

London, September 1, 2009



New Markets Mobile and Monitoring



Alf Göransson, President and CEO

London, September 1, 2009

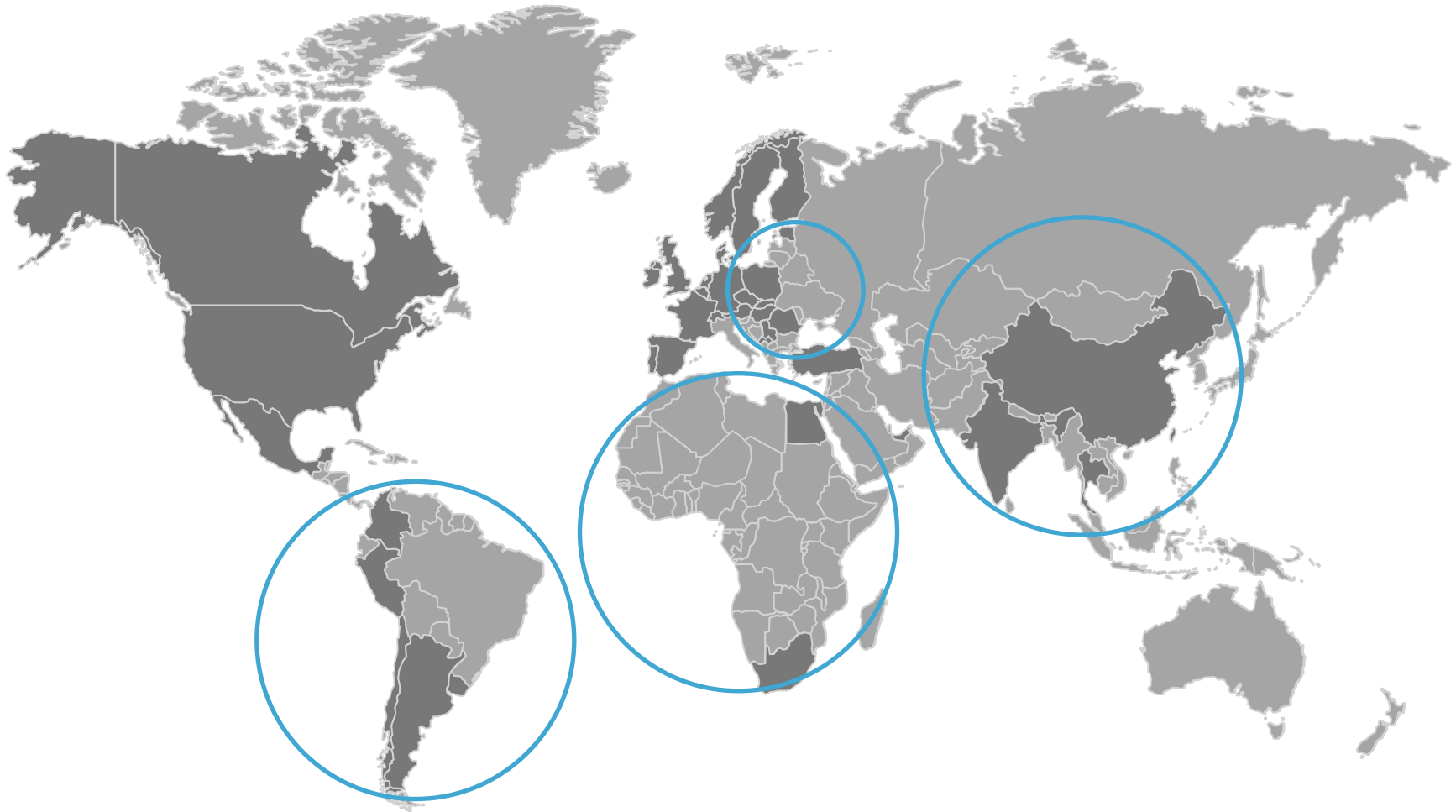


New Markets



Alf Göransson, President and CEO

Expanding in New Markets



Why New Markets



Strengths

Brand, reputation, security expertise, management model, acquisition and integration track record

