

Vision

Mission

We believe everyone has the right to feel safe and secure.

We bring peace of mind to families and small businesses.

We protect what matters most.



Our DNA Defines who we are





Verisure Key Numbers: 2024

5.6mAlarm Customers¹

€3.1bn

ARR^{2,3}

11%

L3Y ARR CAGR^{2,4}

€819m

Adj. EBIT^{2,5} (~19% growth rate³)

24%

Adj. EBIT Margin^{2,6}

7.4%

Attrition²
(~15-year average customer lifetime⁷)





Strong Q3 2025 Delivery Across the Board

>5.9m

+8.0% y/y

Customer Portfolio

€933m

+9.9% y/y cc

Group Revenue

€250m

+17.1% y/y cc

Adjusted EBIT

214k

+5.2% y/y

New Installations

€3,292m

+10.2% y/y cc

ARR

26.8%

+165 bps y/y cc

Adjusted EBIT Margin



Our Verisure "Playbook" to Unlock The Market

Innovation



Category Creating Marketing



Go-to-Market Muscle



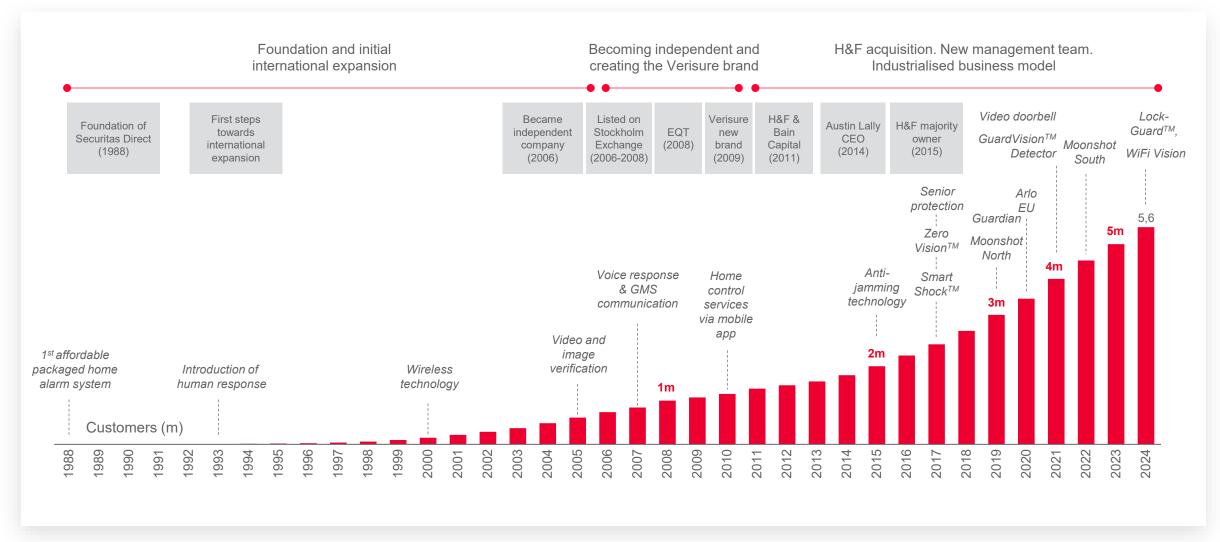
Customer Experience



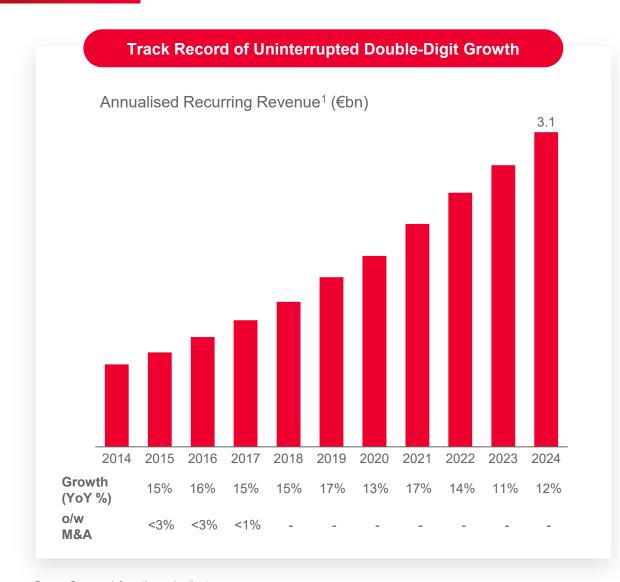




Long History, Recent Acceleration Behind Our "Playbook"



Leader in Security Services Across our Footprint With Uninterrupted Growth Track Record





Source: Company information and estimates.

December 2024.

Notes: ¹ Annualised Recurring Revenue (ARR) is defined as the total number of customers in our portfolio at the end of the period, multiplied by the average ARPU over the period, multiplied by 12 months; ² Based on estimated customer portfolio sizes for Verisure and competitors in the professionally-monitored security segment for residential dwellings and small businesses across Europe and Latin America, based on publicly available sources and management estimates as of 31 December 2024; ³ As of 31



Verisure Operates in the Professionally Monitored Security Market Segment

One Job, Three Levels of Security, Three Segments



Complete 24/7 protection solutions featuring all round detection, professional monitoring, verification, and intervention.





Self Monitored Security

Detection-based protection, based on limited detection and alerts.

Neighbours, dogs, bell alarms, local smoke detectors, self-monitored alarms, connected cameras.



Traditional Security

Passive physical protection, impeding access.

Armoured doors, high-quality locks, fences, window bars, shutters.



