

London, September 1, 2009

Product Development in Securitas' Monitoring Division



Lucien Meeus, Divisional President, Monitoring

London, September 1, 2009



Securitas Home Alert



The Potential of the Residential Market

- Investments in the residential market which has potential that can fit well with our partnership strategy
- The concept has been tested since July 2008 on the highly competitive European market
- Studies indicate a potential for expanding into specific geographies - pilots are planned during 2010
- Market drivers such as technical development on alarms and improved home connectivity are factors that support the growth of the home alarm market
- The market is ready for a more cost effective home alarm solution
- Our market reach, knowledge and brand awareness give us a competitive advantage



Pilot Project: Securitas Home Alert



A Home Alert solution, connected to Securitas

- Plug and Play design
- Connected to Securitas Alert Services via IP-based telecommunication
- Sold in cooperation with typical Business partners (insurances, utilities etc.)
- Customer self service web access to the home system
- Possible to extend with home control functions
 - Smoke detector
 - Safe at home function
 - Flooding detector
 - Power cut detector
- 18 month program resulted in 10,000 new customers

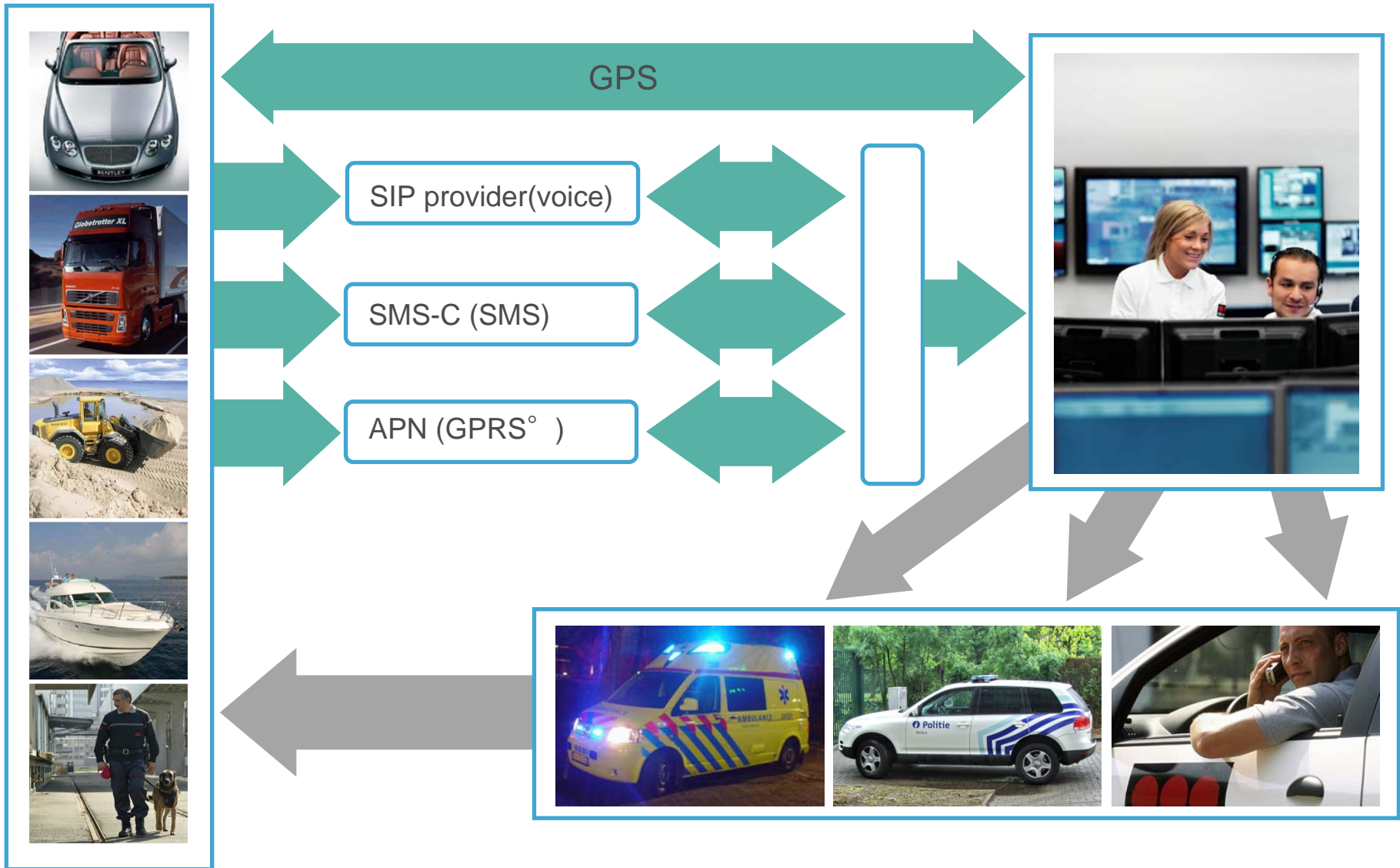


Securitas Home Alert – Safety made smarter

Market Segment: Track and Trace



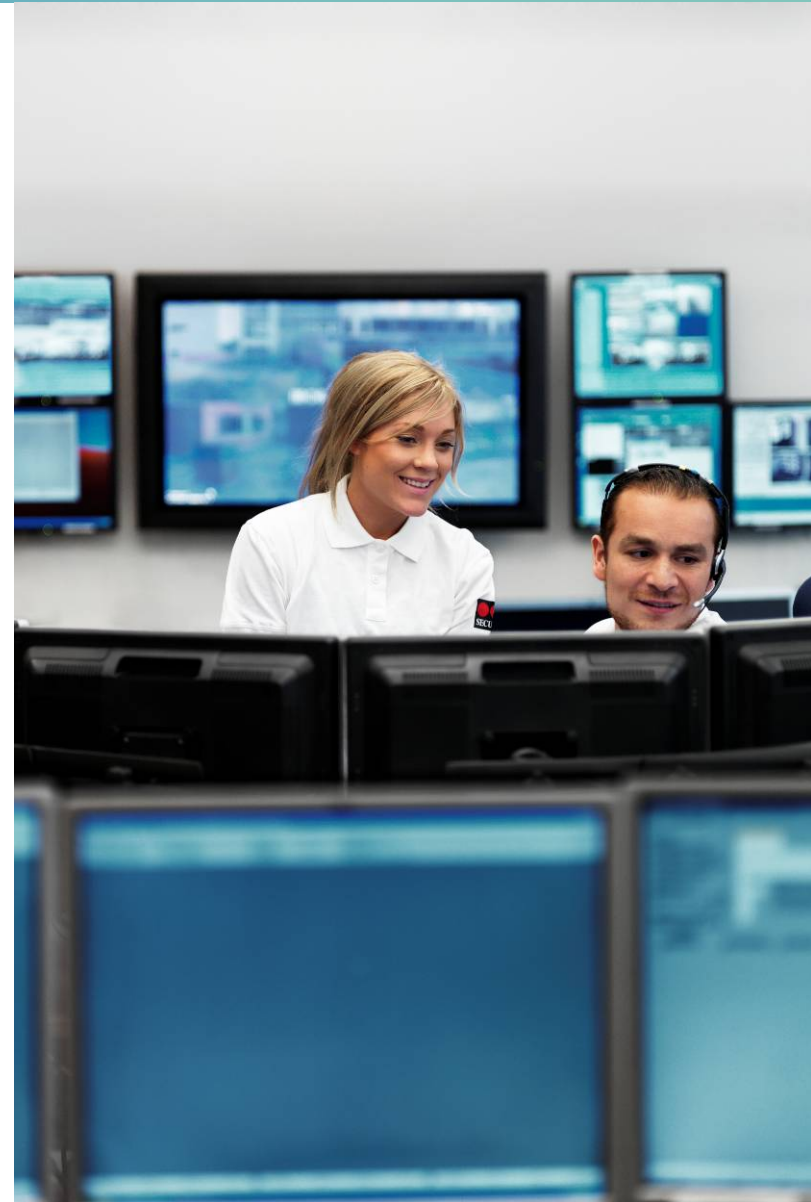
Track and Trace – How does it Work?



