



Barclays Capital 2012 Industrial Select Conference

Antonella Franzen
Vice President, Investor Relations

Joe Longo
Director, Investor Relations

Naren Gursahaney
President, ADT NA Residential & SB

February 23, 2012

Forward-Looking Statements / Safe Harbor

This presentation contains a number of forward-looking statements. Words and variations of words such as “outlook”, “expect”, “intend”, “will”, “anticipate”, “believe”, “propose”, “potential”, “continue”, “opportunity”, “estimate”, “project” and similar expressions are intended to identify forward-looking statements. Examples of forward-looking statements include, but are not limited to, statements addressing Tyco’s future financial condition and operating results, the health and growth prospects of the industries and end-markets in which Tyco operates, Tyco’s intent to create three independent companies as a result of its previously announced spin-off of its flow control and North American residential security businesses, the expectation that the spin-offs will be tax-free, statements regarding the leadership, resources, potential, priorities, and opportunities for the independent companies following the spin-offs, the intent for the three independent companies to remain investment grade following the spin-offs and the timing of the proposed spin-off transactions. The forward-looking statements in this presentation are based on current expectations and assumptions that are subject to risks and uncertainties, many of which are outside of our control, and could cause results to materially differ from expectations. Such risks and uncertainties include, but are not limited to:

- Economic, business competitive, technological or regulatory factors that adversely impact Tyco or the markets and industries in which it competes;
- Changes in tax requirements (including tax rate changes, new tax laws or treaties and revised tax law interpretations);
- The outcome of litigation, arbitrations and governmental proceedings, including the effect of income tax audit settlements and appeals;
- Economic, legal and political conditions in international markets, including governmental changes and restrictions on the ability to transfer capital across borders;
- Failure to obtain necessary regulatory approvals or to satisfy any of the other conditions to the proposed spin-offs;
- Adverse effects on the market price of Tyco’s common stock or operating results because of a failure to complete the proposed spin-offs;
- Changes in capital market conditions, including availability of funding sources, currency exchange rate fluctuations, and interest rate fluctuations and other changes in borrowing cost
- The possible effects on us of pending and future legislation in the United States that may limit or eliminate potential U.S. tax benefits resulting from Tyco’s jurisdiction of incorporation or deny U.S. government contracts to us based upon Tyco’s jurisdiction of incorporation;
- Failure to realize the expected benefits of the proposed spin-offs, and significant transaction costs and/or unknown liabilities resulting from the proposed spin-offs;
- Unanticipated expenses related to the proposed spin-offs, such as litigation or legal settlement expenses;
- Failure to obtain tax rulings or tax law changes in connection with the proposed spin-offs;
- Changes in capital market conditions that may affect proposed debt refinancing related to the proposed spin-offs;
- The impact of the proposed spin-offs on the Tyco’s employees, customers and suppliers;
- Future opportunities that Tyco’s board may determine present greater potential to increase shareholder value; and
- The ability of the companies to operate independently following the proposed spin-offs.

Actual results could differ materially from anticipated results. More detailed information about these and other factors is set forth on Tyco’s Annual Report on Form 10-K for the fiscal year ended September 30, 2011 and in subsequent filings with the Securities and Exchange Commission.

Tyco is under no obligation (and expressly disclaims any obligation) to update its forward-looking statements.

Three Independent, Publicly Traded Companies

ADT North America Residential

Revenue: \$3.1B*

Market Leader in N.A.
Residential Security Services



Flow Control

Revenue: \$3.6B*

Global Leader in Valves,
Controls and Related Products



Commercial Fire & Security

Revenue: \$10.3B*

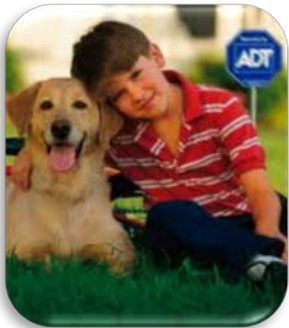
Global Leader in Commercial
Fire Protection & Electronic
Security Solutions



**Standalone Companies With Strong Management Teams, Leading Market Positions
And Attractive Financial Profiles**

*FY11 revenue based on new structure without other adjustments.