Highly Integrated Business Model with Full Control Over the Value Chain

Focus on the Most Attractive Segments

Where we play

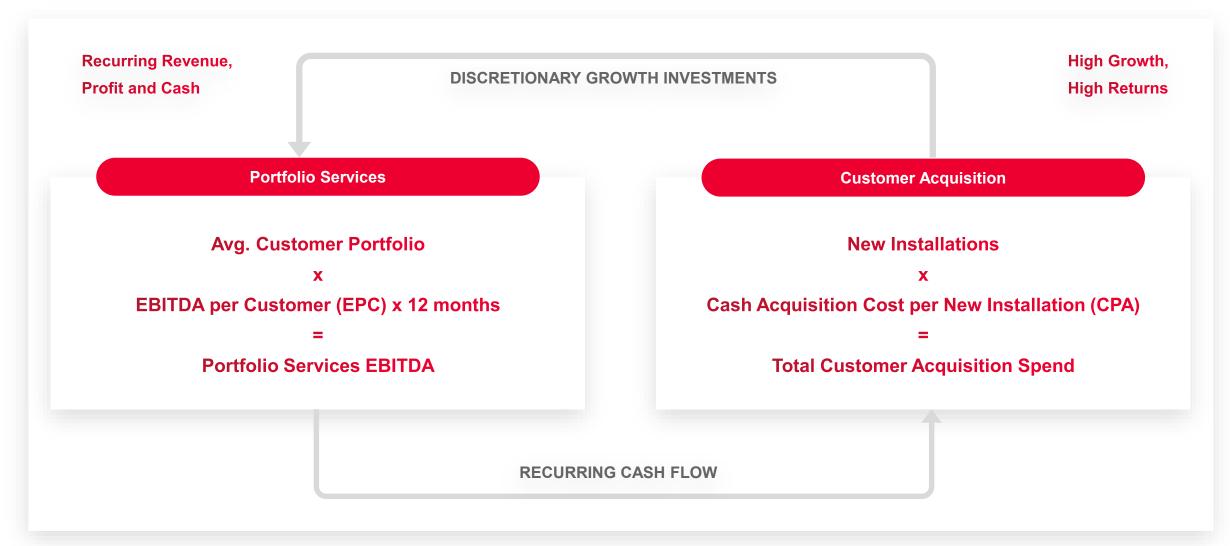
- Segments: Residential homes, small businesses and selected adjacencies
- **Propositions:** Differentiated security services and products that justify recurring revenue
- Geographies: Europe and Latin America

Where we currently don't play

- Segments: Large enterprise or government installations / tenders
- Propositions: Low price / low content / non-monitored systems without recurring revenue
- X Geographies: USA, Asia, Africa



Self-funding Organic Growth: Re-investing Portfolio Cash Flows to Acquire New Customers



Exceptional Consumer Subscription Business

Clear Leadership



- **Differentiated Customer Proposition**
- **Continued Margin Expansion Trajectory**
- **Proven Resilience** Through the Cycle



Clear leader (#1 position in 9 of top 10 geographies1) with unique self-funding growth model



Monitored security is highly underpenetrated, offering a strong opportunity for growth



Vertically integrated innovation creates differentiated products & services, driving best-in-class attrition



Economies of scale, upselling, innovation and cost control drive consistent margin progression

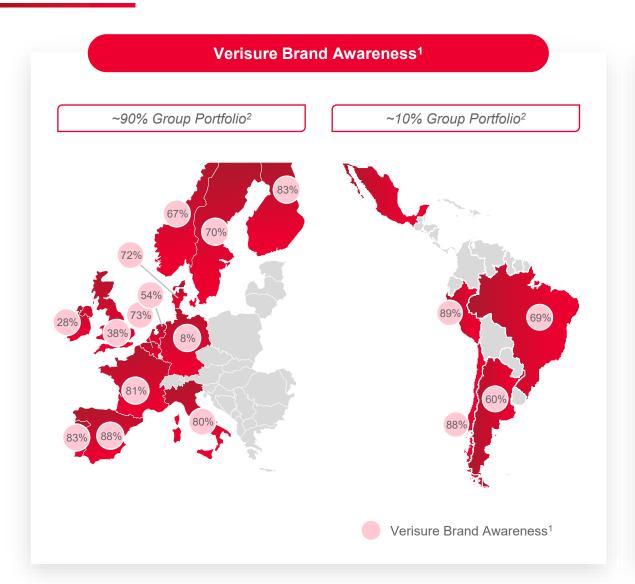


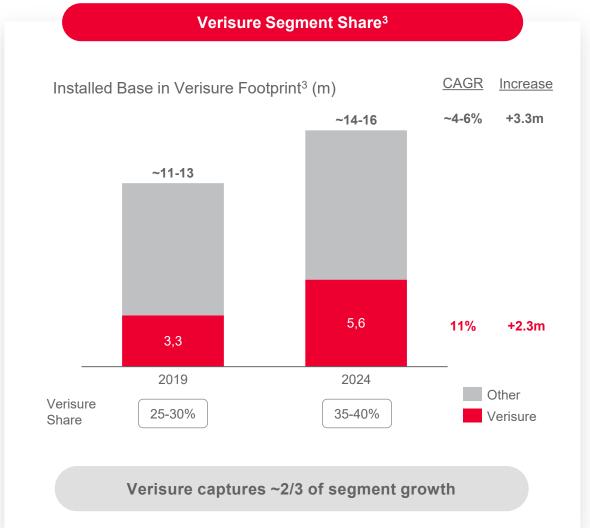
Navigated multiple exogenous shocks with continuous revenue growth and margin expansion

Underpinned by an outstanding and experienced "Team Verisure"



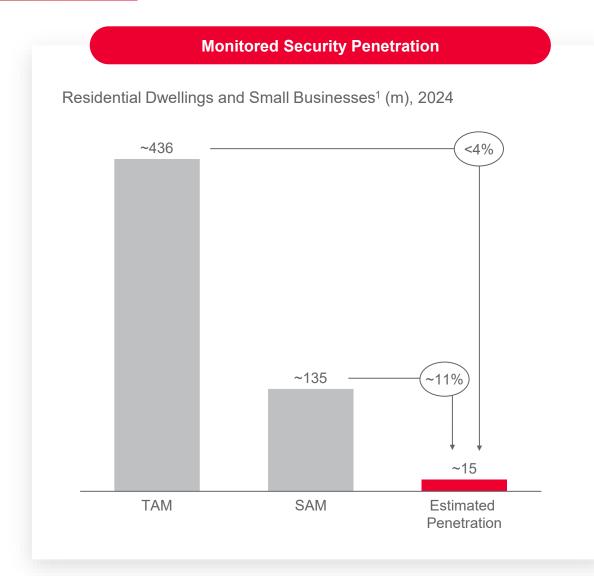
1 Building #1 Brand Positions And Driving Market Segment Growth





