



***Value Added Security Solutions  
One Advisor - One Partner -  
One Contact***





At Securitas, we are always looking for ways to match your unique security needs with the best solutions. Our security models have been designed with the optimum combination of labor and technology to provide the most comprehensive, cutting-edge solutions. Our integrated solutions deliver greater security for less money. You can focus on your core business with peace of mind.

We operate in 52 countries with more than 300 000 employees. Due to our expertise in the industry and flexible and innovative structure of our services, the size of our customers varies from the shop on the corner to global conglomerates.

We know that every business environment, every industry has different security needs which is why we have leveraged our knowledge and

expertise to develop specialized security services enhanced with innovative and intelligent electronic security solutions to suit every requirement and necessity. We have invested significant resources in the development of security professionals who understand the specialized needs of your industry and our expertise gained from serving thousands of clients internationally gives us the opportunity to offer the best customized solutions for your needs. We are aware that a profitable and sustainable future can be achieved by enabling our clients to focus on their core businesses with peace of mind.

Being the leading electronic security system integrator in the region with the largest solution range in the industry, we are capable of offering integrated solutions designed with advanced technology to increase the efficiency in each and every step.

**80 years**  
in the industry

Operating in **52**  
countries

**2** alarm monitoring  
and response  
center  
in the region

Over **300 000**  
employees

Sales 2012  
**10** billion USD

Over **20 000**  
*employees in the region*

**18** different training  
modules for  
*specialized guarding  
services*

**40** major **acquisitions**  
between 2010-2012

## Our Values

We strive to make people's lives safer, we insist on an honest approach to business and we know responsible business is good business. In addition to improving our service delivery, we also take part in a range of activities and initiatives, in many cases, contributing to communities through different kinds of sponsorships. These activities and initiatives are inseparable part of our business approach. Because we believe in community involvement. Securitas acts as a good corporate citizen wherever it operates and supports local, regional and global communities in appropriate ways. The main purpose of our corporate culture is to develop competent, specialized employees and qualified professionals, whose role is to make society safer for everyone. Our success is ultimately measured by the trust we earn in our communities.

Our values are the foundation of our operations and the corporate culture is built on values that help to shape a long-term, financially successful enterprise by creating value for customers, employees and shareholders. They are summarized in three words.

### **Integrity**

A Securitas employee is honest and therefore trusted to work unsupervised on the customer's premises and with valuables. Securitas never compromises in its demand for integrity. Integrity also includes openly expressing one's opinion, reporting improprieties and not withholding information.

### **Vigilance**

Professionalism entails seeing, hearing and evaluating, and a Securitas employee is always attentive. Professionals develop an intuition that helps us to notice things that others don't. Their vigilance is needed in order to stay aware of potential risks or incidents that are taking place on our customers' premises.

### **Helpfulness**

When needed, a Securitas employee will lend assistance, even if it isn't directly related to his or her job. A Securitas employee will always help if an incident occurs that requires intervention, as part of an ongoing effort to make life safer.





"In challenging times, Securitas have successfully met key security objectives and have laid the foundations for higher standards, especially in shopping mall security."