ADT North America Residential and Small Business At A Glance



- 2011 revenue of \$3.1B; ~90% of which is recurring
 - 90% Residential/10% Small Business
- 6M+ recurring revenue customers, several times larger than nearest competitor
 - 25% market share in the U.S. and Canada
- Strong brand recognition
- Highly profitable subscriber based business model
- Sustained growth of accounts and revenue per user (RPU)

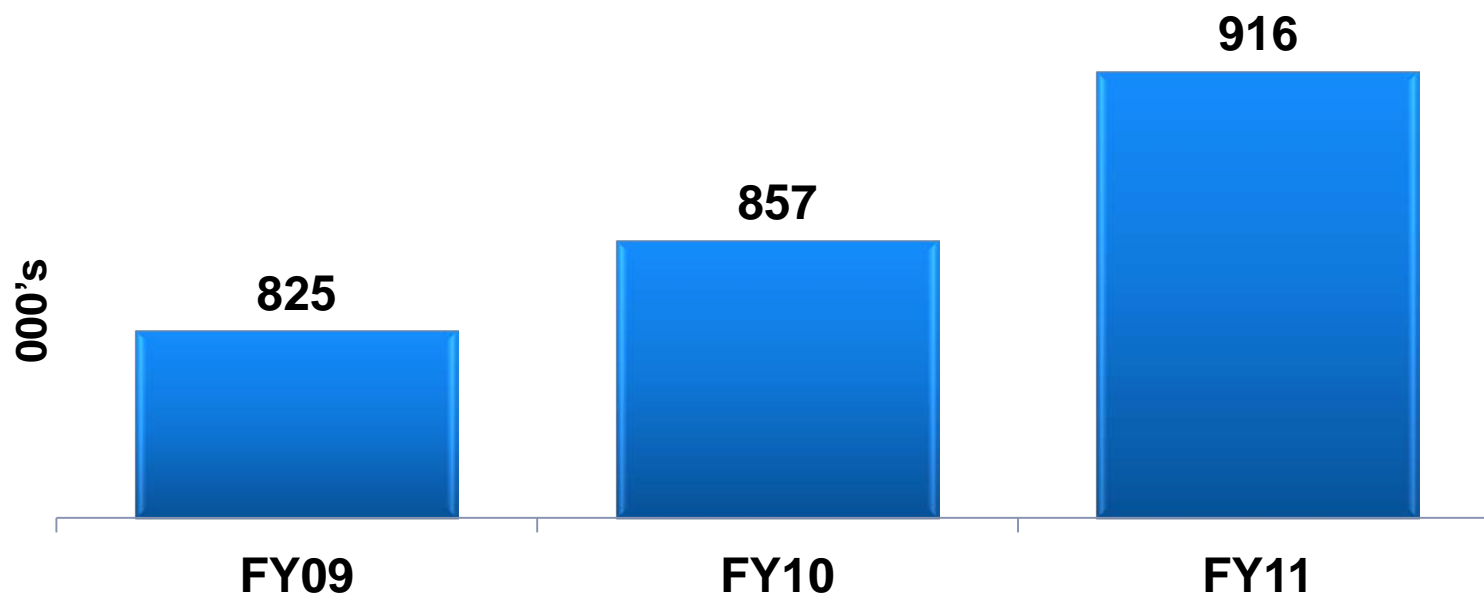
In The Subscriber-Based Model, Need To Balance Key Levers To Optimize Return On Investment

	Definition	Focus Areas
Account Growth Rate	Customer additions	<ul style="list-style-type: none">Multi-channel strategySales force reach and effectiveness
SAC (Subscriber Acquisition Cost)	Costs to establish customer (e.g. install, sales/marketing)	<ul style="list-style-type: none">Cost effective lead generationBalancing Direct and Dealer models
RPU (Revenue Per User)	Monthly revenue generated per account	<ul style="list-style-type: none">Increasing RPU through expansion of offerings
Disconnect Rate	% of recurring revenue lost	<ul style="list-style-type: none">Differentiated customer serviceContract length and renewal

