

Securitas Investor Day in London, September 7, 2011



Creating a Strong Ibero-American Platform



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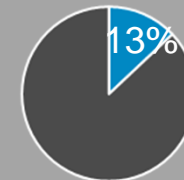
Security Services Ibero-America



- Specialized security services in Argentina, Chile, Colombia, Ecuador, Peru, Portugal, Spain and Uruguay
- 58,000 employees
- Market leader in Argentina, Chile, Portugal, Spain and Uruguay

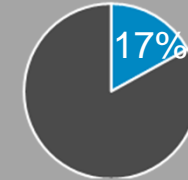
Share of Group January-June 2011

Sales



MSEK 4,075

Operating income



MSEK 244



Acquisitions plus Organic Sales Growth



Key to growth is the implementation of our Securitas model



Securitas Presence in Ibero-America



Spain

Market share 23%
Outsourced market value 23 BSEK
Competition 700 companies

Colombia

Market share 2%
Outsourced market value 16 BSEK
Competition >800 companies

Ecuador

Market share 4%
Outsourced market value 1.9 BSEK
Competition >200 companies

Portugal

Market share 24%
Outsourced market value 4.5 BSEK
Competition 100 companies

Peru

Market share 10%
Outsourced market value 3 BSEK
Competition 400 companies

Uruguay

Market share 15%
Outsourced market value 1 BSEK
Competition >150 companies

Chile

Market share 11%
Outsourced market value 5 BSEK
Competition >400 companies

Argentina

Market share 15%
Outsourced market value 10.5 BSEK
Competition 1,500 companies

58,000 employees

No 1 in Argentina, Chile,
Portugal, Spain and Uruguay
No 2 in Peru

Rationale for the New Regional Structure



Organized for optimal geographical closeness to customers

- European customers with a presence in Latin America
- Latin American regional customers with connections to Europe and the US

The common language facilitates the sharing of best practise and experiences

- Common training system
- Common technology platforms
- System management services (VISION)
- Alarm monitoring



Security Solutions Offering in Ibero-America



Mobile services

- Beat patrol
- Alarm / incident response

Technical solutions

- Installations
- Monitoring
- Maintenance

Specialized guarding

- Mining
- Airports
- Retail
- Combined solutions



Key Differentiators for Securitas in Ibero-America



- A market leader in the forefront of developing security services
- Close relationships with the trade organizations to increase the status of the security industry
- Our business model generates added value services and motivates higher wages and prices
- Our own training facilities ensure high standards and meeting customer demand
- Geographical footprint by experienced teams
- Solutions to global clients



Training – a Key to Success in Latin America



- Instituto Securitas Argentina trained 11,000 security officers, supervisors and managers in 2010
- Specialized training centers in all Latin American countries
- Serves as a common training platform for the region
- The e-learning platform is also shared with the US
- Ensures a high standard in the education of our employees and helps raising standards in the security industry



Optimizing Security Solutions together with our Customers



Aviation Security



Construction



Cultural



Education



Energy



Entertainment



Events



Financial



Healthcare



High Tech



Hotels and Tourism



Industry and Manufacturing



Logistics



Maritime



Offices and Properties



Public



Public Transport



Residential



Retail



Small and Medium-Sized Enterprises

Security Solutions to the Mining Segment in Peru



Mina Yanacocha – one of the largest gold mines in the world

- **Specialized business unit in Peru with specialized**
 - procedures
 - training
 - teams in place
- **Specialized security solutions delivery**
 - Specialized guarding
 - GPS traffic control
 - Specialization in environmental protection

Securitas Peru has extensive experience in the mining industry with potential to export to other countries in Latin America



Best Practise Sharing in the Retail Segment



The retail segment is a good example of shared experiences between Europe and Latin America

- Specialized branch offices and areas in Spain and Portugal
- Specialized training, procedures and expertise
- More than 100 shopping centers in the Iberian region
- Growing sector in Latin America
- Good knowledge sharing from both sides of the ocean
- Procedures and organization from Europe
- New ideas and services from Latin America