A Market with Strong Drivers



- **Technology and communication**
Increased availability at lower cost
- **Legislation**
e.g. European e-Call and Lone Worker
- **Insurance**
Incentives/requirements
- **Crime and crime prevention**
People and asset protection
- **Cost savings**
e.g. information and logistics
- **Economic climate**
Sales of luxury cars declining since mid 2008



Our Market Position



We are a European provider, focusing on security and safety services for mobile objects

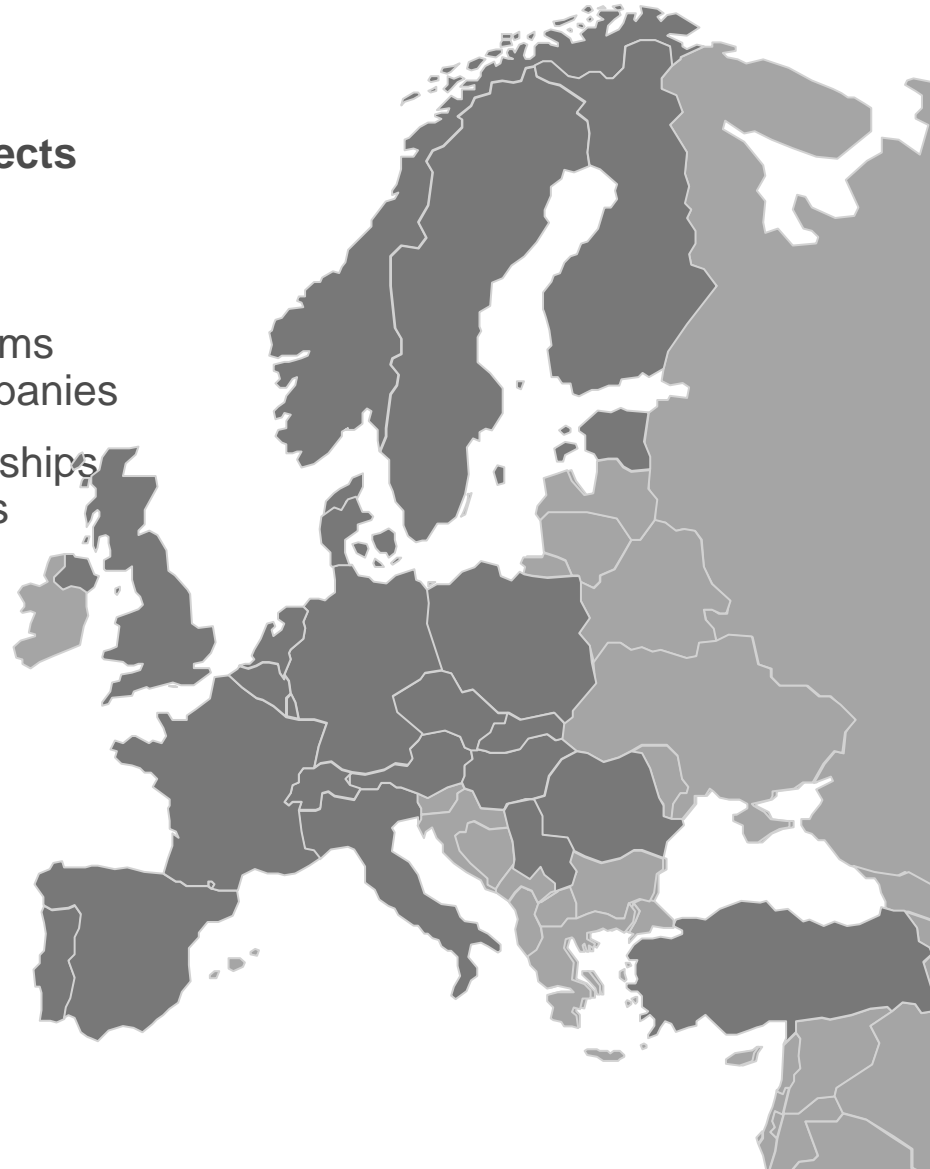
- Uniquely positioned as a pan European Supplier with cross border services
- State of the art solutions based on own platforms and partnerships with leading technology companies
- Secure operating centers and working relationships with local authorities and insurance companies
- Strong historic base in the Benelux countries (more than 30% market share)
- Our target: to expand our sales and marketing to the full geography of our service capability