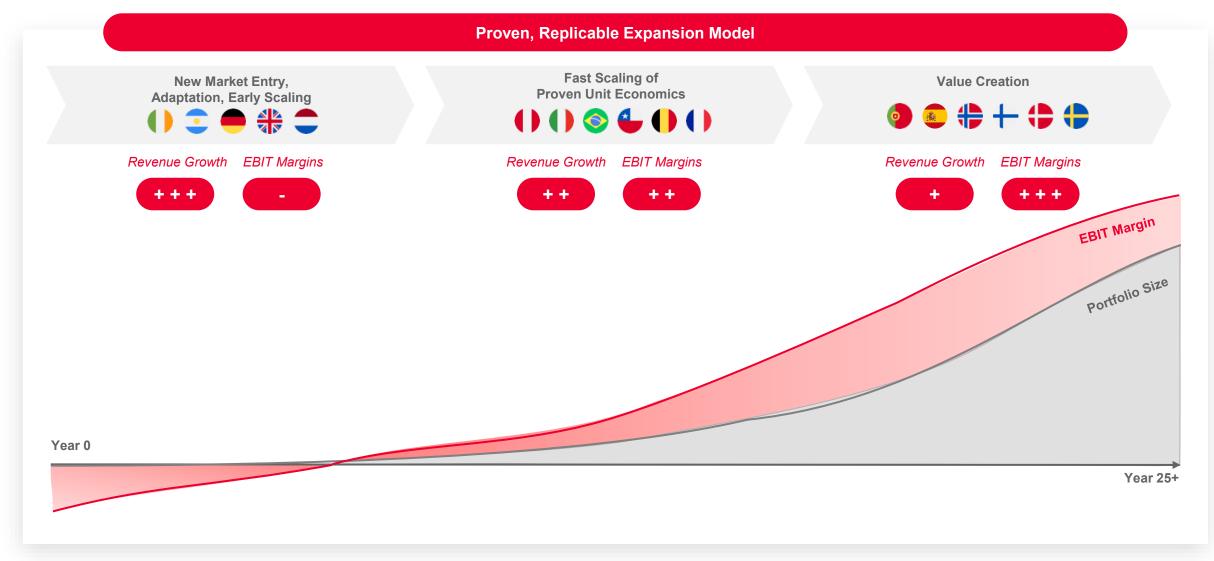


2 Significant Penetration Opportunity Means Long Growth Runway Ahead

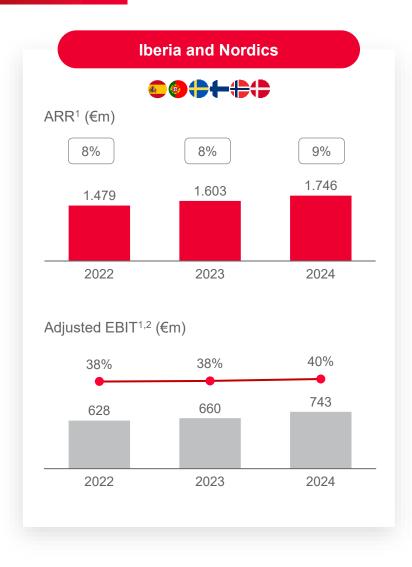


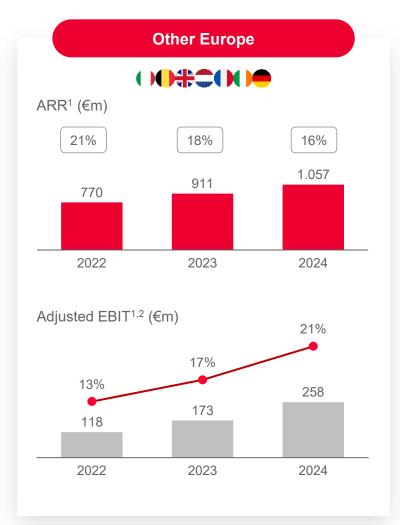


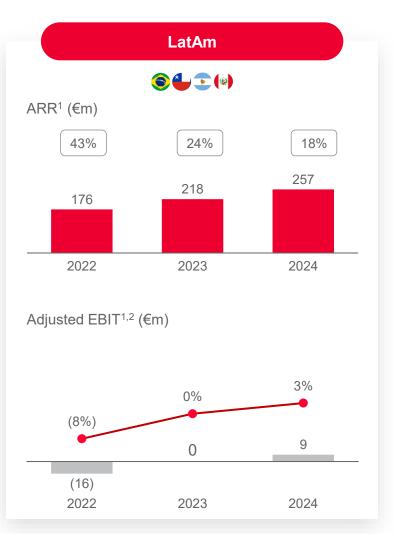
2 We Operate a Portfolio of Geographies at Different Stages of Their Lifecycle



2 Our Geographic Regions





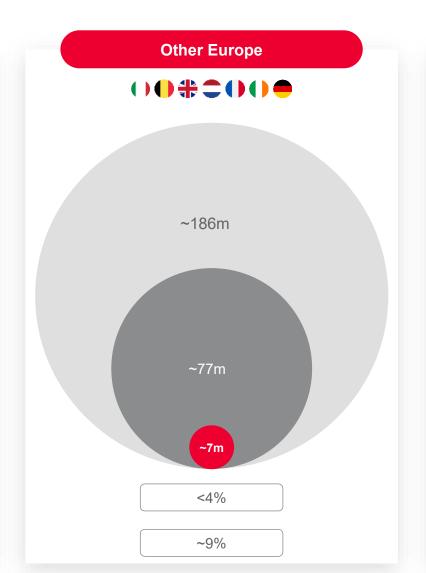


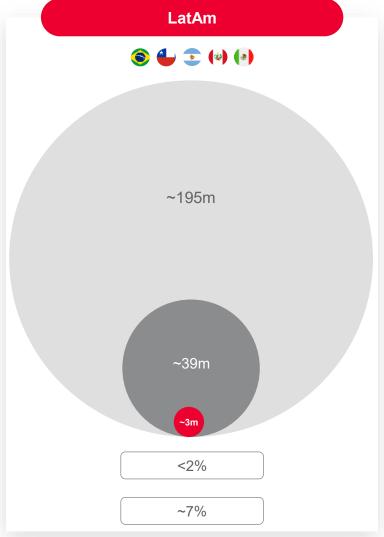
x% ARR Growth (YoY%)¹ Adjusted EBIT Margin (%)³



2 Significant Penetration Opportunity Remains in Each of Our Geographic Regions













Estimated Penetration³



3 Best-In-Class Propositions Designed Around Four Pillars

DETER



Deter intruders by showing that the property is protected by #1 brand¹.

