

London, September 1, 2009



Mobile Services



Morten Rønning, Divisional President Mobile

Expanding the Mobile Concept



Where are we Today?

- Specialized in 11 countries
- 31 areas
- 340 branches
- 8,800 employees
- 2,800 vehicles
- 180 sales representatives (investments 2006-2008)
- Approx. 110,000 customers

Market Share

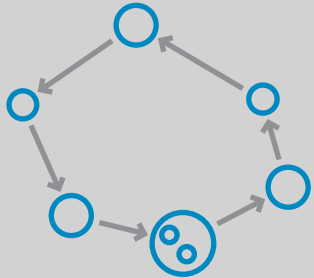
The Nordic region	>50%
Rest of Europe	5-15%

Competition

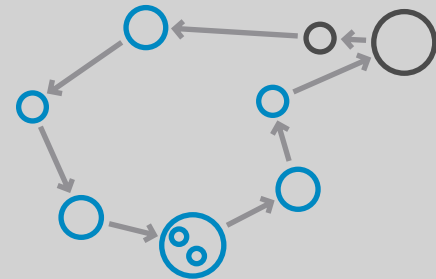
International players (Not focused)
Local players (Focused)



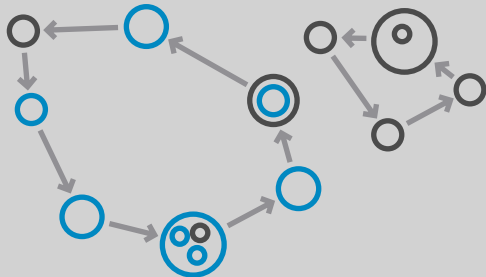
The Business Model for Mobile Services






The assignment and route



The route grows with specialized services



Create new growth
– one route grows into two

-  Existing customers, size of circles illustrates time spent at the location.
-  Clusters of smaller circles at one location indicate several customers at one location, for example an industrial park.
-  A black circle indicates that a new customer has been added.

