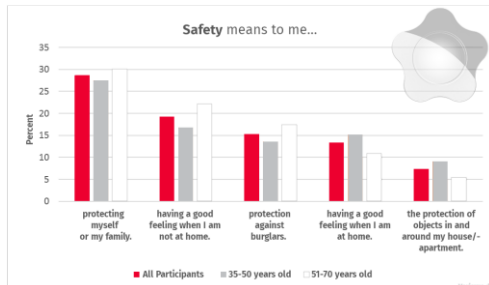


Dear journalists,

the following pictures for this news release are available for download via the attached links:



[umfrage_08_2022.png \(1045x614\) \(verisure.de\)](#)



[verisure_product_c.png \(830x381\)](#)



[verisure_door.jpg \(3024x4032\)](#)

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NEWS RELEASE

Protection of Property plays a subordinate Role in Security

Study by Verisure on personal Security Requirements

Ratingen, August 16th, 2022 – Security means first and foremost protecting oneself and one's family. Protecting one's belongings is significantly less important. This is the result of a recent study with 1,000 participants conducted by the security provider [Verisure](#) together with SKOPOS. People in Germany were surveyed who have equipped their homes with a security system or intend to do so, are between 35 and 70 years old, and have a net income of more than 2,500 euros. The study also shows that one-third of respondents (33 percent) feel less safe in their home environment than they did five years ago; in Germany, half (51 percent) feel less safe.

What and how people want to protect themselves

For 28 percent of the study participants, security means protecting themselves and their families. For less than 20 percent of respondents each, security means having a good feeling when you are



not at home (19 percent), protection against burglary (15 percent) or having a good feeling at home (13 percent). For only 7 percent does security focus on protecting the items they have at home. Respondents were given a total of eight statements from which they had to choose one.

"The fact that it is extremely important to people to protect their loved ones did not surprise us. However, we are surprised at the low priority placed on protecting one's own belongings; especially since all respondents already have a security system or are interested in one," says Bernd Ohlinger, Marketing Director at Verisure. "The task of protecting people and making them feel safe has always been a top priority for us at Verisure. That's why our alarm receiving center is at the heart of our security solution. Around the clock, specialists are available there to take immediate action if a sensor sends out an alarm or a customer presses one of our emergency call buttons. They then organize the necessary help and stay in contact with the person concerned until the emergency services have arrived."

How safe people feel

When asked whether they felt safer or less safe in Germany and in their immediate living environment than they did five years ago, less than a quarter of study participants said they felt safer (in Germany, 23 percent; in their living environment, 22 percent).

In relation to their own neighborhood, the predominant feeling is that safety has not changed in the last five years (44 percent). Fifty-six percent of people over 50 are of this opinion, while only 34 percent of younger people are of this opinion.

Asked about the situation in Germany, the dominant feeling is that it is less safe than it was five years ago (51 percent). Older people in particular feel less safe (55 percent) or see no change (32 percent). Of people younger than 50, a third feel safer than five years ago.

What does Verisure do?

[Verisure](#) is the leading European provider of professionally monitored high-security alarm systems and certified [round-the-clock remote monitoring](#). With an average of 600,000 installations annually, Verisure provides security for 4.4 million customers in 17 countries in Europe and Latin America. The company protects homes and small businesses with state-of-the-art security solutions, helping them live more worry-free lives. Verisure is already known in many countries for its innovative products and services, high customer orientation and excellent sales performance. Verisure is also growing rapidly in Germany despite the global pandemic. Although the company has only been active here since the end of 2018, the security experts, led by Alvaro Grande Royo-Villanova and now with over 350 employees, are already protecting more than 19,000 satisfied customers in Baden-Württemberg, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Niedersachsen, North Rhine-Westphalia, Rhineland-Pfalz, Saarland, and Schleswig-Holstein.

Verisure, the company

Founded in 1988 as a division of the Swedish company Securitas AB, Verisure (or Securitas Direct) quickly became an independent provider of affordable alarm systems for private homes. In 1993, live monitoring, or round-the-clock monitoring by employees of the company's own Alarm Receiving Center, was added. In 1996, the offering was extended to small businesses. Since the 1990s, the Verisure Group, headquartered in Geneva, has been expanding in Europe and in Latin and South America. Today, the global company led by CEO Austin Lally does about 600,000 installations a year, employs more than 17,000 people and protects a total of more than 4 million customers in 17



countries, including Sweden, Norway, Finland, Denmark, the Netherlands, Belgium, the United Kingdom, Spain, Portugal, France, Italy, and Germany.

What does Verisure mean?

"Veri" comes from verify. This means that the VdS-certified specialists at the in-house 24/7 Alarm Receiving Center in Ratingen check whether incoming signals from the high-security alarm system are a false alarm or an emergency. In the latter case, the police, security service, and emergency services are immediately called in and, if necessary, the fog-like ZeroVision® privacy screen is triggered as an anti-theft device. The "Sure" stands for the reliability, security, and all-round protection provided by Verisure.

All german news releases of Verisure are available for download at [Presse & Newsroom](#).

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