DETECT



Cannot ever miss a real incident, Total Shield. Complete installations.

VERIFY



Filter false positives. Required for effective intervention.

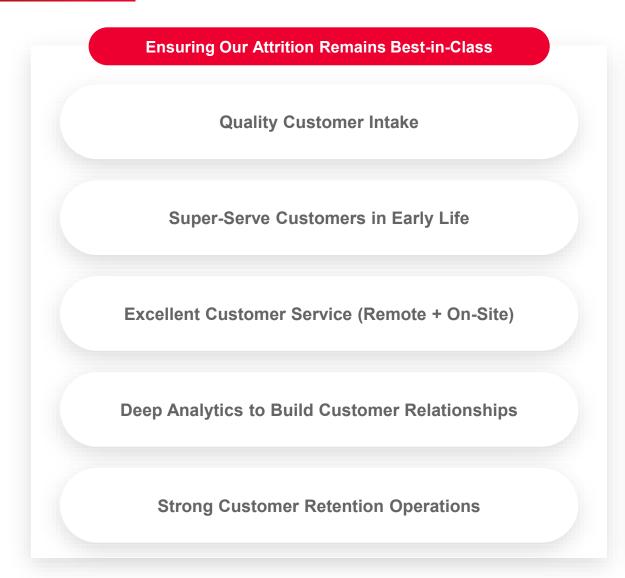
INTERVENE

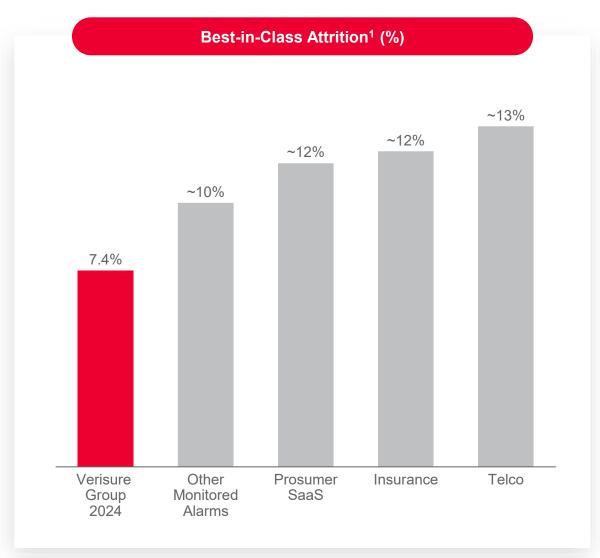


3 levels of intervention. "It's what customers really pay for".



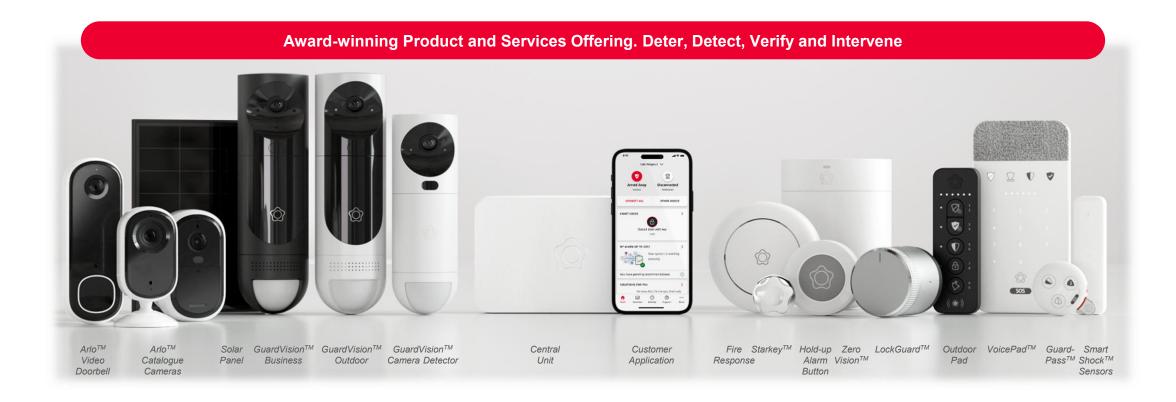
3 Differentiated Customer Value Proposition Contributes to Leading Attrition