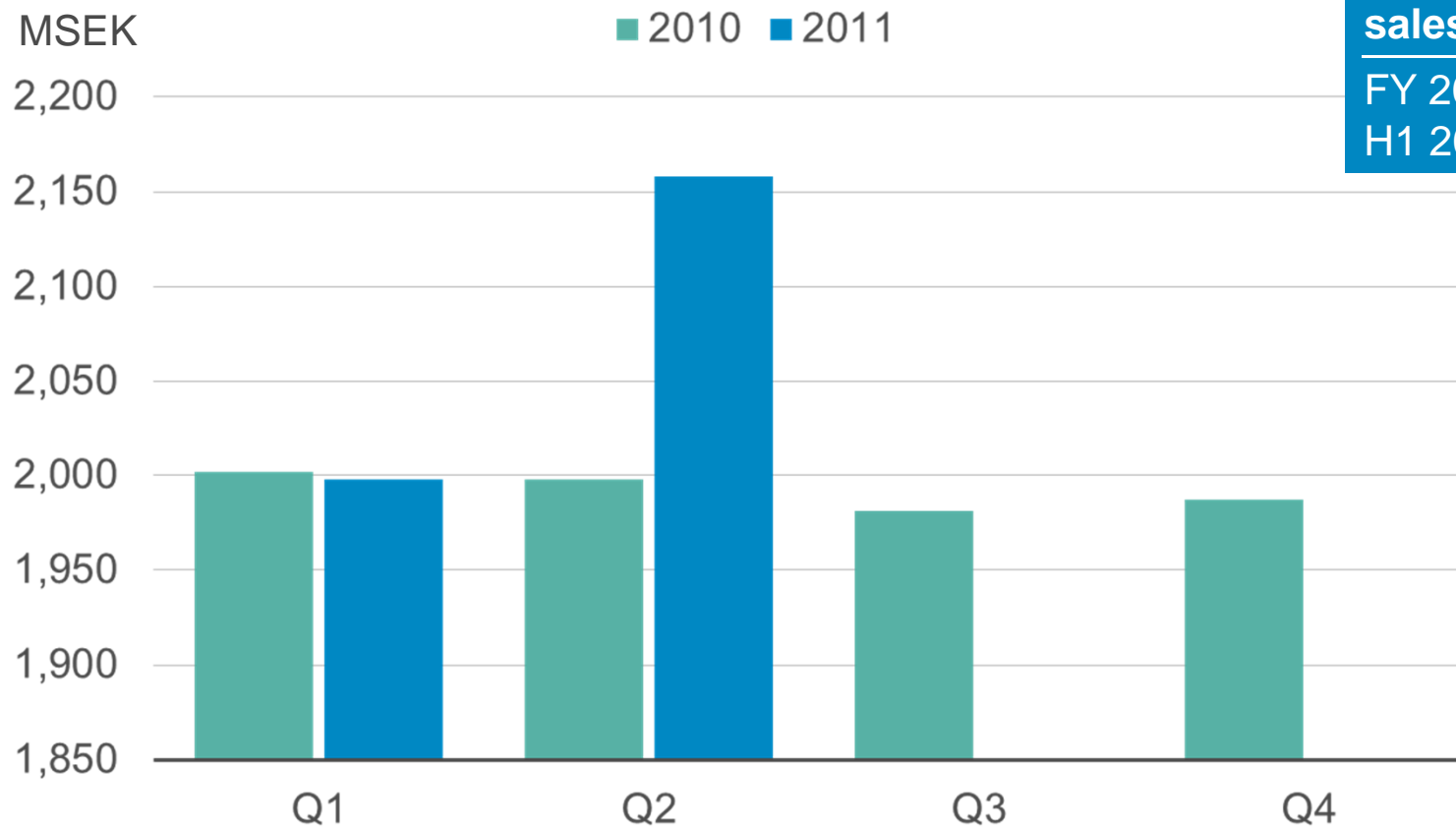
CUSTOMER CASE

Inclusive Security Program

Because there are people living in this world, and yet, they are not a part of it.

