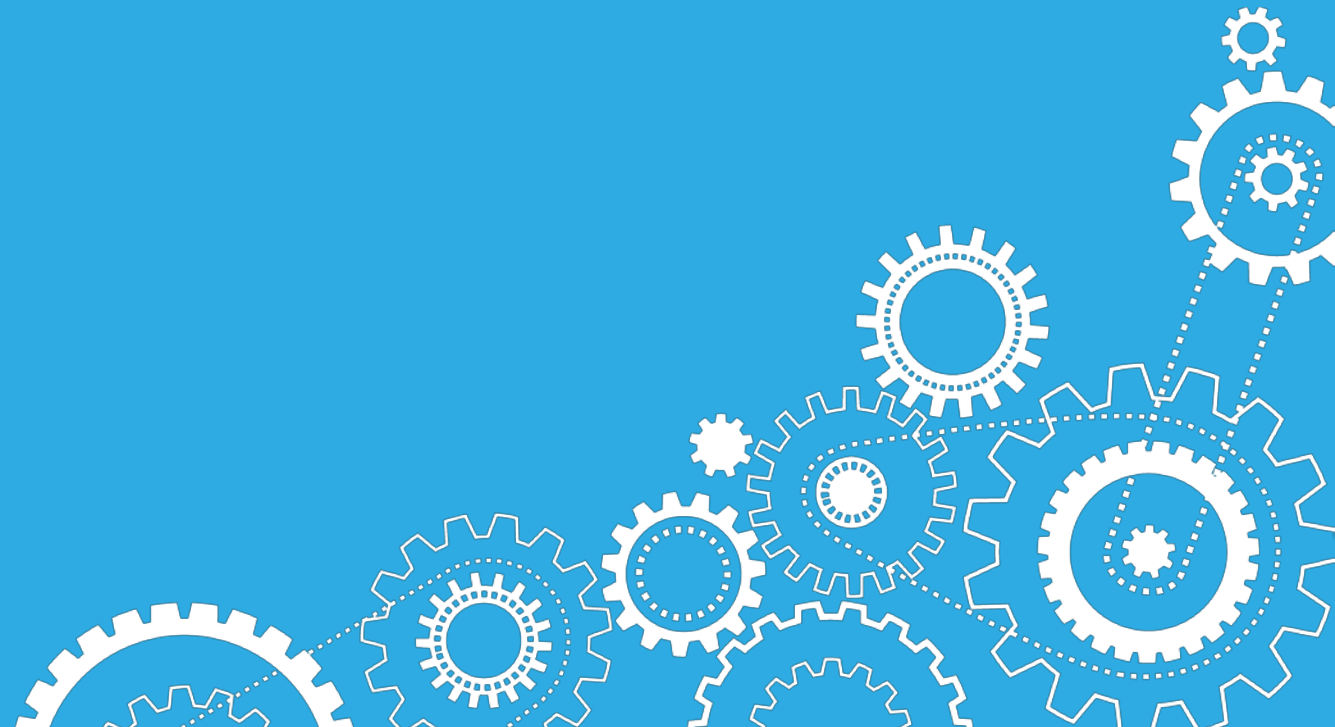# Delivering 2020 strategy and shaping the future strategy

Magnus Ahlqvist

President and CEO

Securitas has a strong and leading position in the security services industry today, an industry that offers significant growth opportunities in the future.

We are in a strategy review process

Delivery at present → How to continue to strengthen and deliver results in our core businesses today

Growth and innovation → How to accelerate growth through the new and exciting opportunities emerging in the areas of security and risk