3 Competitive Advantage From Our Vertically Integrated Technology Stack



Our Core Product Suite Has Been Recognised By Multiple Awards



reddot winner 2024

Product Design

Guard Vision Outdoor



reddot winner 2024

RED DOT Award Winner
Product Design
Guard Vision Business



Guard Vision

reddot winner 2023
RED DOT Award Winner
Product Design



reddot winner 2023

RED DOT Award Winner Interface Design
Automation App Feature



iF DESIGN Award Winner Product Design Verisure Alarm Suite



iF DESIGN Award Winner Product Design Guard Vision



RED DOT Award Winner Product Design Verisure Alarm Suite



reddot winner 2021

RED DOT Award Winner

Product Design

SOS Smart Button

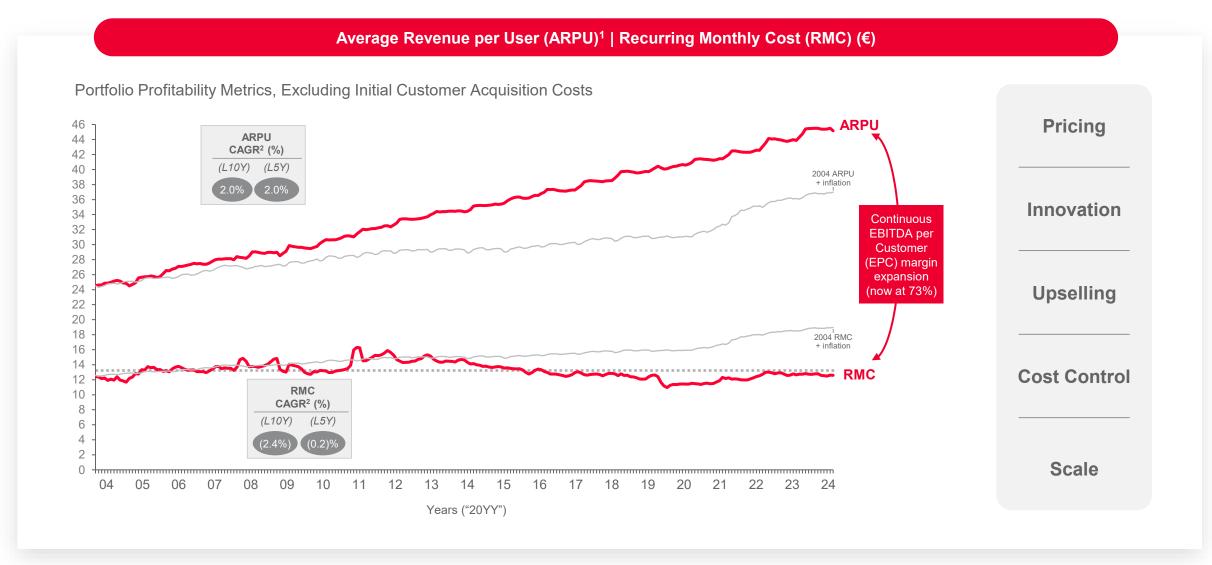


reddot winner 2021

RED DOT Award Winner Product Design Voice Pad

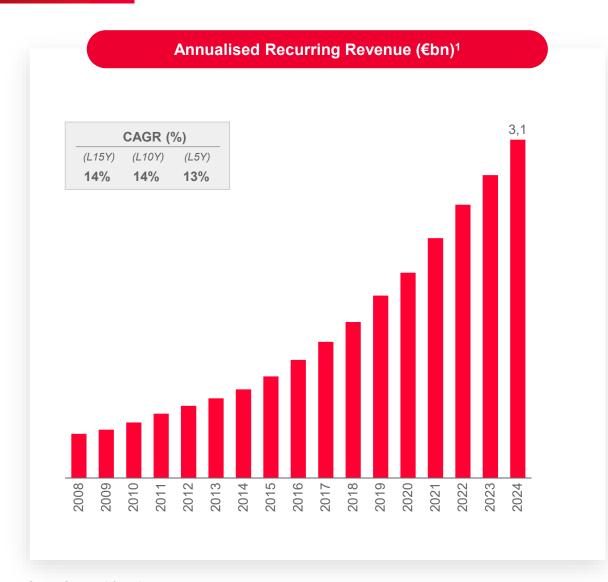


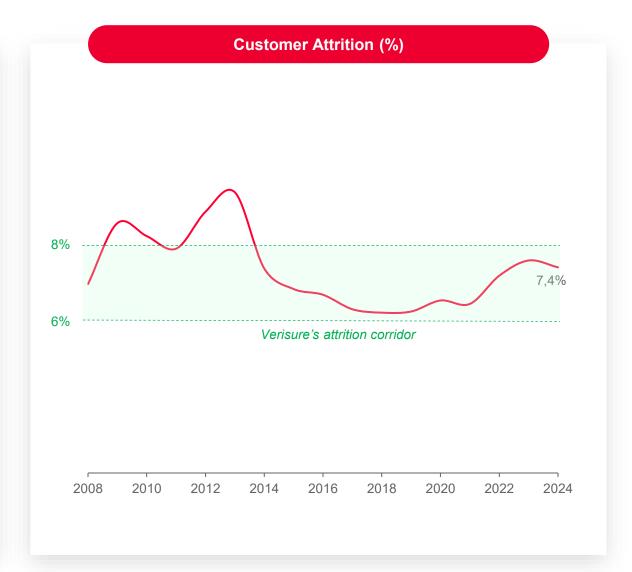
4 Powerful Economic Model. Continued Margin Expansion





5 Proven Resilience Through the Cycle (1/3)

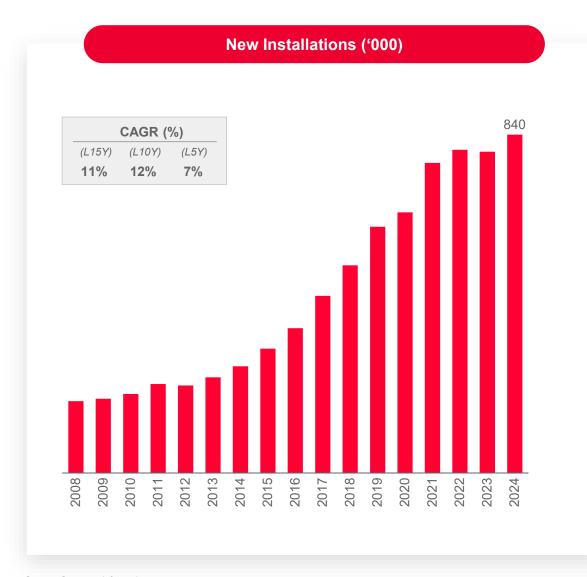


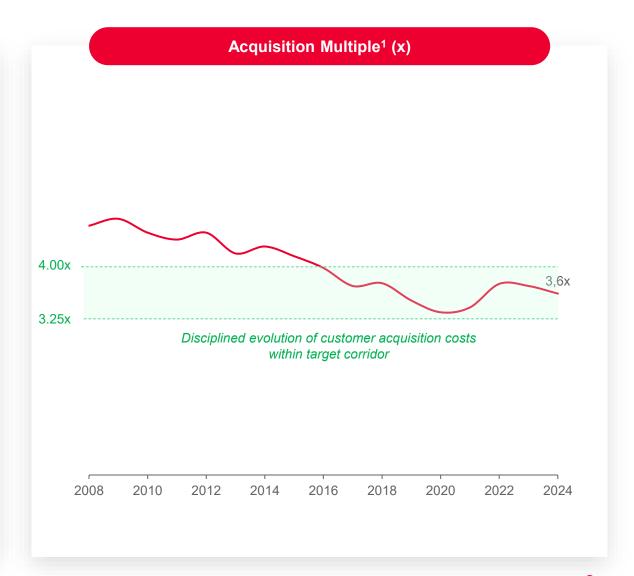


Source: Company information.



5 Proven Resilience Through the Cycle (2/3)





Source: Company information.