Focus Areas for Mobile



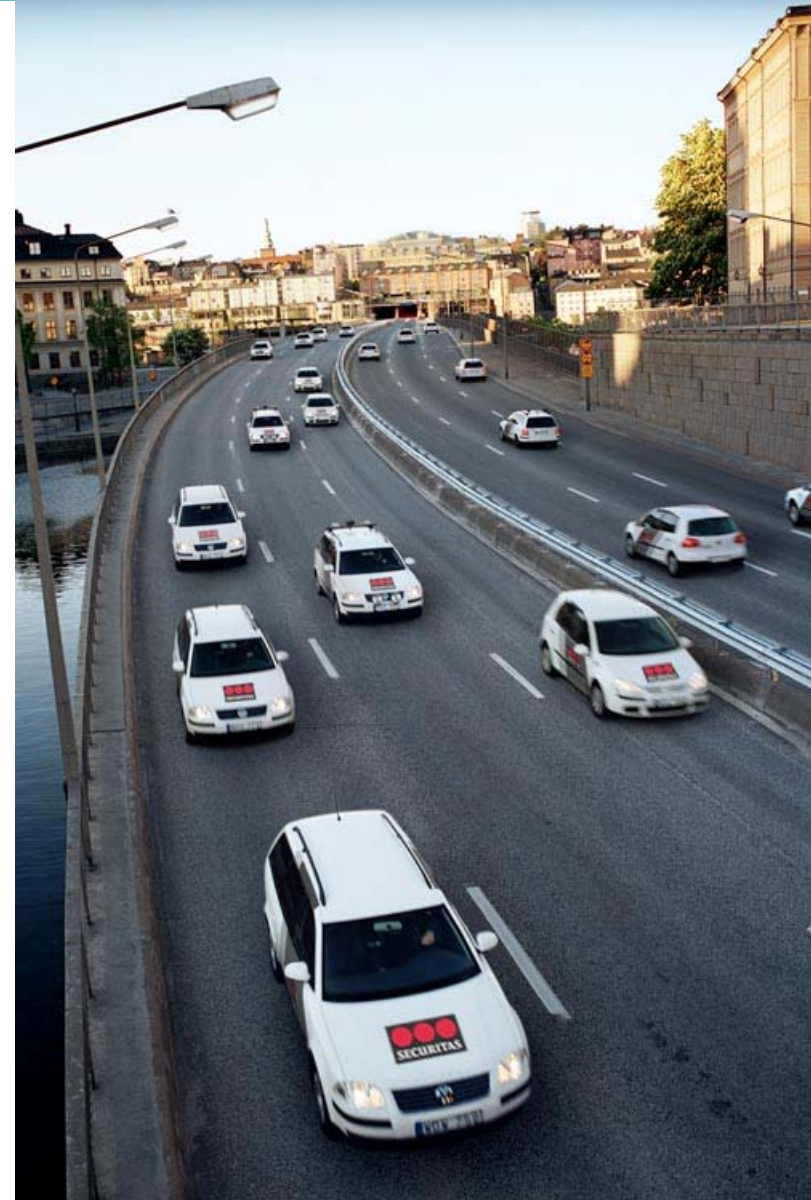
Our services

Mobile patrol

Alarm response

Key holding

- Defend the position as the fastest organically growing business segment by investing in and managing the sales engine
- Optimize the balance between growth and margin improvement
- Efficiency in the sales force is crucial to reduce payback time and increase the margins
- Focus on operations in order to improve efficiency and reduce termination





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Alert Services – Securitas Monitoring Division