Delivering on the Vision 2020 strategy

Key focus areas in the near term

Customer value proposition

Protective services leadership

Modernization and efficiency

We have significant opportunities to scale up our customer relationships

Strengths

Strong local and global market presence

Knowledge and risk analysis

Protective services offering

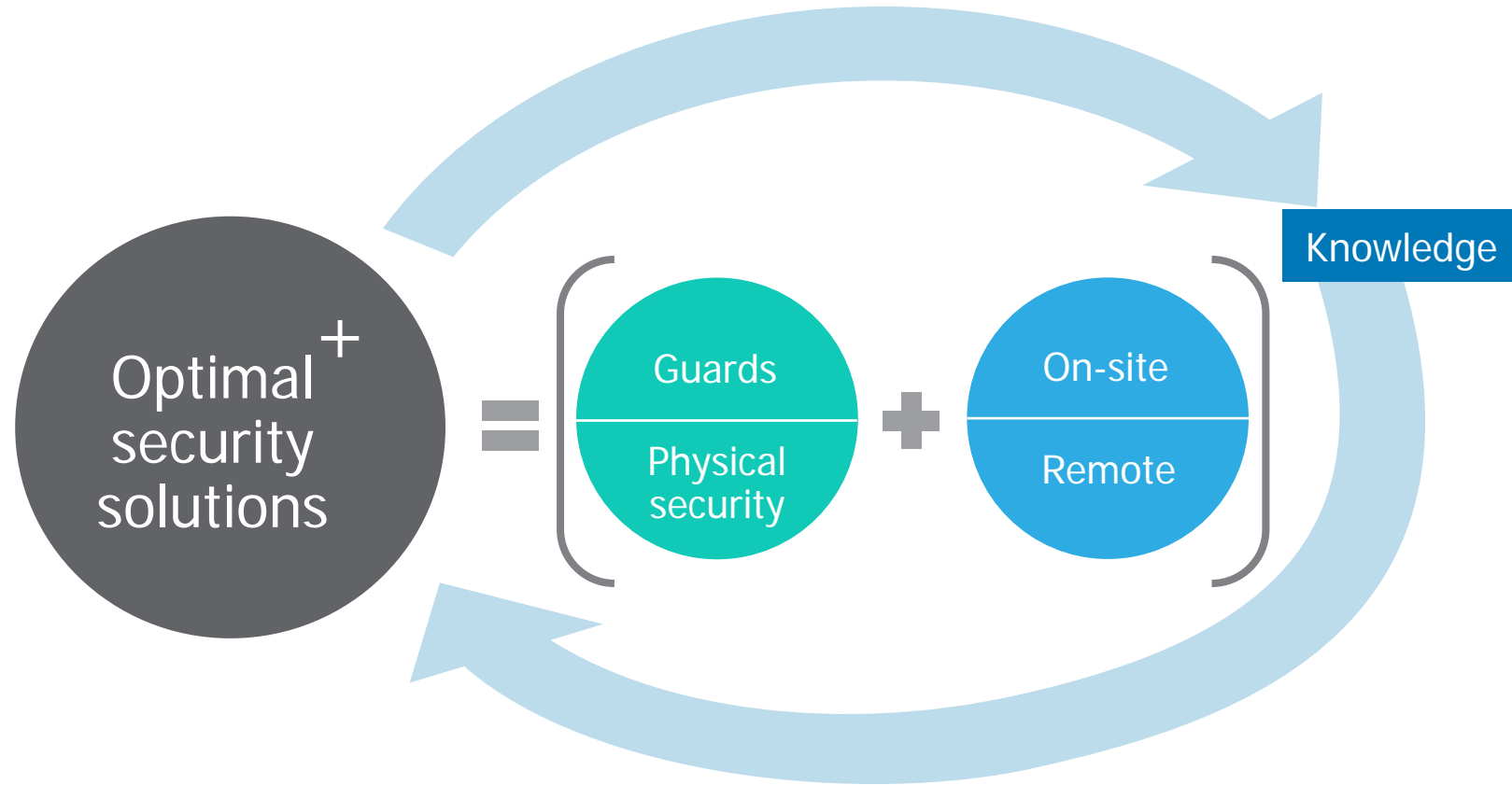Compliance and ethics

Focus areas

Customer centricity and engagement

Increased segment focus

Leverage global strength to global customer value propositions

We are investing in global knowledge capture to increase customer value

We will continue to strengthen our leading position in protective services

Strengths

Extending guarding to protective services

44 Securitas Operating Centers

Operational excellence

Focus areas

Acceleration of security solutions through standardized solutions

Acquisition of electronic security companies

Specialization of stand-alone services

Innovation capability

Modernizing and strengthening our efficiency across the Group

Focus areas

Modernize IS/IT capabilities
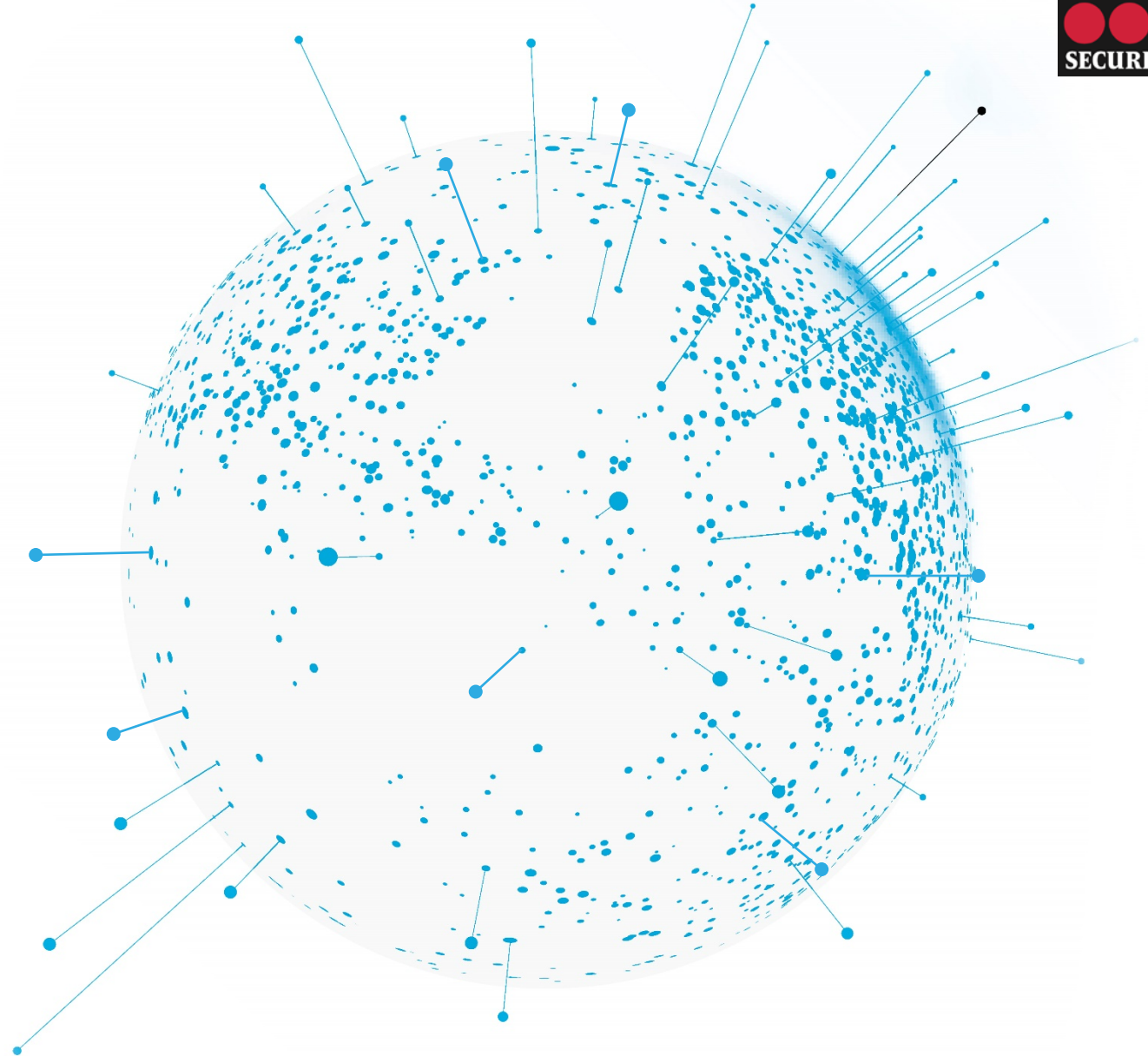
Drive global & divisional synergies – IS/IT and tech

