

TYCO RETAIL SOLUTIONS ACQUIRES FOOTFALL, A GLOBAL RETAIL INTELLIGENCE LEADER

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Acquisition supports Tyco's growth and innovation strategy

NEUHAUSEN, Switzerland—July 21, 2015—Tyco Retail Solutions, the retail performance and security business of Tyco announced today that it has acquired [FootFall](#), a global retail intelligence leader, from [Experian, plc](#), for £38.5 million (US\$60 million) in cash. Headquartered in the United Kingdom, FootFall provides thousands of retailers and retail property owners with end-to-end technology, services and retail analytics solutions to collect, measure, and analyze customer traffic in their stores and property portfolios. FootFall manages over 50,000 devices installed in approximately 13,000 retail sites, which capture over 15 billion shopper visits across 11 markets in Europe, Asia Pacific, and North America.

For two decades, FootFall has been a trusted advisor and intelligence expert with a proven track record of rolling out scalable, integrated solutions to multinational retailers. Together, FootFall and [Tyco Retail Solutions](#) will accelerate commercial delivery of shopper analytics and traffic intelligence solutions for retailers worldwide. The combined offering, deployed through Tyco's global professional services and installation network, helps retailers drive revenue, optimize operations and enhance merchandising programs.

"The FootFall acquisition not only complements our existing portfolio of information-based store performance solutions for our retail customers, but also is consistent with Tyco's growth and innovation strategy," said Nancy Chisholm, President, Tyco Retail Solutions. "This strategic investment positions Tyco as a leading provider of traffic intelligence solutions globally, while strengthening and differentiating our Internet of Things (IoT) solutions that deliver real-time visibility with predictive capabilities into inventory, shrink and shopper behavior."

The addition of FootFall to Tyco's operations is expected to generate approximately \$39.0 million in revenue on an annualized basis.

About Tyco Retail Solutions

Tyco Retail Solutions, part of Tyco international, is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimize profitability, and create memorable shopper experiences. The Tyco Retail Solutions portfolio for retailers is sold direct through Tyco businesses and authorized business partners around the world. For more information, please visit [TycoRetailSolutions.com](#) or follow us on [LinkedIn](#), [Twitter](#), and our [YouTube](#) channel. About Tyco Tyco is the world's largest pure-play fire protection and security company. Tyco provides more than three million customers around the globe with the latest fire protection and security products and services. A company with \$10+ billion in revenue, Tyco has approximately 57,000 employees in more than 900 locations across 50 countries serving various end markets, including commercial, institutional, governmental, retail, industrial, energy, residential and small business. For more information, visit [www.tyco.com](#).

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