

London, September 1, 2009

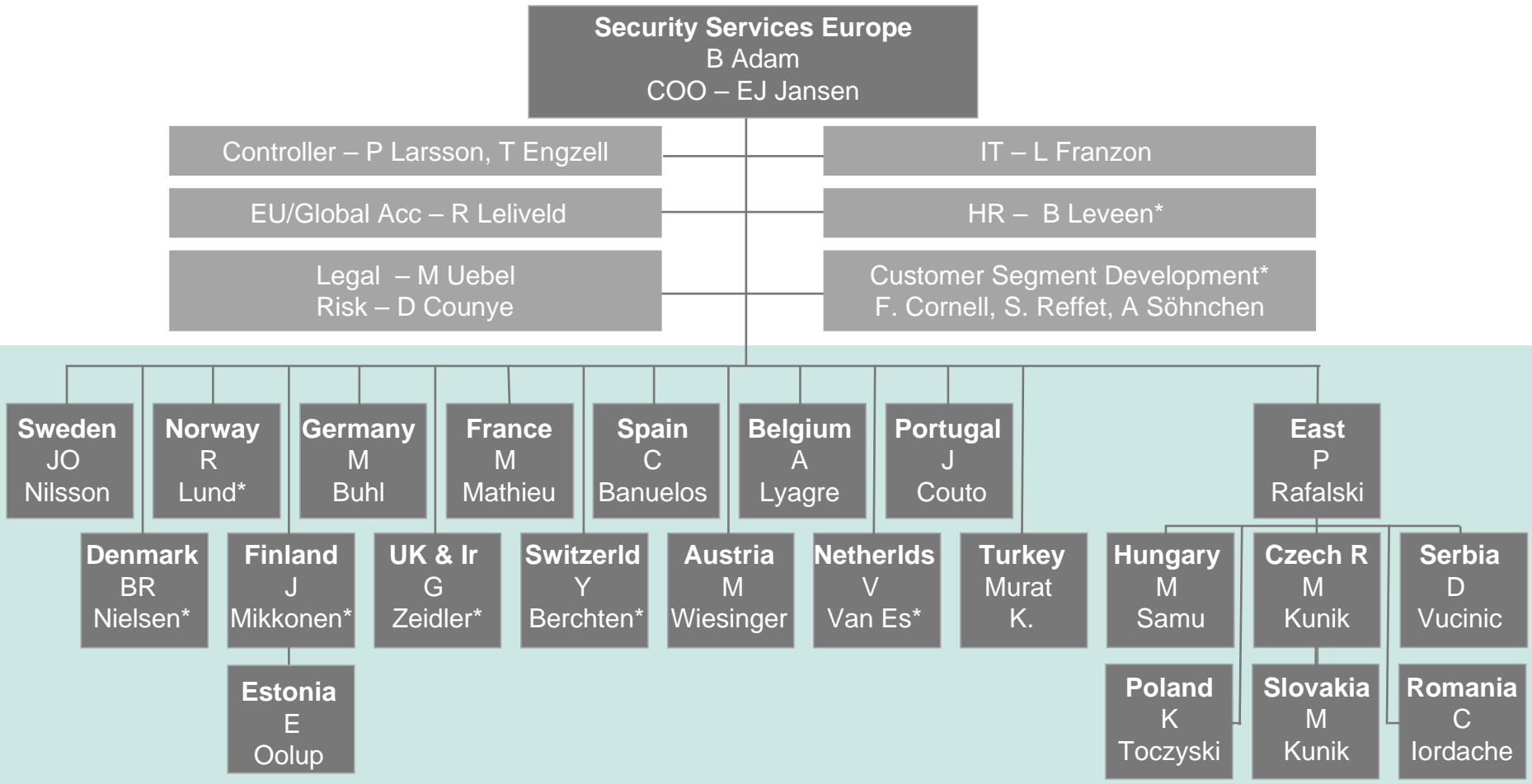


Security Services Europe Strategic Overview



Bart Adam, Divisional President, Security Services Europe

Organization 2009



* headed by COO

Clear responsibilities – Experienced – Healthy dynamics

Market Size and Growth

Security Services Europe, Mobile and Monitoring



| | Total Opportunity 2008 BSEK | % of Total | Outsourced 2008, % |
|----------------------|--------------------------------|---------------|-----------------------|
| Sweden | 6.8 | 3% | 100% |
| Norway | 7.2 | 3% | 63% |
| Denmark | 2.7 | 1% | 61% |
| Finland | 2.8 | 1% | 92% |
| Estonia | 0.9 | 0% | 69% |
| Nordic Region | 20 | 8% | 79% |
| Germany | 66.2 | 27% | 58% |
| France | 35.4 | 14% | 87% |
| UK & Ireland | 28.6 | 11% | 85% |
| Spain | 22.0 | 9% | 100% |
| Big Five | 152 | 61% | 76% |
| Switzerland | 3.8 | 2% | 81% |
| Austria | 3.9 | 2% | 69% |
| Portugal | 5.4 | 2% | 81% |
| Belgium | 6.8 | 3% | 79% |
| Netherlands | 16.7 | 7% | 73% |
| Rest of West | 37 | 15% | 75% |
| Hungary | 1.2 | 0% | 97% |
| Poland | 14.7 | 6% | 97% |
| Czech Republic | 7.9 | 3% | 84% |
| Romania | 2.6 | 1% | 76% |
| Serbia | 1.5 | 1% | 65% |
| East | 28 | 11% | 93% |
| Turkey | 12.6 | 5% | 47% |
| Europe | 250 | 100% | 77% |
| Real Growth | 5% | | 6% |

**Total opportunity
(incl insourced)**
250 billion SEK
Real growth of 5% 2008

Outsourced market
193 billion SEK
77% of total opportunity
Real growth of 6%

Securitas in 2008
Approx. 33 billion SEK sales
17% market share
(of outsourced market)



Our European Footprint



Clear goal: be number 1 (or 2)
Market leader or 2nd : 15 countries

Specialized guarding in 23 countries

| | |
|------------------|--------|
| Employees | 98,000 |
| Areas | 130 |
| Employees/area | 730 |
| Branch offices | 800 |
| Employees/branch | 120 |

