



*Direct*

Securitas Direct AB  
Press Kit

# One million customers

(when you read this)

# 120,000

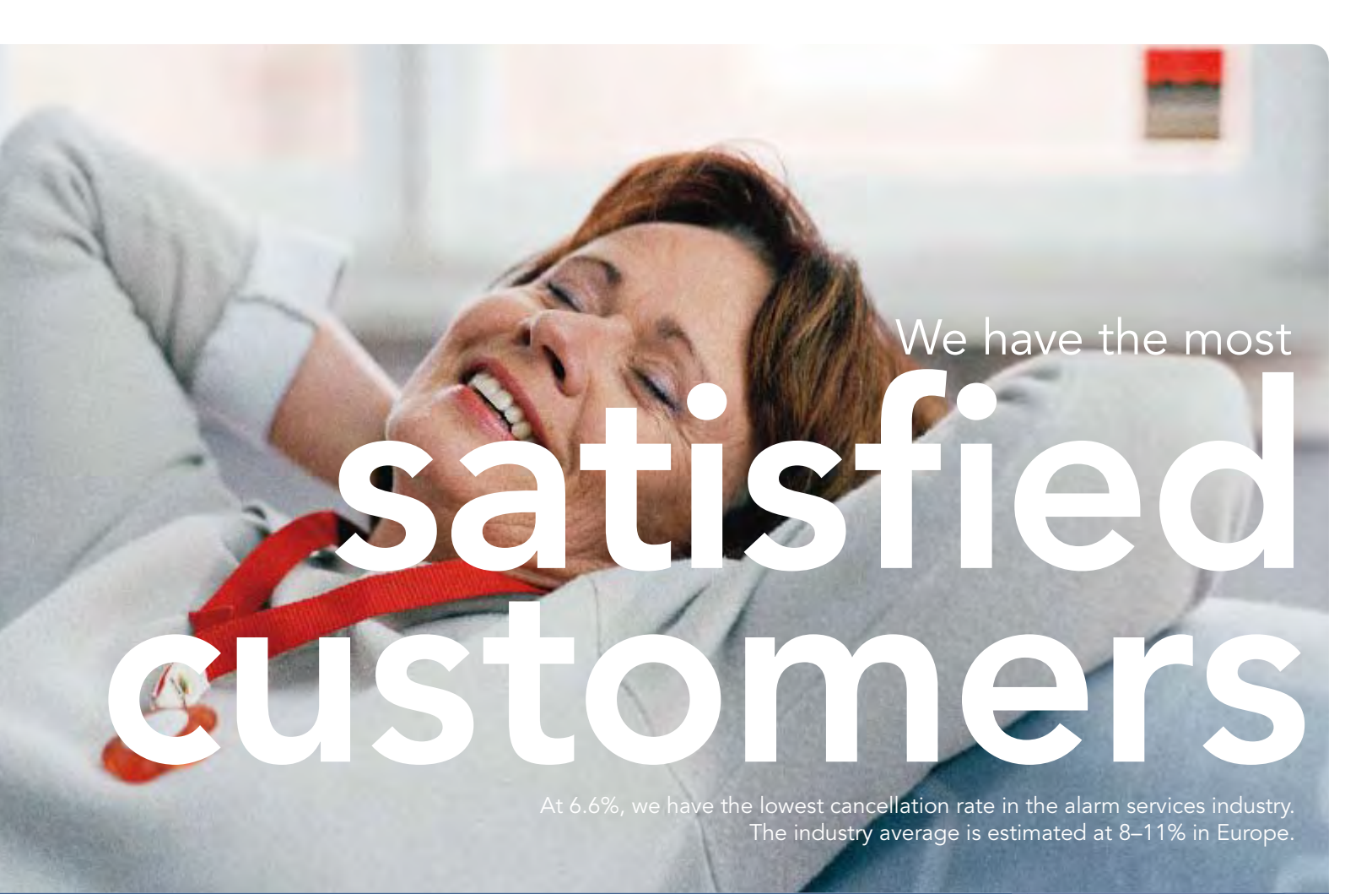
new customers added in 2007  
(a new one every minute)

based on annual working hours



# 3.8 billion

in sales and an operating  
margin of 7.2% in 2007



We have the most

# satisfied customers

At 6.6%, we have the lowest cancellation rate in the alarm services industry. The industry average is estimated at 8–11% in Europe.



# leading position in a growth market

We have an estimated 20% share of the market for new sales of monitored alarms in Europe, a developing market with low penetration.