Ezeh Godson  
Chief of Security-Mercato Mall

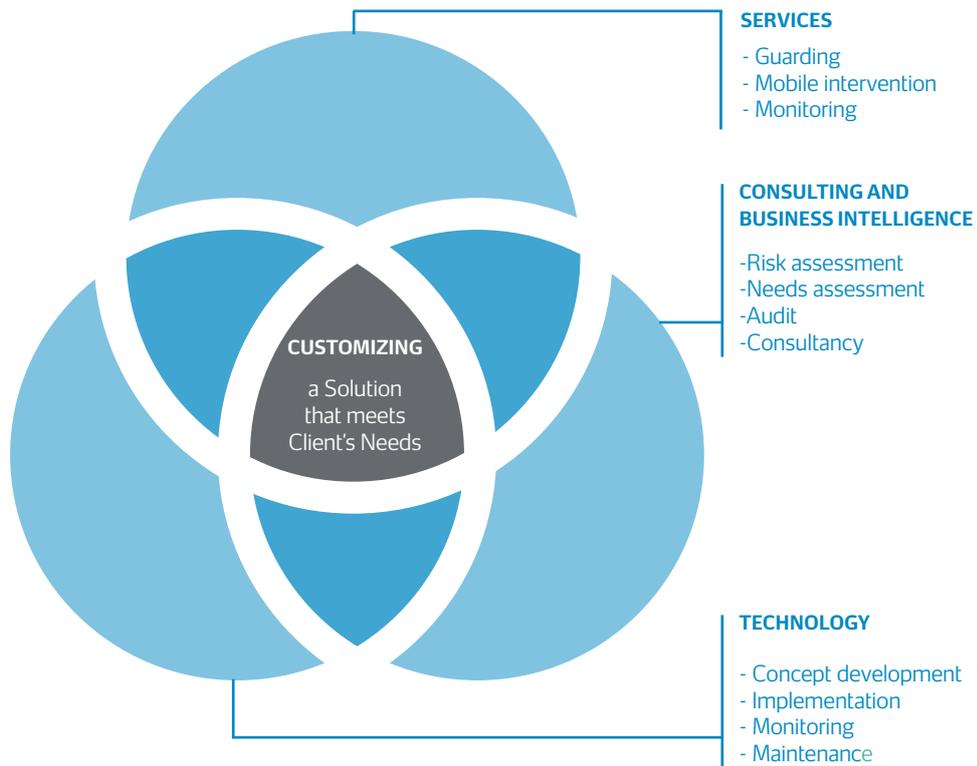


"Securitas has been working with us more than a year now. We always get timely support from their management for the site and this makes Securitas more productive from other service providers in the market. The training and grooming standards of Securitas is far better than any other security company. We consider Securitas a reliable partner in securing lives and property."

Abdul Nasir  
Complex Security Manager-AI Manzil Hotel

# Tailor Made Solutions

Securitas finds it utmost important to develop, together with its customers, optimal cost-effective security solutions that are suited to their expectations and budgets. The key is finding the right balance between Services, Technology and Consulting & Business Intelligence in order to create more long-term customer relationships.



# One Advisor, One Partner, One Contact

Due to the fierce competition and increasing threats, everyone is looking for ways to minimise the costs and reduce the risks. At Securitas we pride ourselves on being able to supply our customers with the full range of security services, we aim to be your advisor and take the strain away from having to find that supplier.

## Our solutions:

### Specialized guarding:

Our specially trained security guards perform services tailored according to the customer's business and needs, and they vary greatly. They may involve various types of access/exit control with or without technical support, or service-oriented services, for example, in public environments, or monitoring business-critical equipment. We also provide executive protection services where a specially trained security officer protects an individual exposed to threat.



### Electronic security solutions:

We provide the most appropriate electronic security solutions according to our customers' needs once our engineers evaluate the risks and understand the needs in detail. We pride ourselves on being able to offer integrated solutions designed with advanced technology to increase the efficiency in each and every step.



### Mobile services:

Our mobile services are a cost-effective option for small and medium-sized businesses, where one security officer serves multiple customers within a limited geographical area and carries out beat patrol and call-out services.



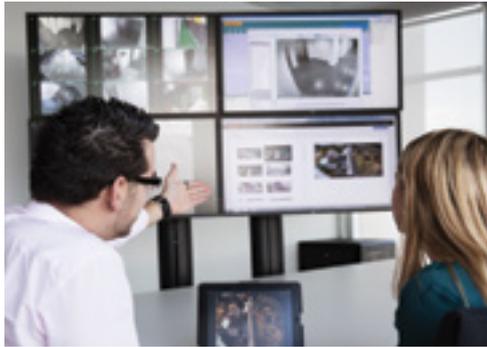
**Remote Video Solutions (RVS):**

Our RVS services include alarm monitoring, verification and response according to instructions. Various types of alarms can be monitored at our alarm monitoring centers for both businesses and private individuals. Specially trained operators receive the alarm signal, verify the alarm and forward the response according to instructions that have been established with the customer.



**Consulting and business intelligence:**

With our expertise and global network, we are ready to deliver comprehensive consulting and support to help our customers develop strategies, programs and systems to protect every important element of their business: the employees, the customers, the physical environment, the supply chain and products.



**Risk management:**

The risk landscape is ever changing – health dangers, data and IP loss, natural disasters and the list goes on and on. Our total risk perspective helps our customers identify risk factors today before they become major problems tomorrow.