5 Proven Resilience Through the Cycle (3/3)

Lower install growth in 2021-2023 (+2% CAGR) was a choice (2024 +5% y/y as macro pressures ease)

Context: Combination of exceptional cost-of-living pressures (impacting demand) as well as rising cost of capital (impacting target ROIs)



Started

- 1. Tighter capital allocation between countries (i.e., increased focus towards countries with higher ROIs e.g., Italy, Spain, Portugal)
- 2. Tighter capital allocation within countries (i.e., more choiceful approach to marginal channels or marginal leads)
- 3. Go again on broad cost programmes (i.e., FOG 3.0)

X	Actively Avoided	

		Likely Business Impact (if we had taken these choices)	2021-2023 Evolution
1.	Lower upfront cash pricing	Lower quality intake Higher attrition propensity Higher bad debt risk Increased early churn	Low single-digit growth in cash upfront prices
2.	Increase acquisition discounts (ARPU)	Lower quality intake Higher attrition propensity Future "back book > front book" pricing issues	Mid single-digit growth in entry recurring month revenue
3.	Pushing even harder on media / marketing	Increased CPA Potential impact on quality intake	Slight decrease in marketing costs as % of CPA
4.	M&A	Uncertain quality Tech integration distraction	No portfolio acquisition since 2017

Talented, Proven, Experienced Leadership Team | "Ownership Mindset"



Austin Lally Chief Executive Officer

11 Years at Verisure 37 Years of Experience





Antonio Anguita President Southern Europe. Nordics and LatAm

12 Years at Verisure 36 Years of Experience

& Company amena







Olivier Allender

President Central Europe, UK. Ireland and Arlo

13 Years at Verisure 34 Years of Experience

Cofidis L'ORÉAL

3PAGEN Blancheporte



Colin Smith Chief Financial Officer

2 Years at Verisure 28 Years of Experience





Marta Panzano Chief HR. Comm. and **ESG Officer**

11 Years at Verisure 28 Years of Experience







Cristina Rivas Chief Technology Officer

9 Years at Verisure 32 Years of Experience

McKinsey & Company vodafone



Olivier Horps

Chief Marketing Officer

8 Years at Verisure 31 Years of Experience ClubMed# L'ORÉAL







Nina Cronstedt

Chief Legal Officer

7 Years at Verisure 27 Years of Experience Linklaters DE BRAUW BLACKSTONE WESTBROEK

Nestle





Jonas Lindstrom

General Manager for Nordics

12 Years at Verisure 26 Years of Experience McKinsey & Company telenor



Alex Froment-Curtil

Managing Director France

3 Years at Verisure 26 Years of Experience







Guillermo Prado

Group Transformation and CEO Office Director

10 Years at Verisure 16 Years of Experience

McKinsey







Rafael Miranda Deputy Chief Financial

9 Years at Verisure 26 Years of Experience









Germán Larrea

Deputy General Director Commercial Spain

12 Years at Verisure 14 Years of Experience







Stefan Konrad Managing Director

for LatAm

7 Years at Verisure 21 Years of Experience















Recognised Externally as a Top Employer. Highly Committed, Engaged Team





Financial Update

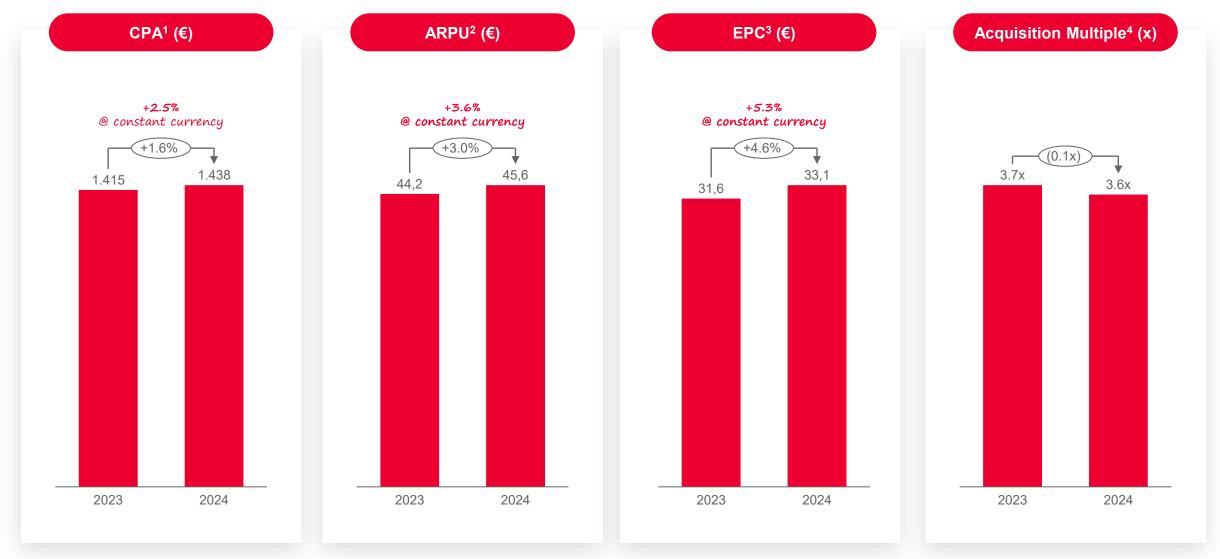


Headline Financial Performance

		2022	2023	2024
		2022	2020	2024
Revenue	(€m)	2,827	3,090	3,408
YoY	(%)	+12.7%	+9.3%	+10.3%
ARR ¹	(€m)	2,478	2,746	3,068
YoY	(%)	+13.9%	+10.8%	+11.7%
Adjusted EBITDA ²	(€m)	1,152	1,341	1,534
Margin	(%)	40.7%	43.4%	45.0%
Adjusted EBIT ³	(€m)	577	694	819
Margin	(%)	20.4%	22.5%	24.0%