Airport security in 12 countries

| | |
|-----------|--------|
| Employees | 12,000 |
|-----------|--------|

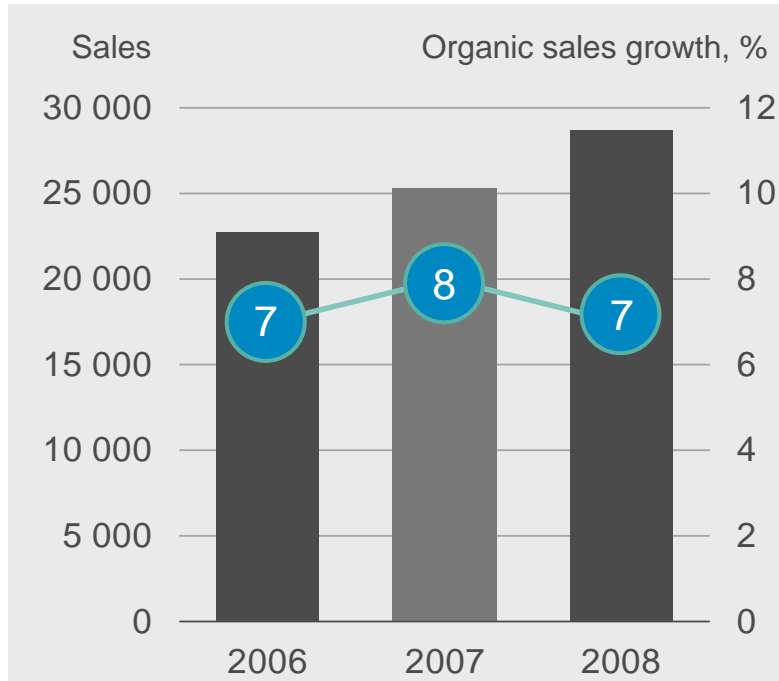
Securitas place in market



Market leader

– Very strong footprint to service our customers

Our Development 2006 – 2008



Average Annual Real Change, 2005 to 2008

+94 MSEK

Average Real change, %

+7%

Consistent strong performance

General Economic Environment



| Market | 2005 | 2006 | 2007 | 2008 | 2009 |
|--------------|------|------|------|------|------|
| GDP Growth | 2.0% | 3.1% | 2.9% | 1.0% | -3% |
| Inflation | 2.3% | 2.3% | 2.4% | 3.7% | 0% |
| Unemployment | 8.9% | 8.2% | 7.1% | 7.0% | 9% |

(2005-2008 numbers from EC interim forecast jan 2009)

How does it affect

Reduced extra sales

Portfolio:
• Higher contract reductions

Increased bad debt

Some competitors hunt
for volume

But ...

Portfolio:

- Good new sales
