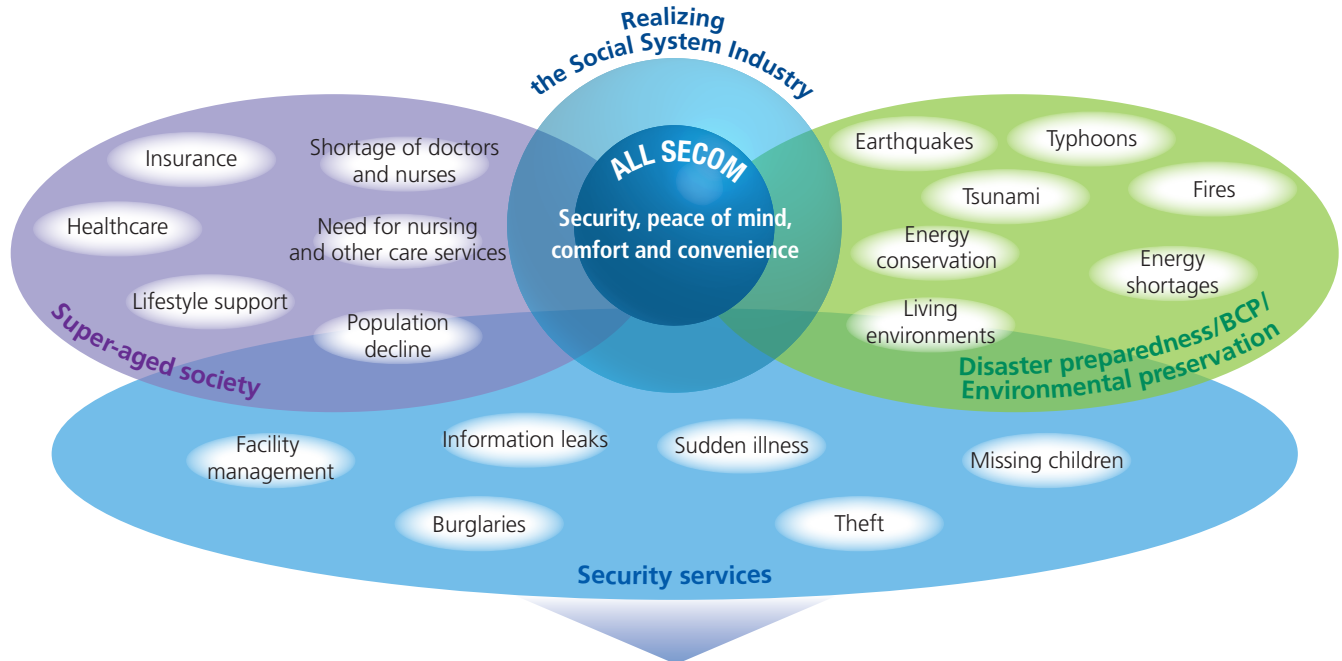


# ALL SECOM: Driving Future Growth

Addressing challenges in three areas under the ALL SECOM banner



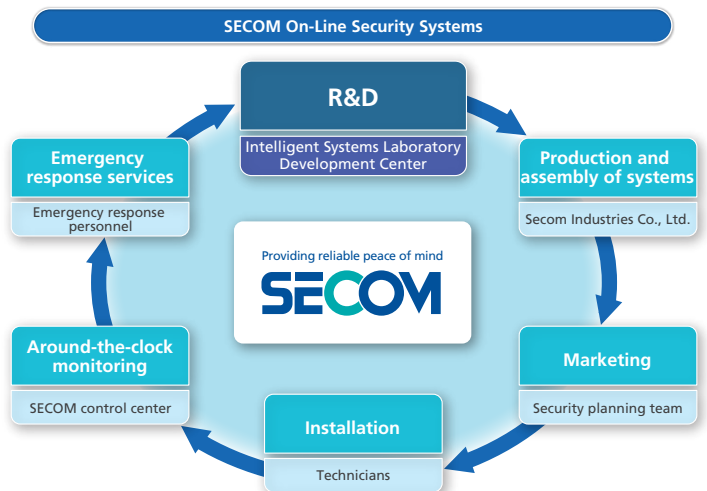
Guided by the ALL SECOM concept, we are working to make life more comfortable and convenient and to deliver security and peace of mind by responding to social imperatives and helping to resolve everyday concerns.

