



## EUROPE

### INCREASED FOCUS ON MULTI-NATIONAL CLIENTS

Securitas has a strong footprint in Europe, with operations in 27 countries. This is unmatched in the European security industry. The underlying momentum for the business is good, even though organic sales growth in 2019 decreased compared with the previous year. This is due to the loss of certain client contracts in France and the UK. Growth was favorable in Belgium, Germany, Turkey and the Nordic countries. Sales of security solutions and electronic security progressed well and increased from 21 percent to 22 percent of total sales. Our clients value our strong brand and the quality services we provide. This is exemplified in the steady growth of cross-border contracts with multinational clients. A cost-savings program that will increase efficiency was implemented in 2018 and is progressing according to plan.

### THE MARKET

The European market for security services grew approximately 2 percent in 2019. Economic growth in Europe began to slow during the year, while wage inflation continued. Securitas has a broad offering of protective services, which provides us with opportunities to create cost-efficient and value-added security solutions for our clients. This gives us a strong position as the leading company in the security industry, even in times of economic slowdown.

### A SUSTAINABLE BUSINESS

We continue to focus on further improving our talent management, training and hiring processes. Securitas aims to be a preferred employer, and we continuously work to improve our brand, position and attractiveness for current and potential employees. Other priorities include increasing diversity and focusing on occupational health and safety work to ensure that our employees can carry out their

assignments in a safe way. We also value a proactive relationship with the European Works Council.

### GOALS AND PRIORITIES IN 2020

To support Securitas' strategy in 2020, we are accelerating the growth of security solutions and electronic security through further investments, training and strengthening of capabilities throughout the organization. We will also enhance our program for working with global clients, primarily through our Client Excellence program. Efficiency gains will be made by strengthening our system support and by further automating key operational processes.

### Peter Karlströmer

Divisional President  
Security Services Europe