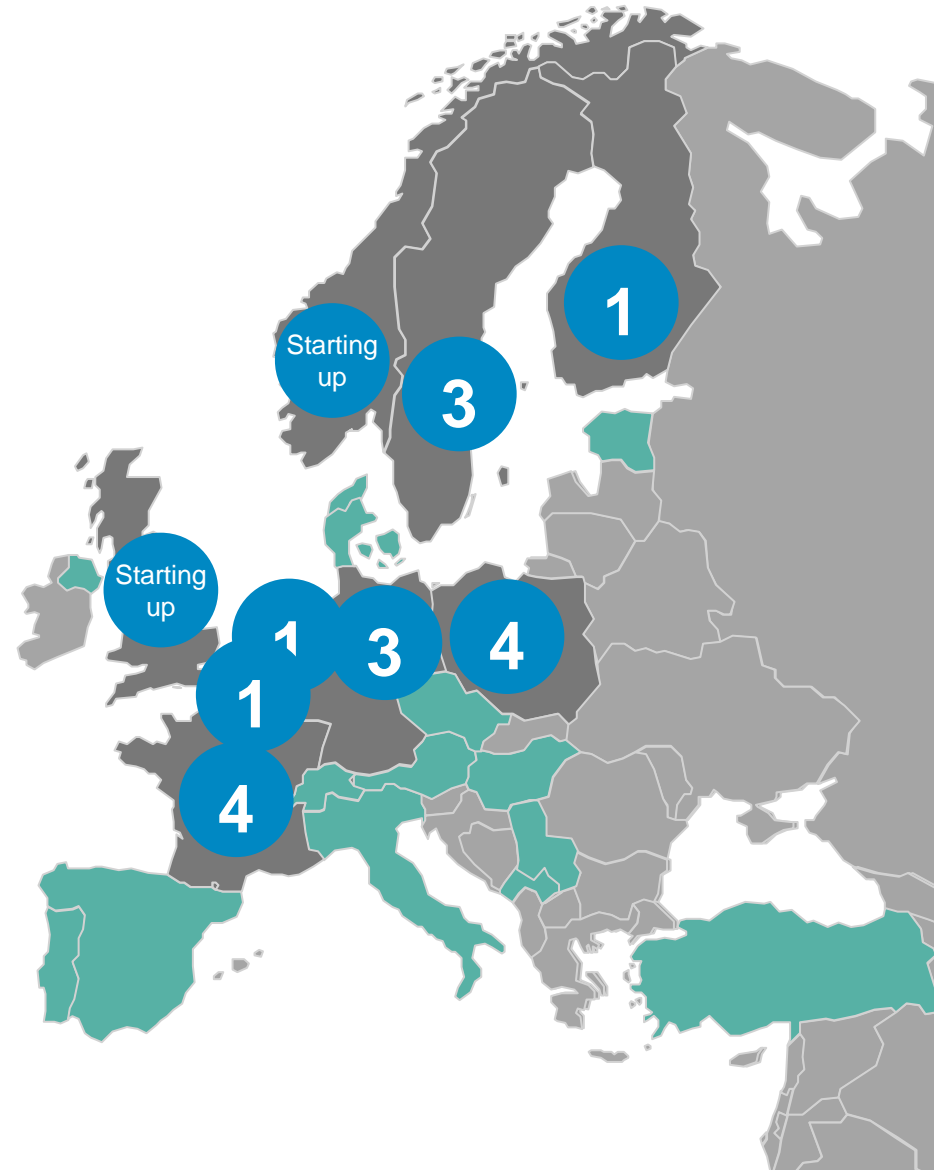


Lucien Meeus, Divisional President Monitoring

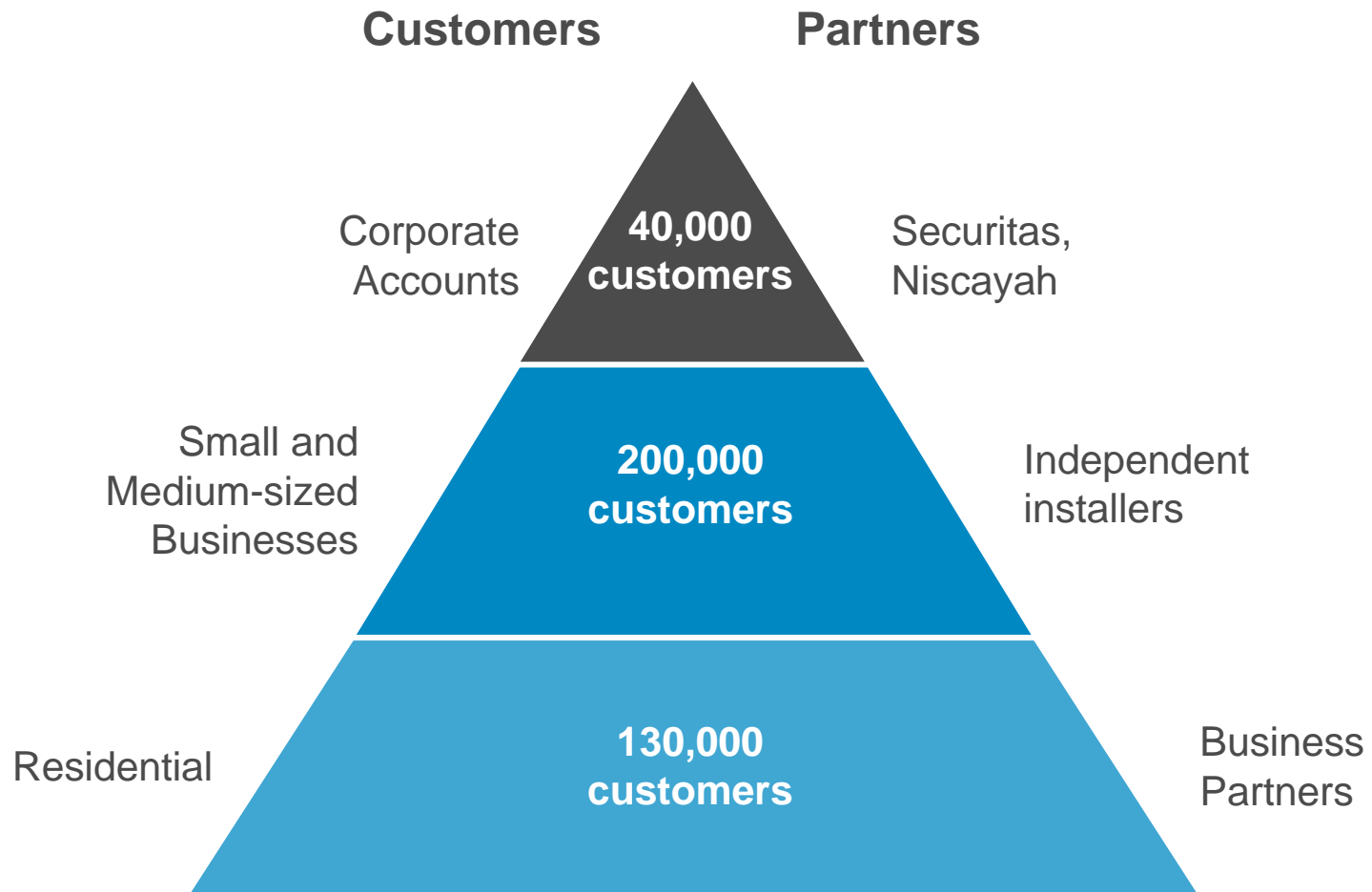
Presence



- Alert Services
- Alert Services via Securitas and partners
- Securitas' market position



