

UNDERSTANDING
WHO WE ARE

OUR BRAND & OUR VALUES

 **BRINKS**
HOME SECURITY™

CONTENTS

Letter from the President	3
Our Story	4
Our Purpose	6
Our Expectations	7
Our Promise	9
Our Goals	10
Our Principles	11
Our Future	13



TO OUR TEAM MEMBERS

Brinks Home Security™ is dedicated to protecting lives and property with superior technology, fast alarm monitoring and response, and expertly trained professionals who are passionate about their mission. Together, they form the foundation of our business.

We have a unique position in an incredibly competitive industry. We offer DIY and professionally installed security through direct sales or authorized dealers and agents. Our smart-home solutions are effective and imaginative. Our customer care is unsurpassed, and our world-class monitoring keeps people safe around the clock.

We excel and evolve under a trusted brand that rivals or overshadows every company in our space. But our success starts with you. This booklet is your guide to the principles and practices that we live by every day.

A handwritten signature in black ink that reads "Jeffery R. Gardner".

Jeffery R. Gardner

PRESIDENT AND CHIEF EXECUTIVE OFFICER,
BRINKS HOME SECURITY

OUR STORY

Brinks Home Security is one of the most trusted names in the security industry. The brand's reputation and recognition are remarkably powerful among consumers. It emphasizes our duty – and our commitment – to successfully protect more than 1 million people around the clock.

Our iconic brand gives us a major competitive advantage, positioning us as the premier provider of home security and monitoring. But it also comes with great responsibility. To uphold that standard, we must be an industry leader in home security and smart-home solutions. Our skilled security monitoring and alarm response should surpass our competitors. And we must be laser-focused on providing a customer experience that is unmatched by any other security provider.



OUR PURPOSE

We want to earn trust and confidence every day by protecting lives and property with the best home security. No customer should ever have a reason to consider a different security provider.

OUR EXPECTATIONS

Integrity in action

Be true, be responsive, be accountable.

Sense of urgency

Every moment matters.

Relentless discipline

Rigor, precision, and excellence in every single action.

Results matter

We're accountable to our customers, fellow employees, and stakeholders.



OUR PROMISE

We're not just a security provider – we're a lifetime partner. When a customer has questions, we have answers. When they have needs, we provide solutions. When there's an emergency, we respond with speed and compassion.

OUR GOALS

Professional-grade security

Give our customers peace of mind.

Fastest alarm response

Understand that every moment matters.

Best customer care

Quick and easy resolution of any issue.

Successful outcomes

Every interaction creates satisfaction.

OUR PRINCIPLES

Compassion

We never forget that our customers are real people.

Dedication

We strive to be the best in everything we do.

Integrity

We're honest with our customers, and with each other.

Responsibility

We're personally accountable for every action we take.



OUR FUTURE

Hopefully, you have a clear vision of what it means to be a part of Brinks Home Security. Through your actions, we make Brinks Home Security the first and best choice when people think of their safety.

The bar has been set high, but we gladly accept the challenge. And we will continue evolving to better serve the needs of our customers.

Your skill and determination not only define who we are as a company, but also fuel our success. With your dedication – and an iconic American brand – we're capable of great things.



BRINKS
HOME SECURITY™