- Contract terminations OK
- Price increase covers cost increases

Flexible cost base

Very strong fighting spirit

Continue to execute the strategy

How did we Get Here?



1985-2000

Step-by-step created the European platform through acquisitions and organic growth with focus on security.

Securitas model created and implemented.

**Created the platform –
Strong Company Culture**

2001-2007

Step-by-step organized ourselves in dedicated and focused divisions.

Started a specialization process creating solutions for our customers.

Organized for focus

The way forward 2008 ... 2 Highways



1. Specialization through full focus on the customers

Actions:

- Specialized people / specialized training
- Develop customer segments
- Integrate technology (guard and site)
- Serving Local, European and Global Customers

2. We strengthen our strong basics

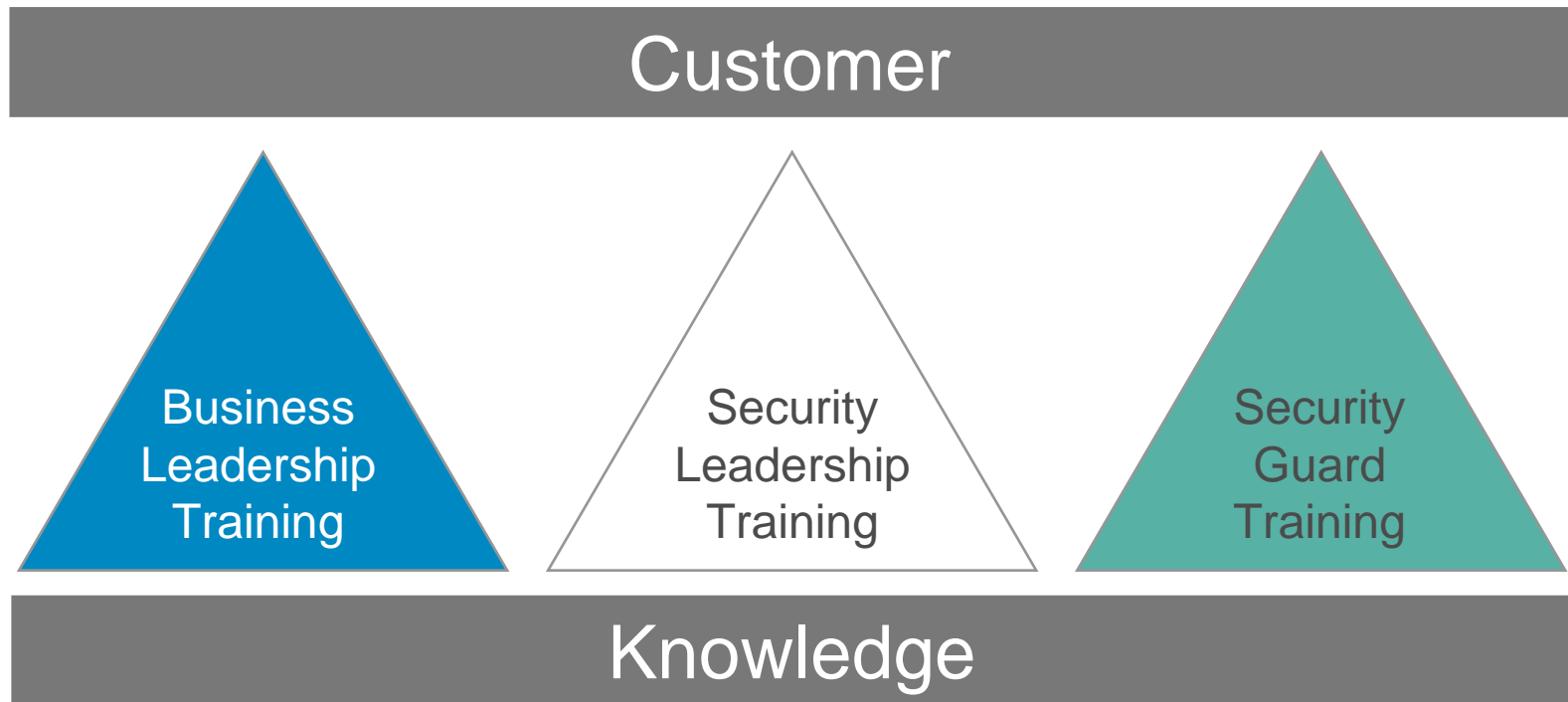
Actions:

- HR: service minded and committed people
- Share best practices (Global and Europe)
- Keep focus on “price versus wage”
- Improved contract risk management

Provide cost efficient, excellent quality solutions

Specialized People / Specialized Training

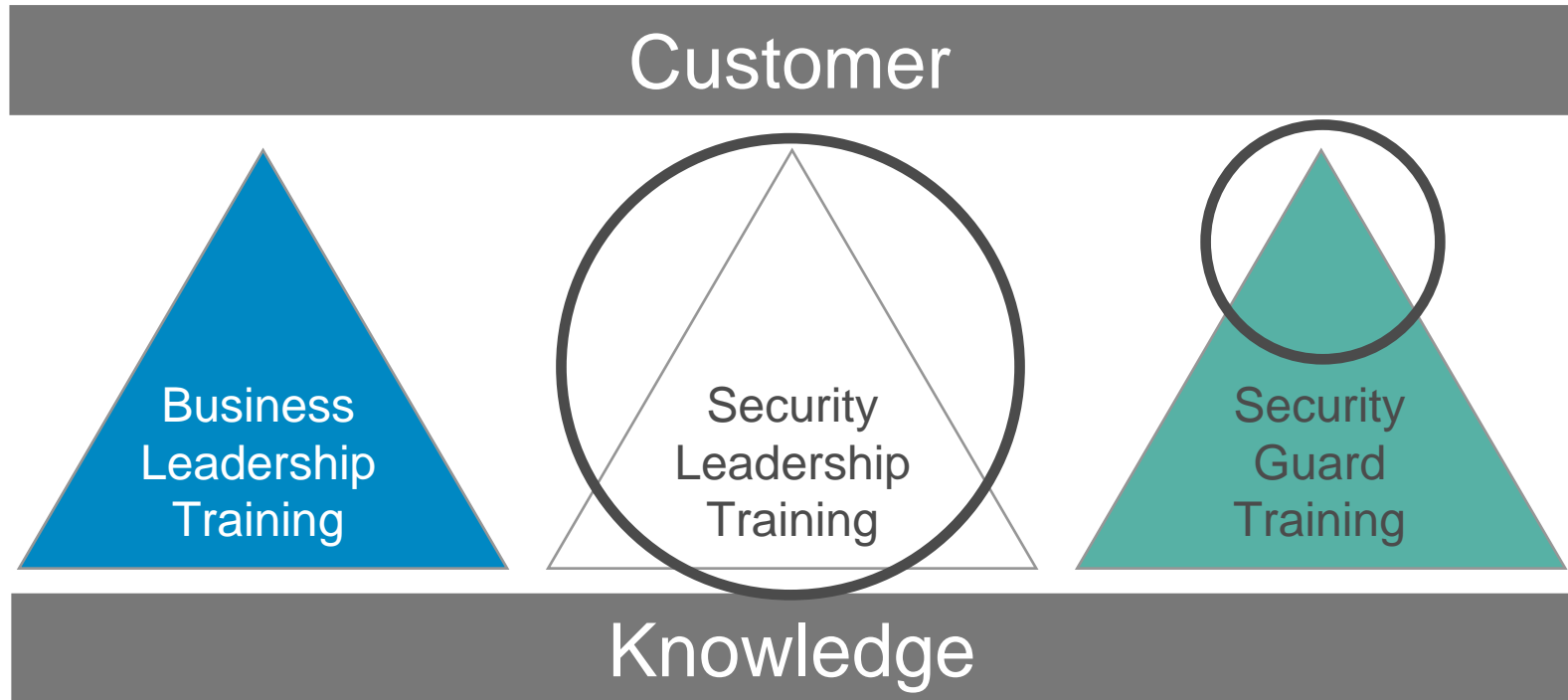