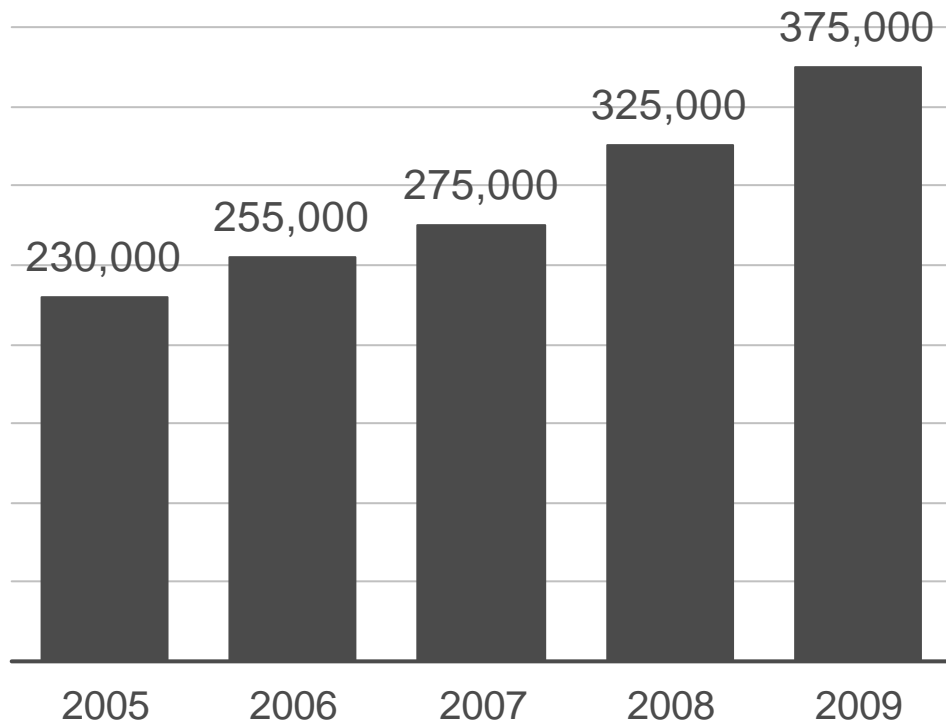
Our Model: Sales through Partnerships



Portfolio Evolution



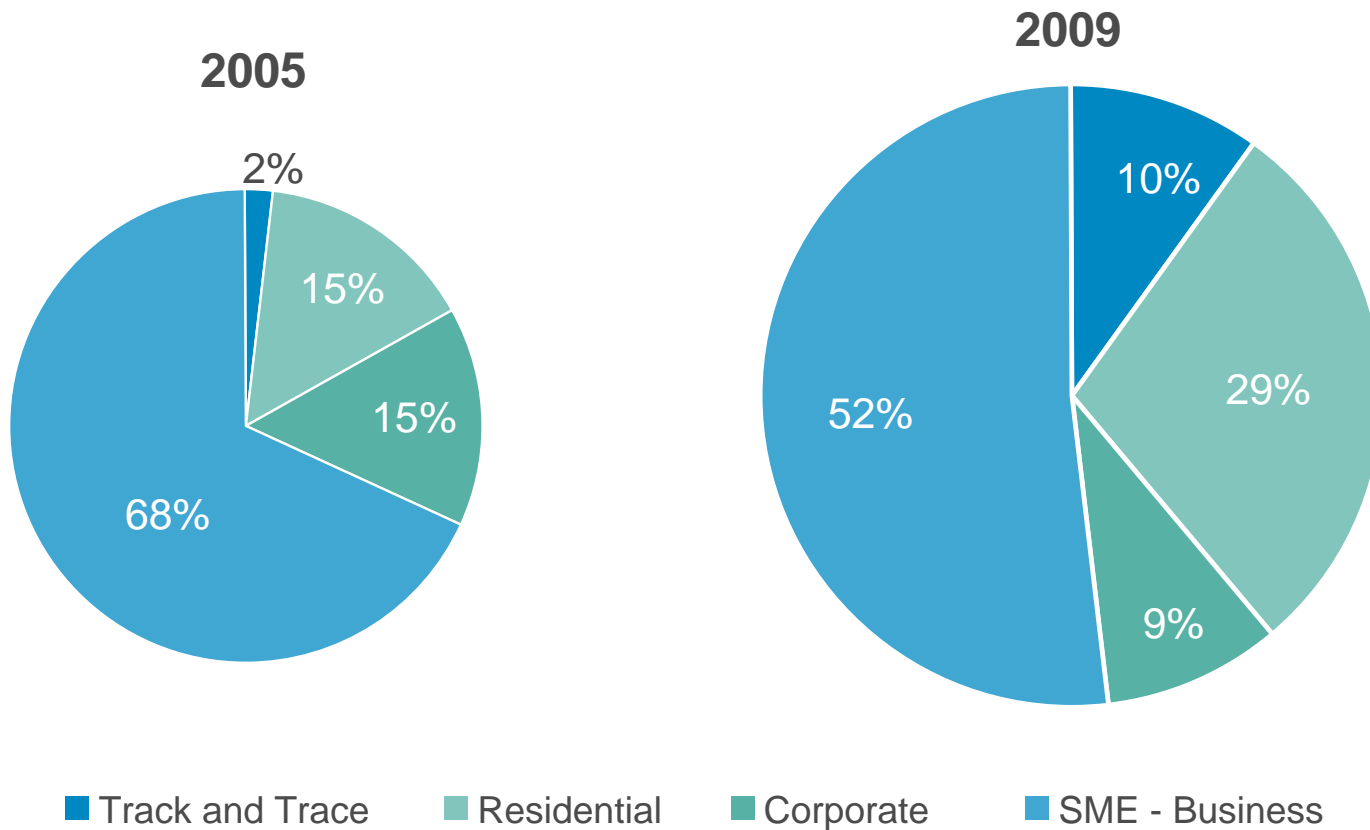
From 230,000 customers
to 375,000 customers in 4 years



Average yearly growth of customer portfolio: 13%



Evolution of Sales per Pillar (Segment)





Integrity | Vigilance | Helpfulness

[securitas.com](https://www.securitas.com)