

Verisure surpasses 500,000 customers in Italy, a major milestone cementing its position as a global category leader

Geneva, Switzerland, 21 September 2026 – Verisure, the global leader by customers served in professionally monitored home security, today announced that it has surpassed 500,000 customers in Italy, a major milestone that reflects the growing demand for Verisure’s security services in the country.

Since the company entered the Italian market in 2013, it has rapidly grown to become the leading provider of monitored home security. Today, the company operates across 18 regions and 94 provinces within Italy, helping to protect homes and small businesses through a combination of award-winning technology, 24/7 professional monitoring and rapid human response.

“Reaching half a million customers is a testament to Verisure’s continued expansion in Italy and the trust our customers place in us every day. Since entering the market, we have helped shape the security sector through a specialised model that combines technology, service and professional human support. I want to thank our customers for choosing us and our people for their expertise and commitment every day. Together, we have built a strong foundation for continued growth,” said **Antonio Anguita, President Southern Europe, Nordics & Latin America at Verisure.**

As part of its continued investment in Italy, Verisure has built the country’s largest Alarm Receiving Centre and employs approximately 3,400 people nationwide. In 2025, its security experts managed around 9 million alarms, with around 11,000 incidents requiring onsite assistance.

Verisure Italy’s strong focus on its people and workplace experience continues to earn external recognition, including Top Employer® Italy 2026, Top Employer® Europe 2026, Great Place to Work™ Italy, and Best Workplaces Italy 2026.

Austin Lally, Verisure CEO, commented: “After reaching one million customers in France, surpassing 500,000 customers in Italy is another strong proof point of the power and consistency of the Verisure model. In just over a decade, Italy has become one of our largest and fastest-growing markets, reflecting the increasing demand for professionally monitored security and the strength of our differentiated proposition. As the clear category leader across our footprint, our proven playbook continues to drive sustainable growth. With our customer base now around 6.4 million globally, we remain confident in the significant opportunity ahead and our ability to continue expanding our leadership position across a large, underpenetrated market.”

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About Verisure

Verisure is the global leader in professionally monitored security services by customers served, with a market-leading presence across Europe and Latin America.

Every day, our dedicated teams use leading technology to Deter, Detect, Verify, and Intervene to protect ~6.4 million families and small businesses from intruders, fire, and health emergencies across 18 countries.

With over 35 years of insights, experience and innovation, Verisure is known for category-creating marketing, sales excellence, innovative products and services, and customer-centricity.

Our mission is to give our customers peace of mind by protecting what matters most to them. We believe that everyone has the right to feel safe and secure.

Thanks to a strong focus on high-quality service, we aim to have the most satisfied and loyal portfolio of customers in the industry. We estimate that we have some of the strongest growth and retention rates globally in consumer-facing services, which demonstrates our commitment to exceptional service levels and strong value proposition for our customers.

For more information, visit <https://www.verisure.com>