Knowledge Leadership



Knowledge x Customer = Value

Specialized People / Specialized Training

Focus Areas



Knowledge x Customer = Value

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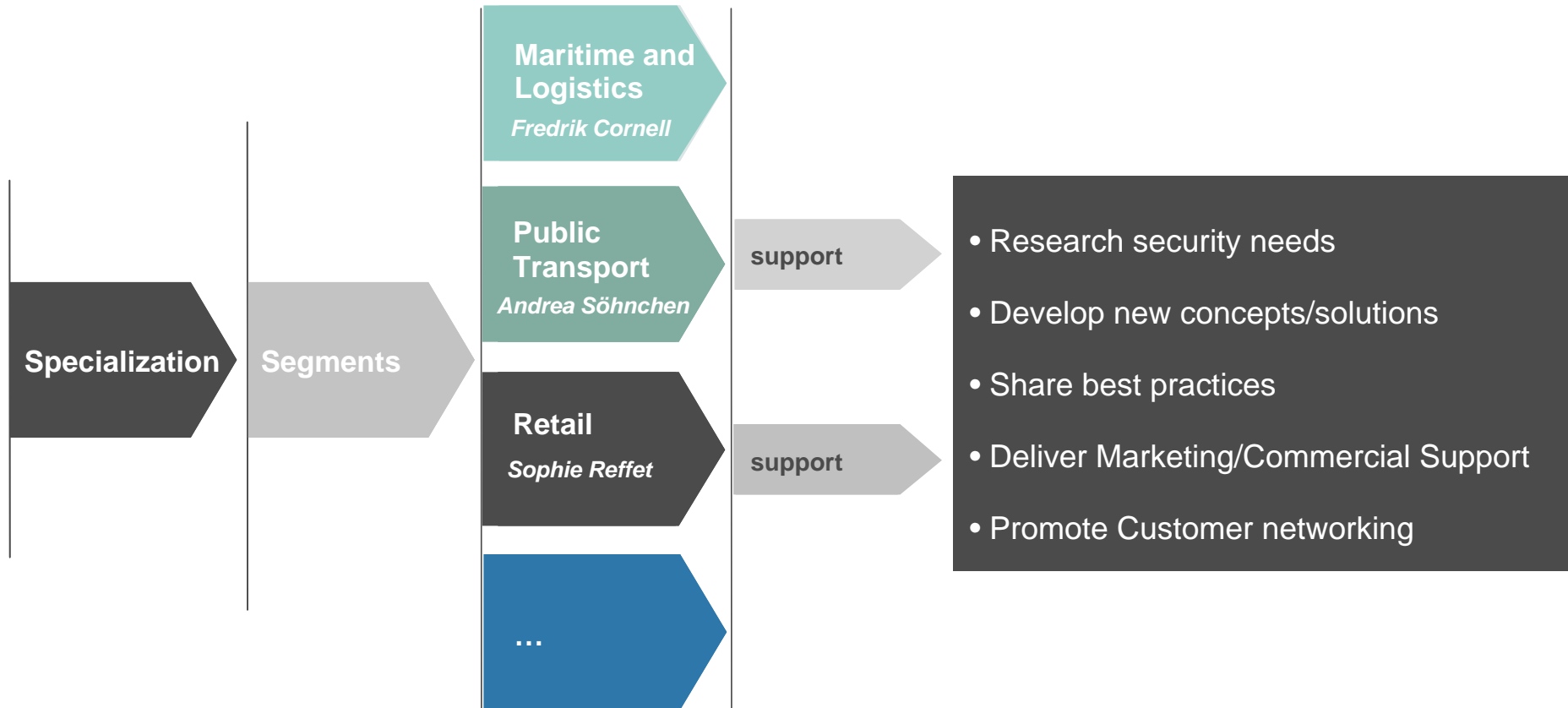
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Develop Customer Segments