We focus our marketing on three segments

Automotive

Transport/Logistics

People



Market situation

- 771,745 cars stolen 2005 (source Europol)
- 450,000 cars were trafficked from European union 2005 (Source Europol)
- EU eCall directive increases focus on emergency services
- Luxury car segment > 1,000,000 vehicles per year
- Largest potentials have developed in Italy, the UK and Russia
- The 300,000 After Market Solutions, that are installed per year for mainly luxury vehicles) are still dominating but
- Car manufacturers (yearly production 25 million cars) strive to integrate Telematics platforms in new cars and provide a broad set of services to car owners



Our Services

Services and technology that fulfil the requirements of each local market

Stolen vehicle tracking and recovery services

Driver safety and security solutions, e.g. eCall, bCall, Panic Button

- Adaptation to partners – Capability to cover the full value chain but also possibility to focus on the core monitoring services



Case: CarGuard – Aftermarket Service ...

Standard Service since 1998

- Alarm verification
- Stolen vehicle tracking
- Remote immobilisation
- Police recovery

Options

- Panic and emergency alarms – eCall
- Remote door unlock
- Recovery assistance

Results

- 10,000 customers signal a total of 120,000 alarms per year
- >> 150 alarms passed on to police
- >> 100 alarms confirmed as « real »
- >> 60 thefts on which car recovery rate > 95%

Market situation

- Cargo theft loss value in EU; a major driver.
- Most incidents happen “en route” or on non-secured parkings
- Yearly heavy truck production: approx 1.8 Million

Our Services

Stolen Vehicle Tracking and Recovery Services

Geofencing / Corridoring

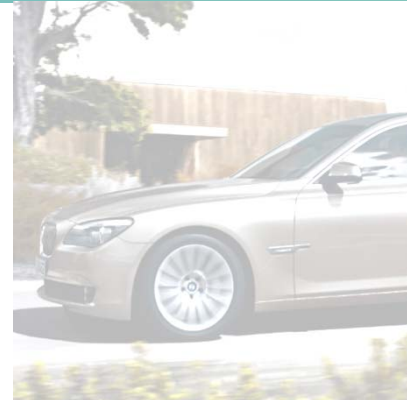
24/7/365 surveillance with response and action
in accordance with agreement

Driver safety and security solutions, e.g. eCall, Panic Button

Monitoring of signals like door sensors, temperature, battery, load, etc.

Escort services and Secure Parkings

Fleet management and logistics information portals to keep track
of vehicles or goods



Case: Transportation of Cigarettes in a Country



One truck carries a load worth > MEUR 1.5
> 600 trucks are monitored

Taylor-made solution and service

Including hardware and software applications

- GSM / GPRS box, antenna
- Panic, audio call buttons, microphones
- Detectors / batteries / siren...

Specific service functionalities related to the risk

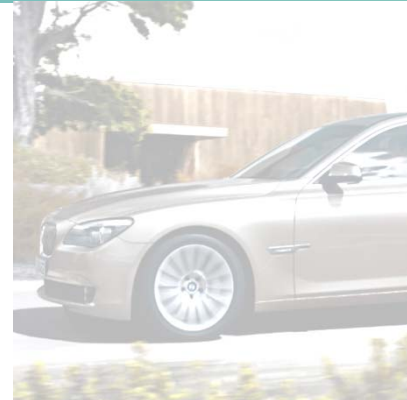
- Unlawful stop, panic, zoning, trailer/truck...
- Parking Surveillance and escort

Results

- 12,000 operator actions per year
- Up to 20 confirmed attempts per year

Market situation

- Increased focus from authorities, corporations and public services on lone worker protection
- Rapid penetration of GPS handsets opens up market for cost effective solutions by reducing the need to invest in specific hardware
- Growing demand for solutions to protect employees, yourself, your family, the elderly and loved ones outside the home



Our Services

- Lone worker services that bring increased security for the staff and tools for the management to care and assist its workforce
- Complete Service package including hardware sold on a monthly subscription





Integrity | Vigilance | Helpfulness

alert-services.com