# We make the difference

## **World leader in security solutions**

- 80 years of security experience
- Operations in 52 countries
- More than 300 000 employees

## **Close to our customers**

- Operations in 7 Emirates
- Branch network close to our clients
- Flexibility and proximity

## **One contact-One solution**

- Full range of specialized security services
- Integrated electronic solutions
- Advanced risk analysis and consulting
- Single point of contact

## **Our people**

- Selection of specific profiles needed for customer's needs
- Intense and continuous training and education
- Supported by respect and welfare policy

## **Operational excellence**

- Specialized service in each segment
- International best practice
- Advanced supporting tools and systems

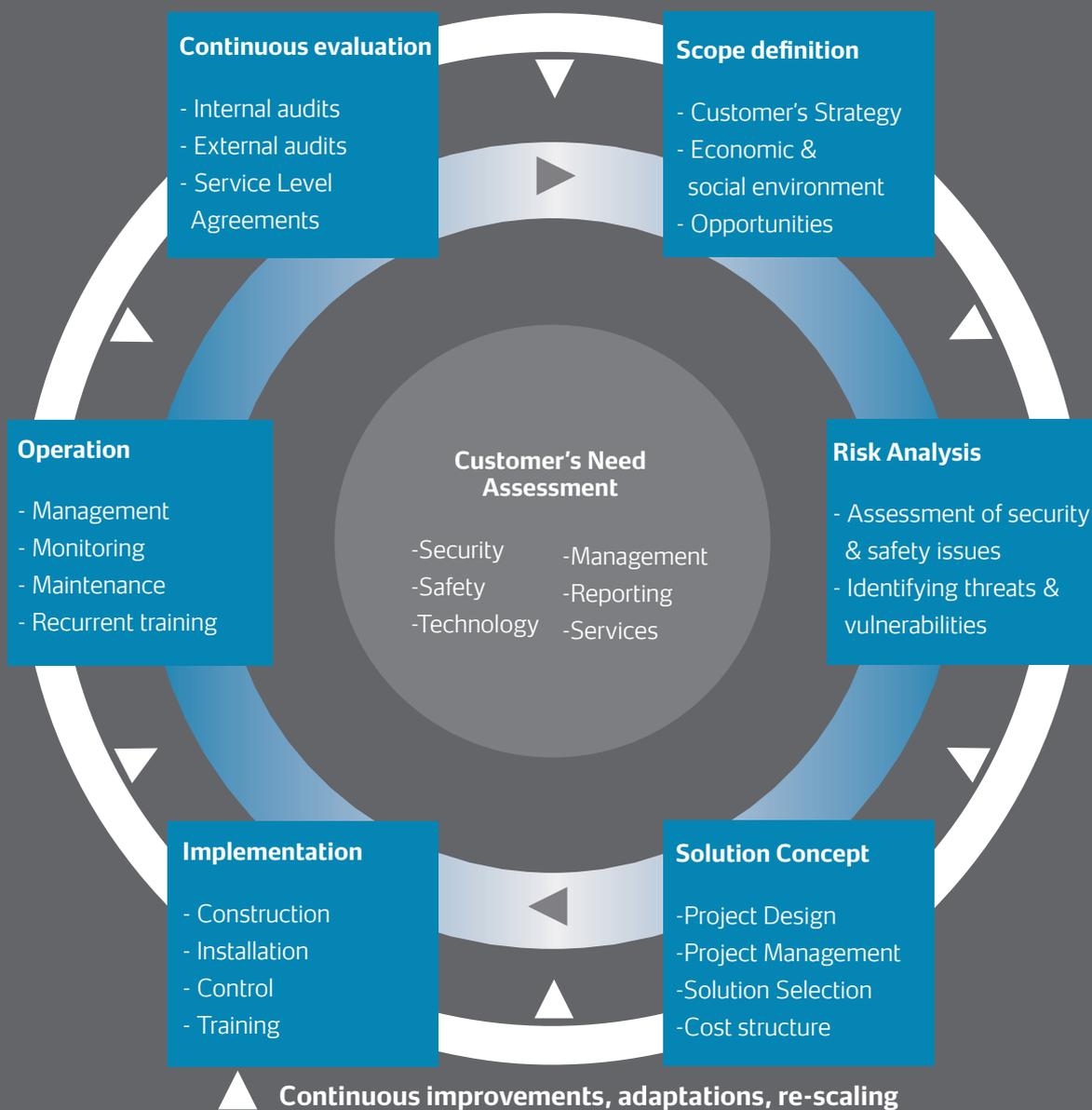
## **Proven success and first class references**

- Premium references across UAE
- International best practice
- Innovative approach



# Solution Process Approach

The process approach we are using is one in which two mainstreams form the backbone, i.e. on one hand the use of high risk and threat analyses, and on the other hand the specific customer's needs and requirements. The approach is at the same time total coverage and flexibility.





*Securitas is a global knowledge leader in security. From a broad range of services of specialized guarding, technology solutions and consulting and investigations, we customize offerings that are suited to the individual customer's needs, in order to deliver the most effective security solutions. Everywhere from small stores to airports, our 300,000 employees are making a difference.*

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