Managing The Relationship Throughout The Customer Lifecycle

Customer Base Continues To Grow

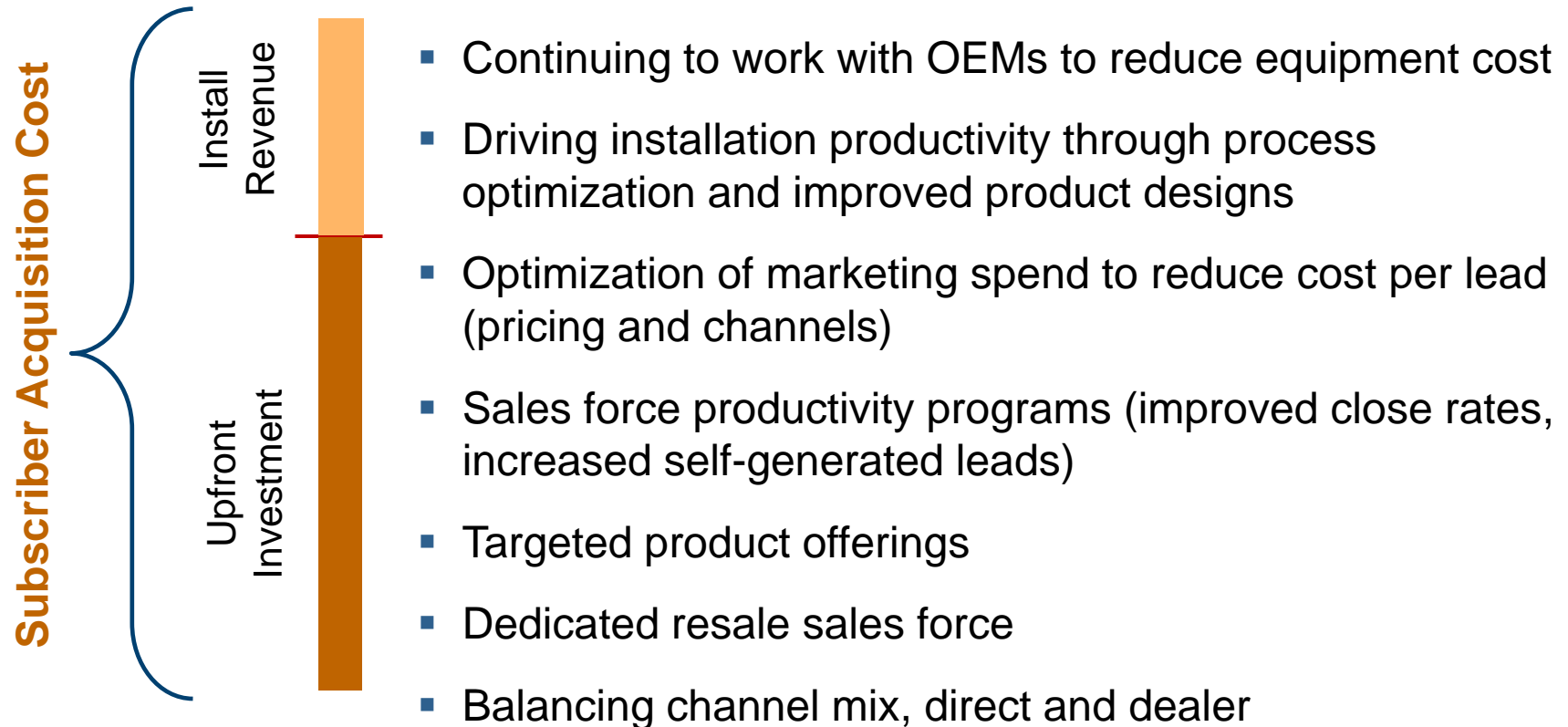
**Gross Account Adds
(excluding acquired Broadview accounts)**



Includes North America Residential and Small Business Gross Adds. Gross adds does not include the impact of attrition.

