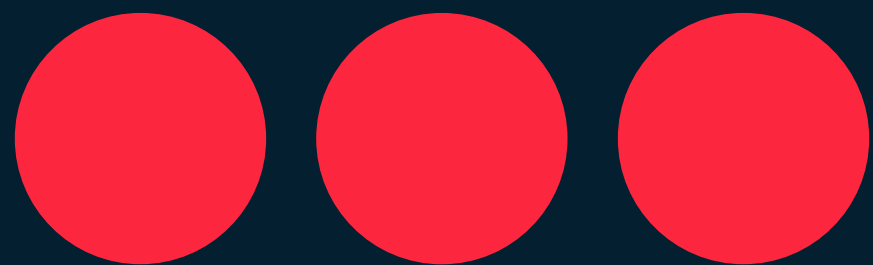
Clients emphasized the need for **technological integration**, proactive problem-solving, and **holistic approaches** to security.

They highlighted the importance of having a “**single point of contact**”, **advanced technology**, and a **deep understanding** of their specific needs.

Most clients also highlighted the importance of driving **efficiencies and innovation through digitalization**.



Does this reflect
your views on market
trends and your
emerging needs?



Securitas