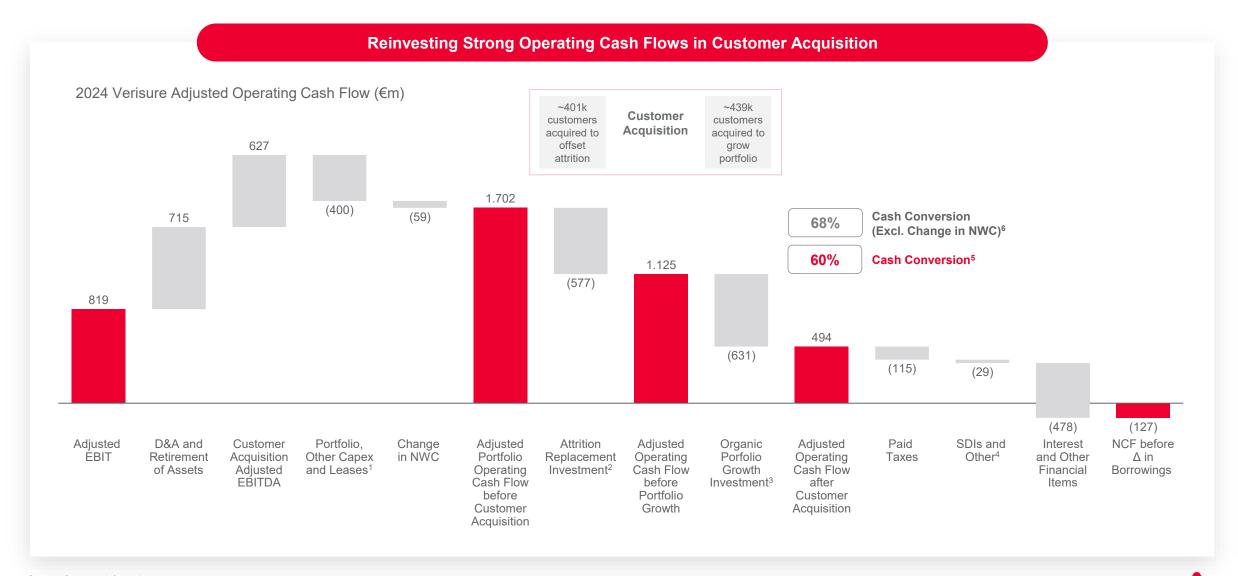
Excellent Customer Unit Economics



Source: Company information.

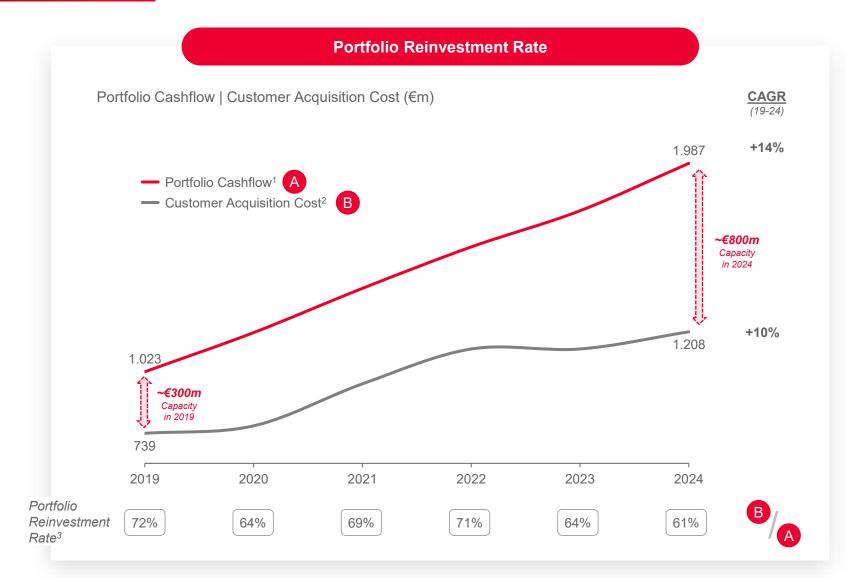


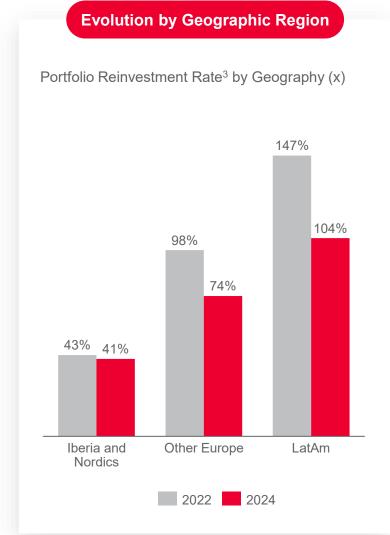
Cash Conversion and Levered Free Cash Flow



Source: Company information.

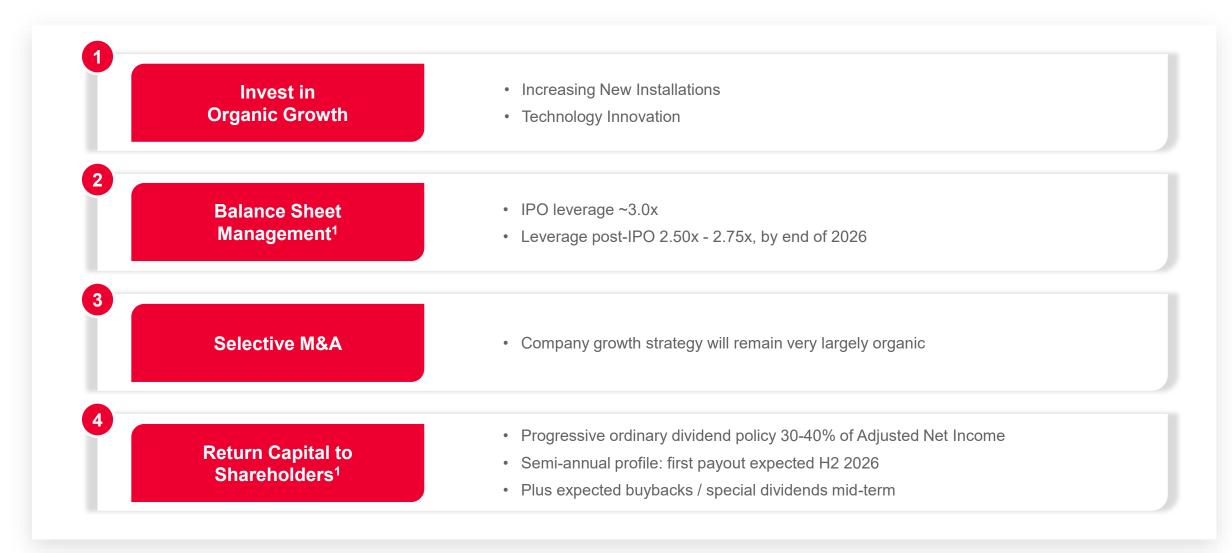
Portfolio Reinvestment Rate Delivers Increasing Cashflows