Weaknesses

Limited experience of new markets

Opportunities

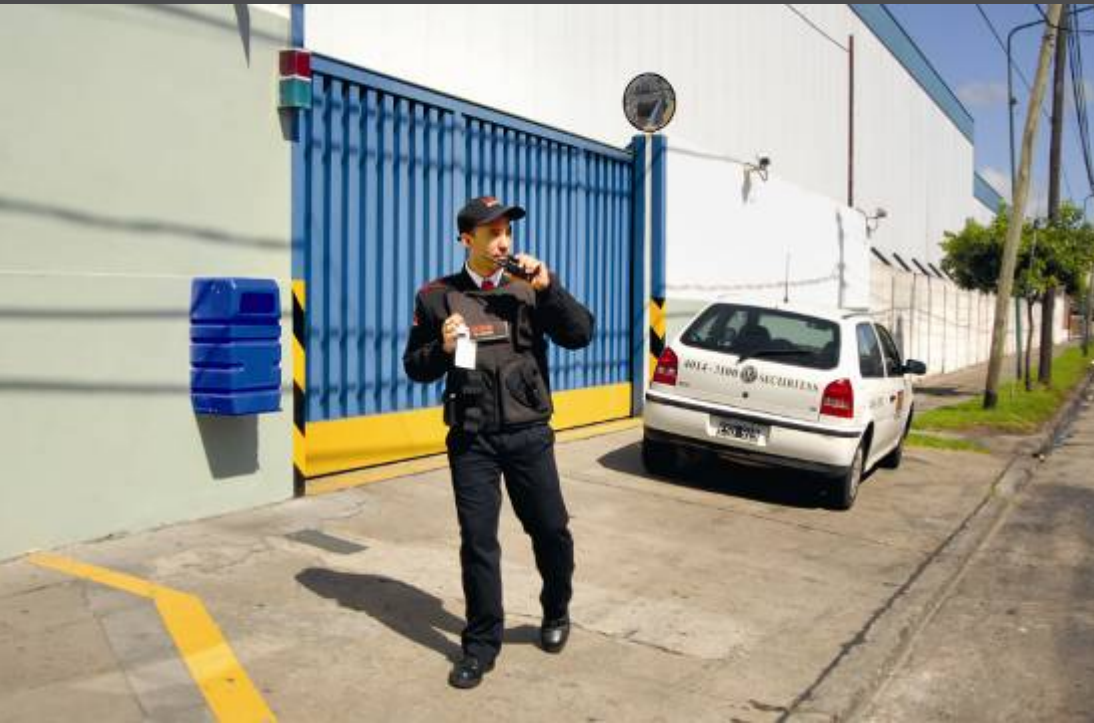
Following the global customers, higher sales growth and profitability, develop and lead the industry, industry consolidation

Threats

Lack of rules and regulations, high crime levels, political instability, changing legislation, unsuccessful joint ventures

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Case: Latin America – a Step by Step Story