In response to the changing face of Japanese society, we are leveraging our expertise in providing security services and rallying Group strengths under the ALL SECOM banner to develop innovative services in line with two additional key themes: super-aged society and disaster preparedness/business continuity planning (BCP)/environmental preservation.

## ➤ Providing comprehensive on-line security systems

Our competitive advantage in the security services business derives from our commitment to providing comprehensive on-line security systems, whereby we take responsibility for all aspects, from R&D to the production and assembly, marketing, security planning, installation, around-the-clock monitoring, emergency response services and maintenance.

We have built a unique R&D organization that enables us to promptly and accurately incorporate feedback from customers into the development process. To facilitate around-the-clock monitoring and emergency response services, we design systems that combine the speed and precision of security equipment—a result of, among others, the accuracy of our sensors in detecting intrusions, fires and other irregularities—with the





SECOM control center

analytical skills and prompt decision-making capabilities of people. To provide swift, quality emergency response services, we maximize the excellent judgment and accumulated know-how of SECOM control center staff and skills of our trained emergency response personnel, as well as our nationwide network of more than 2,800 emergency depots, which is the largest of any security services company in Japan. Employee education designed to foster the capabilities of SECOM security professionals is crucial to our ability to provide high-grade services, as is the effective management of human resources.

Our rental format is another key factor behind the competitiveness of our on-line security systems. Because we retain ownership of security equipment, which we rent out, we are able to minimize initial costs for subscribers. The rental format also means that we are in charge of maintenance and upkeep, thus enabling us to guarantee the quality of our services. Accordingly, our innovative comprehensive approach enjoys the trust of customers across a wide range of industries.

“SECOM-style security services” is a phrase often used to describe on-line security systems that encompass emergency response services. We currently offer SECOM-style on-line

security systems in 11 countries and territories. Looking ahead, we will step up efforts to promote recognition and broader acceptance of our distinctive approach in markets around the world.

#### ➤ Responding to the needs of Japan's super-aged society

The United Nations classifies a super-aged society as one in which more than 21% of the population is accounted for by people over the age of 65. In 2007, Japan became the first country in the world to qualify for this classification.

We continue to maximize our accrued expertise to create services that respond to needs engendered by the aging of Japan's population and enhance convenience and comfort and deliver security and peace of mind. We are capitalizing on our solid base of experience in the operation of a variety of facilities for seniors. These include residences for seniors, which can accommodate individuals who are capable of living on their own and those who require nursing care; nursing homes for seniors who need care from the time they move in; and day service centers.

New offerings developed to respond to unmet needs in Japan's super-aged society include SECOM My Doctor Plus, an emergency medical alert system for seniors that brings together our accumulated know-how in security services and medical services and expertise secured through a business alliance with major nursing care services providers. SECOM My Doctor Plus enables users to transmit emergency alerts at any time and from anywhere, providing security and peace of mind. As options available to SECOM Home Security subscribers, we also offer the Keeping in Touch call and Keeping in Touch visiting services for seniors, made possible by combining our on-line security systems, medical services and SECOM Home Service lifestyle support services to ensure peace of mind both for seniors receiving support and for loved ones living far away.

In the years ahead, we see significant potential in customizing our service model, developed specifically for Japan's super-aged society, to reflect the needs of other countries attempting to cope with the challenges of an aging population. Guided by the ALL SECOM concept, we will continue working to respond to evolving social imperatives by developing and providing services that make life more convenient and comfortable and deliver security and peace of mind. Through such efforts, we aim to be a company that truly makes a difference in society.