Capital Allocation and Dividend Policy





Headline Guidance







Exceptional Consumer Subscription Business

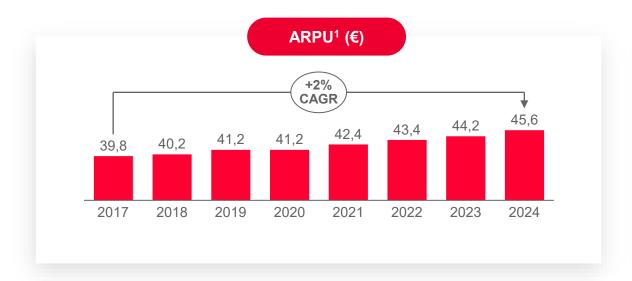
- 1 Clear Leader with Unique Self-funding Growth Model
- 2 Long Runway for Growth
- 3 Vertically Integrated Innovation with Differentiated Customer Proposition
- **4** Continued Margin Expansion Trajectory
- **5** Proven Resilience Through the Cycle

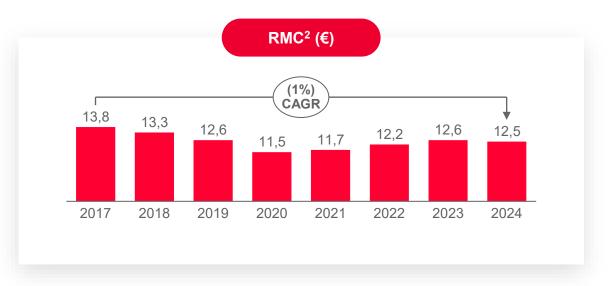
Underpinned by an outstanding and experienced "Team Verisure"

Appendix

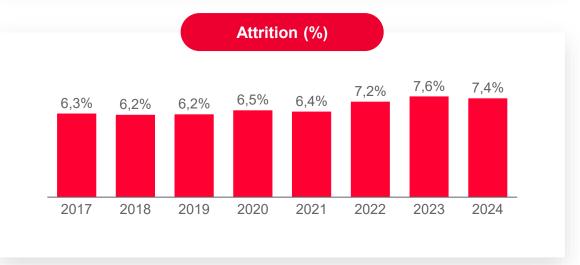


Excellent Unit Economics







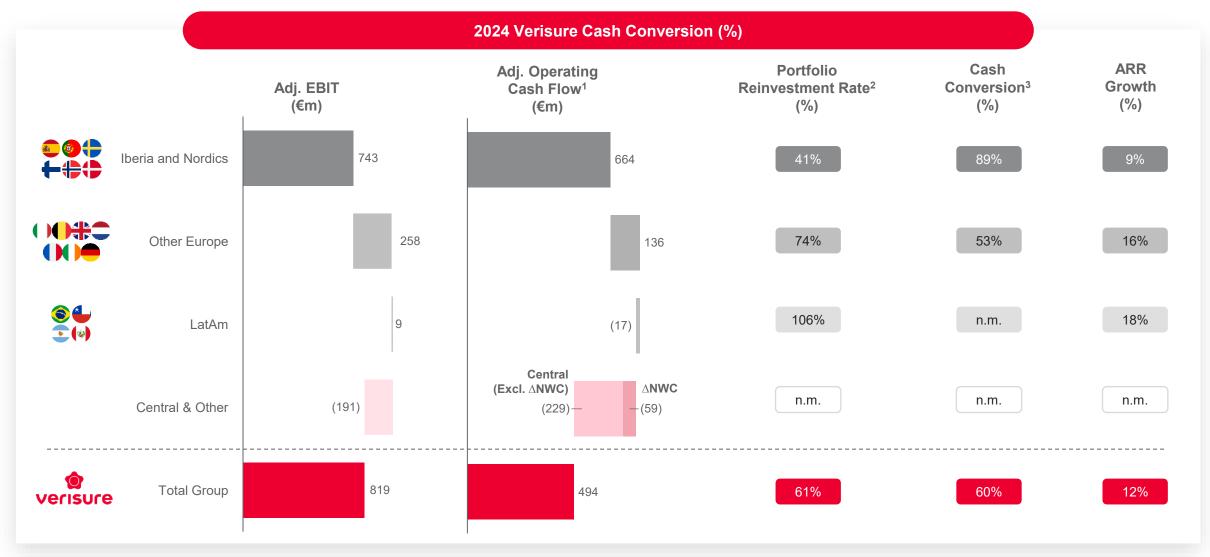


Source: Company information.

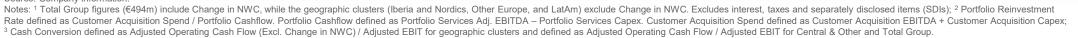
Notes: ¹ ARPU = Average Monthly Revenue Per User, ² RMC = Recurring Monthly Costs; ³ Acquisition Multiple = CPA / (EPC * 12).



Cash Conversion by Geographic Cluster



Source: Company information.



HoldCo Senior Secured PIK Toggle Notes (No Recourse to Verisure PLC)

Capital Structure (Pro Forma¹)

	Amount (€m)	HoldCo Look-Through Adjusted Pro Forma Leverage (x)
HoldCo Proportional OpCo Group Cash & Cash Equivalents	(10)	
HoldCo Cash & Cash Equivalents	(39)	
HoldCo Proportional OpCo Group Funded Indebtedness	2,216	
HoldCo Senior Secured PIK Toggle Notes	1,000	
HoldCo Total Look-Through Funded Indebtedness	3,216	4.1x
HoldCo Total Look-Through Funded Net Indebtedness	3,167	4.0x
HoldCo Look-Through Adjusted Pro Forma EBITDA	783	
HoldCo's Ownership of Verisure PLC ²	43.7%	

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