Drive full digitization

Improve efficiency

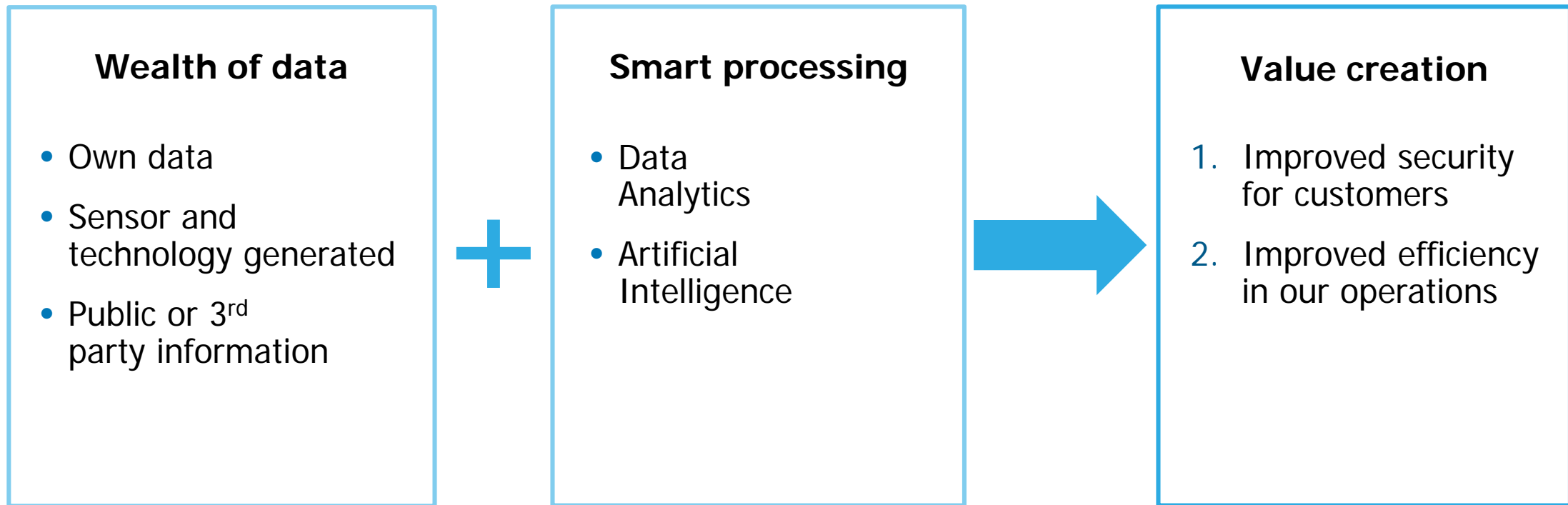Now to the exciting opportunities with information and intelligence...

Securitas' foundation is based on a strong network of operations around the world.

The power of presence

Rich information coupled with smart processing creates value

Wealth of data

- Own data
- Sensor and technology generated
- Public or 3rd party information

Smart processing

- Data Analytics
- Artificial Intelligence

Value creation

1. Improved security for customers
2. Improved efficiency in our operations

Predict, detect and respond

SECURITAS