European and Local Competence Centers



Build solutions specific for the customer's segment

Develop Customer Segments

Example: Public Transport Segment



Profile All public means of transport, where the passenger is anonymous

Focus Passengers, Staff, Rolling stock, Operations, (Critical) Infrastructure

| | | Stations | Vehicles | Depot | Tunnel | Track | CI |
|-----------------------------|--------------------------|----------|----------|-------|--------|-------|----|
| Security Services | Unsocial behaviour | | | | | | |
| | Theft of metal | | | | | | |
| | Vandalism / Graffiti | | | | | | |
| | Suspicious items | | | | | | |
| | Catasrophic incidents | | | | | | |
| | Major events | | | | | | |
| Passanger Assistance | Information / Assistance | | | | | | |
| | Cleanliness | | | | | | |
| Revenue Protection | Fare dodging | | | | | | |
| | Cash handling | | | | | | |
| Safety Solutions | Fire | | | | | | |
| | Flooding | | | | | | |
| | Technical failure | | | | | | |
| | Health | | | | | | |



Integration of Technology

Adding Customer Value by Tools



Field Tools

Field Reporting Systems and PDA's for Beat and Call Out Management



Services Tools

Assignment and Instruction Management. Customer Reporting and Interaction

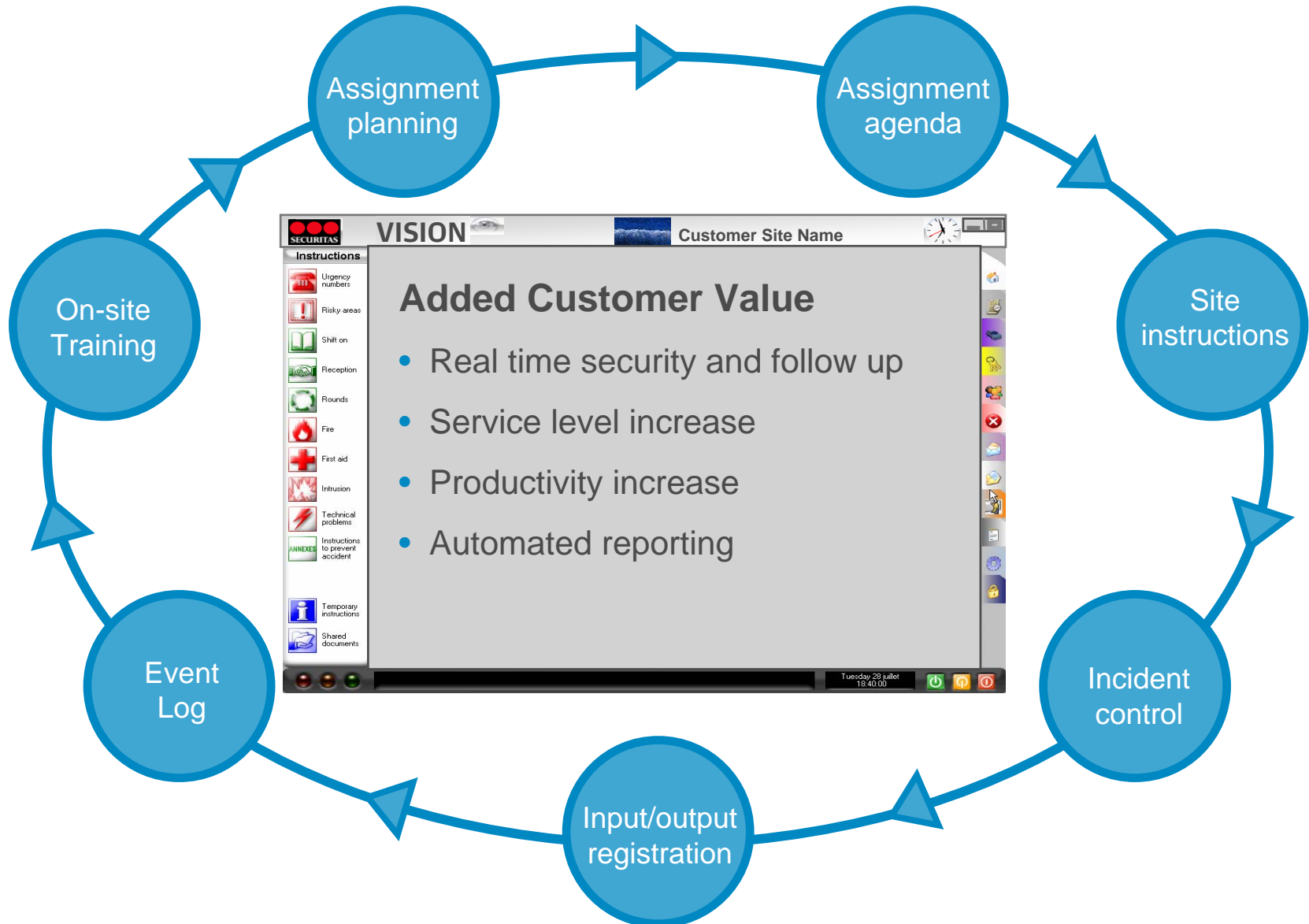


Site Tools

