

# Verisure Launches its 2024 Annual Report

Verisure, the leading provider of professionally monitored security systems for residential and small business customers in Europe and Latin America, has released its 2024 Annual Report.

In 2024, Verisure delivered another year of uninterrupted growth and strong results both operationally and financially.

Austin Lally, Verisure Chief Executive Officer, said: “2024 marked another year of quality growth and strategic progress for Verisure. We continue to protect what matters most to the families and small businesses we serve. We delivered year over year growth in installation volumes. We continue to acquire high quality customers at attractive economics. With a portfolio exceeding 5.6 million customers, we have further solidified our position as the market leader in professionally monitored security. We estimate we are now serving more than five times the customers of our nearest competitor across our active territories in Europe and Latin America.”

Key financial highlights from the 2024 Annual Report:

- Over 5.6 million customers served (+8.5% versus 2023)
- Close to 840,000 new customers
- Attrition 7.4% (reduced from 7.6% in 2023)
- Revenue €3,408 million (+10.3% versus 2023)
- Annualised Recurring Revenue €3,068 million (+11.7% versus 2023)
- Adjusted EBIT €819 million (+18.0% versus 2023)

The company continued to build on its track-record of delivering industry leading innovation such as ZeroVision™, launching in 2024 important new products and services such as:

- LockGuard™, a smart lock alarm that improves security at the front door while facilitating access.
- WiFi Vision™, using state of the art WiFi sensing technology to enhance its verification processes.
- GuardVision™ Outdoor camera detector, featuring multiple AI algorithms running locally on the device, making it one of the first EN50131 certified devices to do so.

Verisure also launched several new digital services, such as launching new in-app automation features and ‘Works With Verisure’, which allows integration with a curated selection of third-party Smart Home devices. It also continued the expansion of AI use cases across its Detection, Verification and Intervention processes, for example through enhancements in its machine learning verification algorithms.

The company’s innovation programme once again earned Verisure recognition in the prestigious Red Dot Design competition, winning two Red Dot awards in 2024 for the innovative GuardVision™ Business and Outdoor cameras.

The company's teams ended the year more engaged than ever, which is crucial for Verisure as a technology-enabled human services company, with close to 29,000 colleagues collaborating to protect what matters most. In addition, Verisure received the 2025 Top Employer™ Europe certification for the second consecutive year, and 12 of the 17 countries the company operates in have been either awarded as a Top Employer™ or certified as a Great Place To Work® in 2024.

Verisure has also made significant progress on its ESG programme, earning another recognition by Morningstar Sustainalytics\* as an ESG Global 50 Top Rated company, as well as an ESG Regional and Industry Top Rated company, for the second consecutive year.

Find more information in the [2024 Annual Report](#).

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