Securitas Presence in Latin America



Approx. 20,000 employees

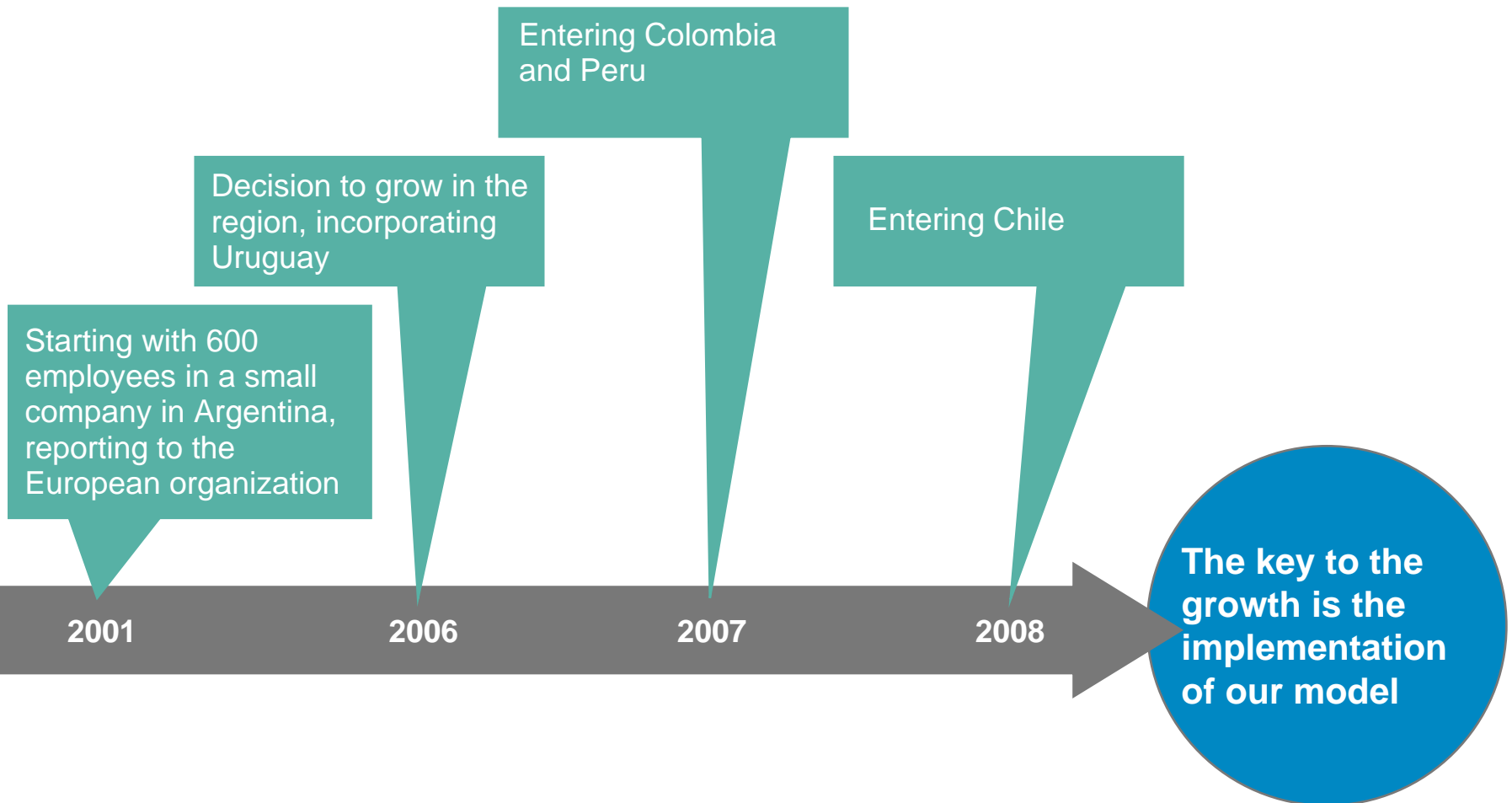
Our present position

No 1 in Argentina and
Uruguay

No 2 in Chile and Peru



Step by Step History



Our Contribution to the Region



- A leading company with new ideas
- To work with the industry to increase the status of the sector
- To increase the wages and to generate added value in the services
- Our model based on people and their management capacity
- Experience and teams in place
- Good practices
- Solutions to global clients

The Latin American market needs a leader



The Next Step in Latin America



- To continue our expansion in the present markets
- To attract the right people
 - Start our training program for the managers in the region
 - Open the Securitas Argentina Institute - a training center for the Latin American region
- Our next target:
The Central American countries