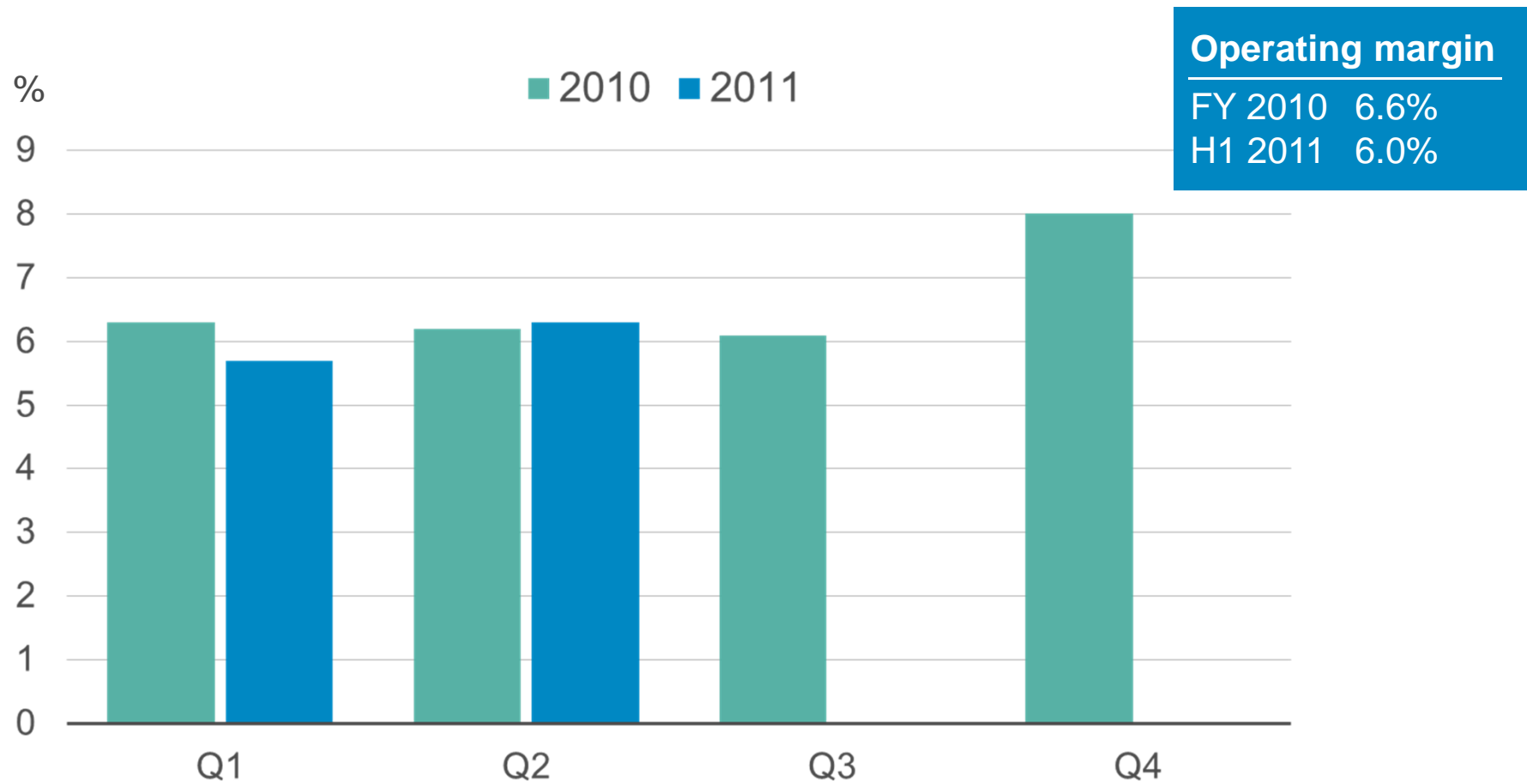
Securitas Latin America employs 32.500 people that make the difference in Argentina, Chile, Colombia, Ecuador, Perú and Uruguay.

Organic Sales Growth Development



Organic sales growth	
FY 2010	1%
H1 2011	9%

Operating Margin Development



Acquisition Strategy in Ibero-America



- Continue the expansion with selective acquisitions in the countries where we operate
- Entering Central America to serve our customers in the area
- Continue with our target to enter Brazil as soon as possible

