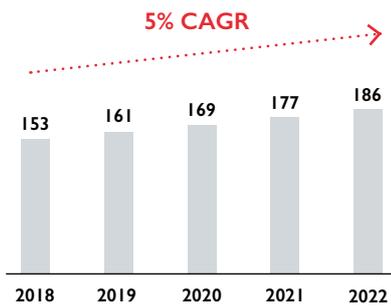


# Our market drivers

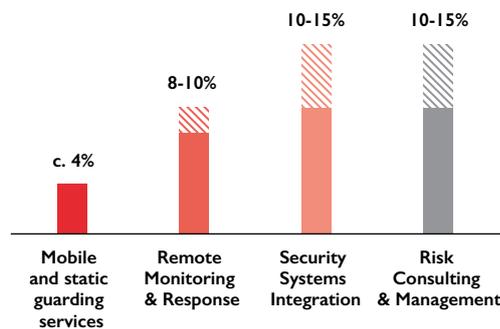
## Strong market fundamentals

### Structural growth market\*

Global Secure Solutions market



### Global security profit margins by service line\*



\* Source: Freedonia (2018, excluding China and Residential); company annual reports; analyst reports.

SECURE SOLUTIONS

CASH SOLUTIONS

### Strategic pillars

People, culture & values

Growth

Profitability

Financial discipline

### Key growth drivers

- Elevated safety/security risks
- Increase in wealth driven by urbanisation
- Global GDP growth

### Key growth drivers

- Rising labour costs support demand for higher-value, technology-enabled, integrated security solutions
- Higher-value service lines drive positive revenue mix

### How we respond

#### SECURE SOLUTIONS

- G4S is a security market leader and we provide a broad range of products and services across more than 90 countries. This breadth provides us with a strong understanding and clear visibility of how security trends are evolving around the world.
- We continue to invest in technology to meet the growing demand for integrated security solutions and to drive the development of innovative solutions for customers. As a result we have delivered a strong growth in technology-enabled security revenues, enabling significant efficiencies, data collection and analytics. We are combining risk consulting, security professionals, software and security analytics into integrated solutions.

- In the United States we are delivering market-leading security software and analytics. In Asia we have a cyber and risk security consulting business and in Africa we are pioneering centralised security operation centres in South Africa.

#### CASH SOLUTIONS

- Following the sale of the majority of our conventional cash businesses (see page 16) the Group will be more focused on providing innovative retail technology solutions such as Retail Cash Solutions, SA-Deposita and G4SPay.
- We have the opportunity to drive outsourcing of cash handling work for banks and retailers and improve efficiency and unit costs in our remaining conventional cash businesses.



# 2bn

PEOPLE GLOBALLY DON'T HAVE BANK ACCOUNTS

### Global cash-usage trends

The importance of maintaining cash usage is typically driven by country-specific legislation, domestic non-cash payment initiatives and sovereign currencies. Across all markets, the availability of cash is important for the financial inclusion of all groups in society including those who do not have ready access to non-cash means of payment, including individuals and groups without bank accounts.



# 4-6%

GROWTH PER ANNUM FOR SECURITY SERVICES BETWEEN 2017-2027

### Demand for security is increasing across the globe

International and domestic crime remains a significant threat to society, requiring protective security, heightened intelligence and analysis of risk and response. This heightened awareness supports growth in demand for security services. Lower labour costs continue to drive strong demand for security professionals in emerging markets. Barriers to entry in basic manned security are low, which can result in intense competition in some markets. The barriers to entry are much higher for integrated security where G4S has significant and growing capability which stems from our scale and resources.

(Source: Freedonia 2018 ex China and Residential)



# 80%

UP TO 80% IDLE CASH FREED UP WHEN RETAILERS USE CASH SOLUTIONS TECHNOLOGY

### Retail Technology Solutions

Retailers are under pressure to be more efficient and lower the cost of cash handling. We have developed market-leading retail technology solutions which combine hardware, proprietary cash management software, real-time banking integration, same-day credit and customer service and support which enable a step-change in the efficiency of their cash operations.



# 2-3%

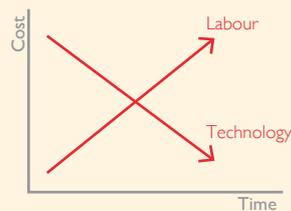
GLOBAL GDP GROWTH PER ANNUM 2020 AND 2021

### GDP growth, resource scarcity and population growth

Trade policy uncertainty, geopolitical tensions, and stress in some emerging market economies continued to weigh on global economic activity especially manufacturing and trade in 2019. Intensifying social unrest in several countries posed new challenges, as did weather-related disasters. These issues were compounded in 2020 as the scale of the Covid-19 pandemic developed which puts short-term economic growth at risk.

The world's population is growing, becoming more urbanised and increasingly prosperous, placing significant strains on raw materials, energy resources and food and water supplies.

(Source: OECD March 2020)



### Rapid advances in technology innovation driving technology-enabled security

Whilst labour costs have increased or are increasing, particularly in developed markets, the cost of sophisticated security technology is reducing. Combined with the additional data and assurance that comes with technology, these trends are reshaping the security industry. Advances in technology, such as drones, cloud technology and artificial intelligence, are influencing the development of solutions by G4S to deliver services.



# \$80bn

MARKET VALUE FOR SECURITY SYSTEMS INTEGRATION

### Customers' buying processes are increasingly complex, driving increased need for consultative selling

Globalisation and the increasing use of technology create a complex set of security risks and threats which mean that the procurement of security services is a critical activity in an increasing number of customers' organisations. The global market for security systems integration is projected to be \$80bn by 2021. This complexity is also driving an increased need for consultative selling and resulting in an evolving ecosystem of specialist partners, driven by regional needs.

(Source: IHS Markit)