Combination of Manned Guarding with Alarm, CCTV, Access Control Systems, etc

Integration of Technology

Example: Services Tools – VISION



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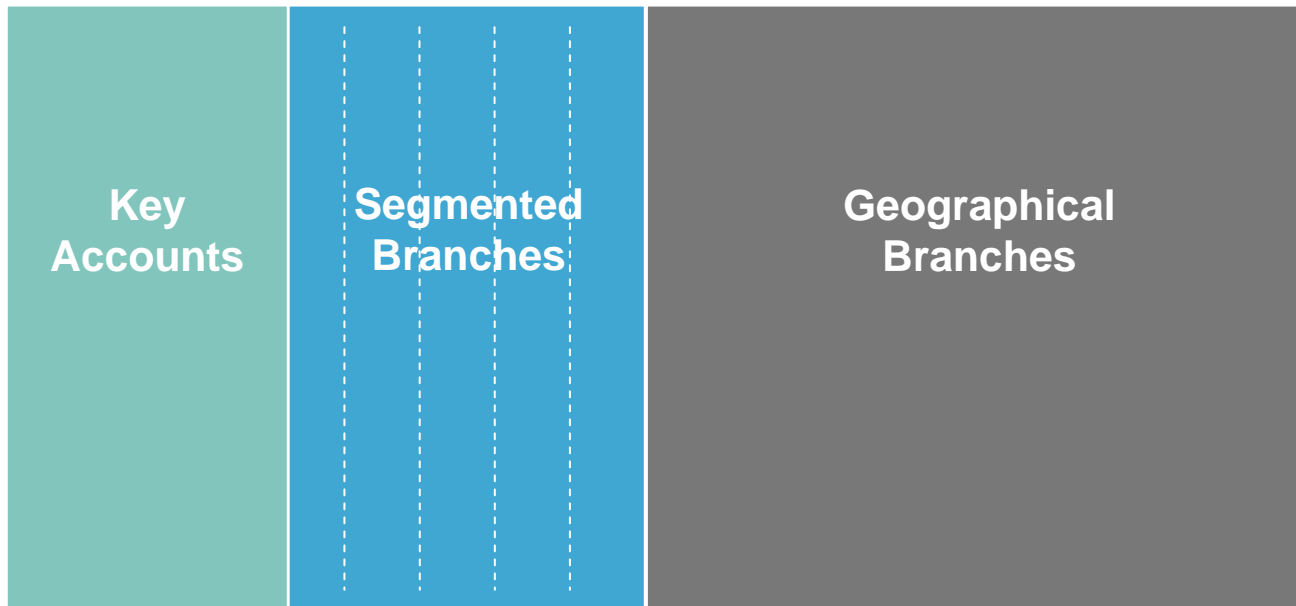
Provide cost efficient, excellent quality solutions

Serving Local, European and Global Customers

Changing Local Organizations



*From “pure geography” to
“key accounts + segments + geography”*



An organization focused on being close to the customer

The way forward 2008 ... 2 Highways



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From Strategy to Implementation

Example: Case 1 - Country A



Customer segment: Telecom/IT
Contract started: 01 AUG 2009
Annual sales value: 2.0 MEUR
Contract term: 5 years
Services we provide: Complete outsourcing of Security Services



Key elements in winning the tender:

- **Segment knowledge**
- **Complete Service Level Agreement based contract**
- **Independent partner in security systems**
- **Outsourcing experience**

From Strategy to Implementation

Example: Case 2 - Country B



Customer segment: Maritime
Contract started: 01 JAN 2009
Annual sales value: 0.4 MEUR
Contract term: 3 years
Services we provide: Specialized guarding of the site, Gas and fire watchers, Certified harbour masters (ISPS Code), range of complementary services according to specific customer needs



Key elements in winning the tender:

- Overall concept
- Segment knowledge and trained, specialized employees
- Flexibility in delivering manpower
- Cost reduction due to concept and flexibility

Expansion Eastern Europe

Started "Project Expansion East" H2 2007 - Dedicated team in place

Priorities

1. Increase size in existing countries eg. Poland, Czech Republic
2. Short term attractive markets eg. Rumania, Serbia
3. Mid term attractive markets

Ambition: triple the size of the business by end 2010

- Sales 2009
- Employees 2009
- Results 2009

We continue our project

In general

Italy and Greece eg. are on our list, when the time is ready

Segments / Specific know-how

Opportunities

Summary



| | |
|------------------|---|
| History | Strong track record |
| Market: | Growing, strong footprint, many opportunities |
| Current economy: | Reduced extra sales - Higher contract reductions Good new sales - Terminations are OK Price increase covers wage cost |
| Organization: | Clear, flat, experienced management, strong fighting spirit |
| Strategy: | Two highways 1. specialization through full focus on the customers 2. strengthen our strong basics We continue to execute the strategy |
| Acquisitions: | Yes |

2008 - ... : Full focus on the customer

Summary



European Conference June 2009

2008 - ... : Full focus on the customer