Different Acquisitions, Different Rationales



Strategic rationale for acquiring Consultora Videco in Argentina in April 2011

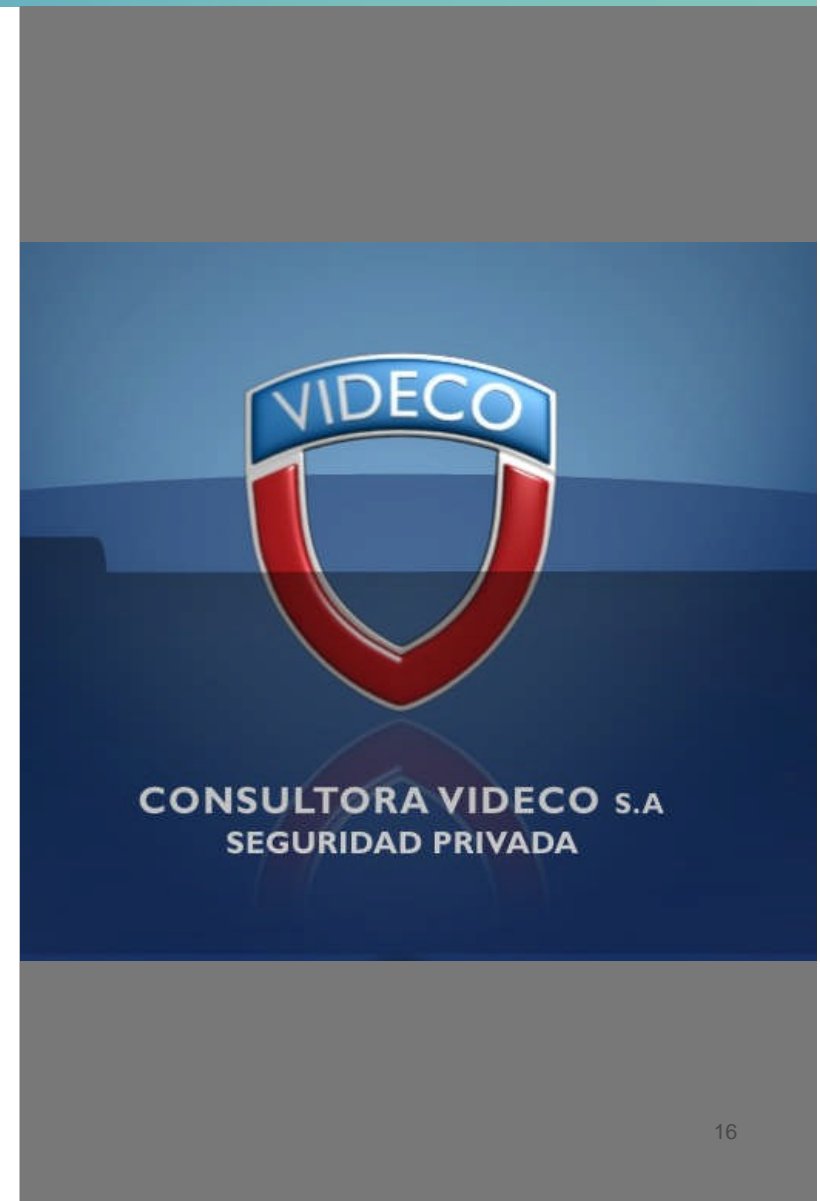
- Securitas started operations in Argentina in 2001 and obtained national footprint in 2009
- Securitas has the market leading position in an industry still very fragmented
- The city and area of Buenos Aires represents 70% of the Argentinean security market, where Consultora Videco mainly operates
- Opportunity to strengthen Securitas position in Buenos Aires and to further consolidate the industry



Strategic Fit



- High reputation in the market and licensed in all states
- Strong in customer segments such as high rise buildings, commercial buildings and gated communities which fits with Securitas strategy of segmentation and specialization
- Very stable customer portfolio
- Very good financial performance



Different Acquisitions, Different Rationales



Strategic rationale for acquiring Seguricorp in Chile in April 2011

- Securitas entered the Chilean market in 2008 and obtained national footprint in 2010
- Opportunity to become number one in the market, positioning Securitas for the future



Strategic Fit



- An opportunity to enter new segments in Chile such as mining and retail
- Mining is an industry of great importance in Chile
- Good and attractive customer base
- Synergy opportunities as the company operates in the same cities as Securitas, which will increase future operating income



Summary Security Services Ibero-America



- Opportunity for growth in the customer bases in both Europe and Latin America
- Best practises and new ideas to share
- Focus on innovation and technology as part of solutions sales
- Efficiency and high standards through common training platforms
- Business structure and management teams in all countries
- Strong geographical footprint to provide services to local and global customers
- Selective acquisitions to strengthen geographical footprint and customer segments





Integrity | Vigilance | Helpfulness

securitas.com