Test of low-expansion foam fire extinguishing system (Nohmi Bosai)

### ➤ Enhancing disaster preparedness/BCP/ environmental preservation

The lessons of the Great East Japan Earthquake and of recent major typhoons have clarified the importance of expanding the scope of our fire protection services business beyond systems aimed at minimizing the impact of fire on structures to encompass broad-based protection against all types of disasters. Going forward, we will rally the respective technologies and expertise of subsidiaries Nohmi Bosai and Nittan. We will also advance collaboration with the two companies with the aim of creating next-generation disaster protection systems.

In the security services business, our experiences in the wake of the Great East Japan Earthquake motivated us to augment our popular SECOM Home Security G-Custom service by adding a feature that enables subscribers to entrust important personal information to us for storage at Secure Data Center facilities. In the wake of the quake, geographic information services subsidiary Pasco Corporation analyzed image data from TerraSAR-X, a synthetic-aperture radar (SAR) satellite, to create mapping data that helped to pinpoint areas devastated by the disaster, helping to ensure a swift, accurate assessment of the situation on the ground and to assist initial response efforts, thus demonstrating the value of data from commercial satellites in disaster situations in obtaining critical information.

In addition to large-scale disasters, the globalization of supply chains and rising concerns regarding cyber attacks aimed at illegally obtaining confidential information from servers have underscored the increasing diversity of risks faced by companies today. This has amplified the importance of effective BCP for companies of all sizes.



Secure Data Center

We provide an extensive range of services that protect companies' valuable information and systems, facilitating the swift restart of operations in the event of a major disaster. One of our principal BCP support services is SECOM Safety Confirmation Service, which helps confirm the safety of employees, assess the extent of damage to facilities and assist initial response efforts should disaster strike. This service incorporates our accumulated experience and know-how in the area of security services and is the largest service of its type currently available in Japan.

A recent addition to our service portfolio is Total Support Service of Emergency Management, which draws on the diverse strengths of our security services, fire protection services, geographic information services, and information and communication related and other services, to provide all-inclusive support for BCP.

Acknowledging heightened awareness of environmental issues, we are rallying the comprehensive technological capabilities, under the ALL SECOM banner, to develop environment-friendly systems and services.

In the security services business, we offer a number of environment-friendly services. These include SECOM FX, an energy- and labor-saving security and facility control system designed for offices and shops. We also offer the SECOM Eco Data System, which calculates and displays electric power, gas and other energy consumed. By making energy use visible, the system assists the efforts of companies to reduce their energy consumption. Dry Mist, a Nohmi Bosai system that uses sprinkler technology to lower ambient temperature, helps reduce urban heat islands, one cause of global warming. Data from satellite images and aerial photography provided by Pasco is



Dry Mist system

used in reforestation and in calculating waste CO<sub>2</sub> prevented from entering the atmosphere thanks to carbon capture and storage (CCS), thus helping to advance environmental protection efforts.

➤ **Advancing the ALL SECOM concept to make life more convenient and comfortable and deliver security and peace of mind**

We see enhancing our data center capabilities as crucial to our ability to successfully market new systems and services. The acquisition of At Tokyo—one of Japan's leading data center services firms—was a crucial step, but the new services and systems we intend to offer will necessitate securing significantly greater data center capacity and increasing our data collection and management efficiency. Through such efforts, we aim to transform our data centers into comprehensive "service centers" that not only offer safe data storage but also serve as a foundation for the provision of a broad array of distinctively SECOM services.

Going forward, we will continue leveraging our expertise in security services and rallying Group strengths under the ALL SECOM banner to develop innovative services in line with two key themes—Japan's super-aged society and disaster preparedness, BCP and environmental preservation—that make life more convenient and comfortable and deliver security and peace of mind.