



Insights & Consulting Kantar SLU, a market research company belonging to the KANTAR group, at the request of Verisure

CERTIFIES

That during the period 30th September – 24th October 2025, the Kantar Group company, on behalf of Verisure, carried out a market research study whose main objective is to measure the Category & Brand Health, with the following characteristics:

- Home services decision-makers (security/alarm or other), aged between 25 and 69 years were interviewed.
- 18.676 interviews were conducted in the countries where Verisure operates: 13.567 in Europe (Spain, Portugal, Italy, France, Netherlands, Belgium, Germany, United Kingdom, Ireland, Sweden, Norway, Finland and Denmark) and 5.109 in LatAm (Chile, Peru, Argentina, Brazil and Mexico).
- Quotas were established for each country for gender, age and region according to their population, except in Peru and Brazil, where the research was limited to Verisure's regions of interest.
- To calculate the data for the total Europe and LatAm region, each country's data was weighted by its weight in the total region based on the number of households in the country (2024 data provided by Verisure); in the case of LatAm, we took as a reference the so-called 'addressable households', i.e. those that Verisure considers the target of its services.
- The Verisure brand is number 1 in Top of mind in the LatAm region and in the Total Europe region as well as in Chile, Peru, Argentina, Brazil, France, Italy, Belgium, Netherlands, Sweden, Denmark and Finland.

That the results of the study showed that **Verisure is the top-of-mind brand for home alarms in the total Europe and Latin America regions where it operates.**

What is certified for the appropriate purposes, in Madrid on November 13th, 2025.

Insights & Consulting Kantar, SLU
Signed: Guillermo Belenchón
Managing Director

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