Continued Reduction of Net Upfront Investment Per Account

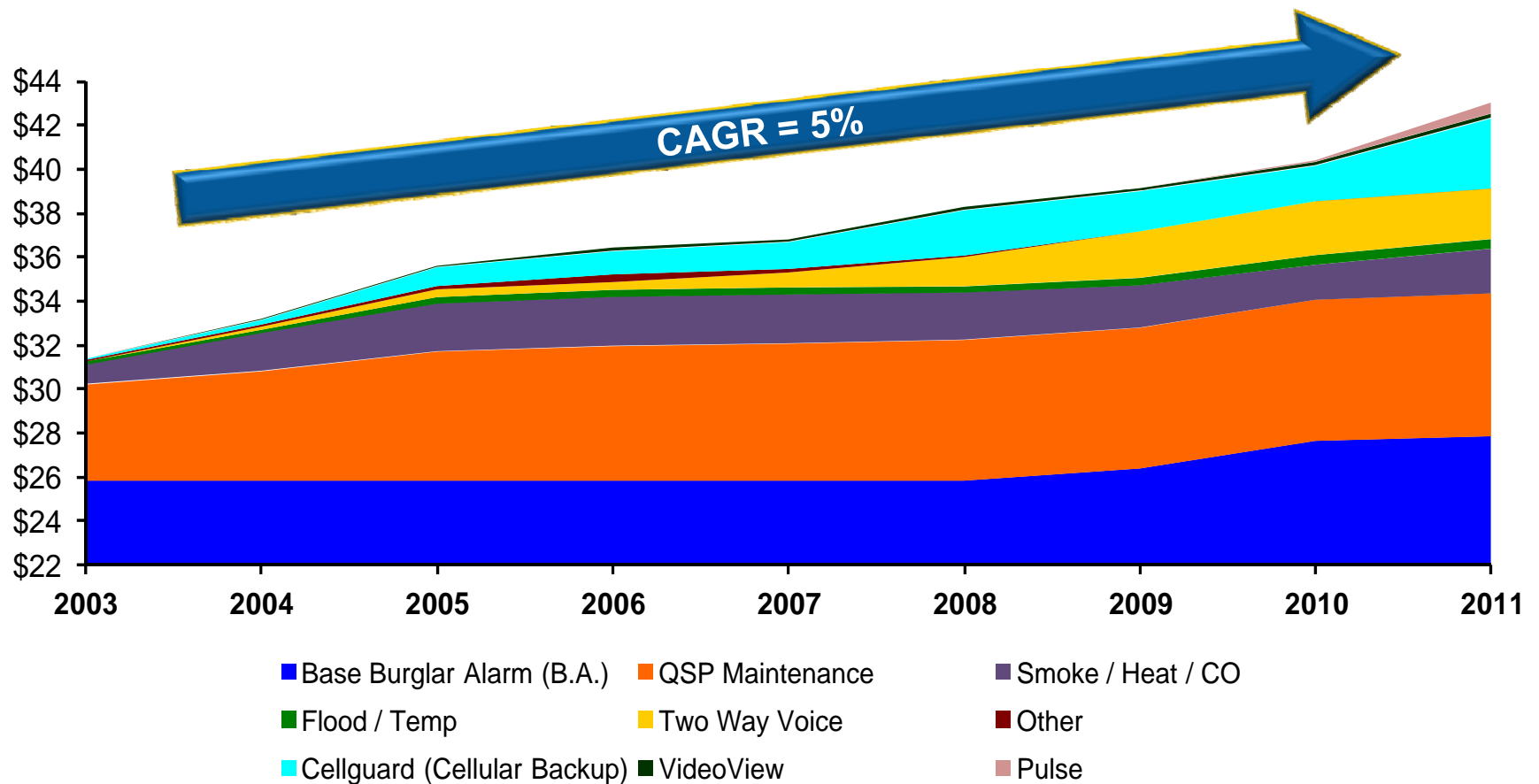
Select Subscriber Acquisition Cost Improvement Efforts



Taking A Cross-Functional Approach To SAC Improvements

Revenue Per User For Traditional Security Services Continues To Increase

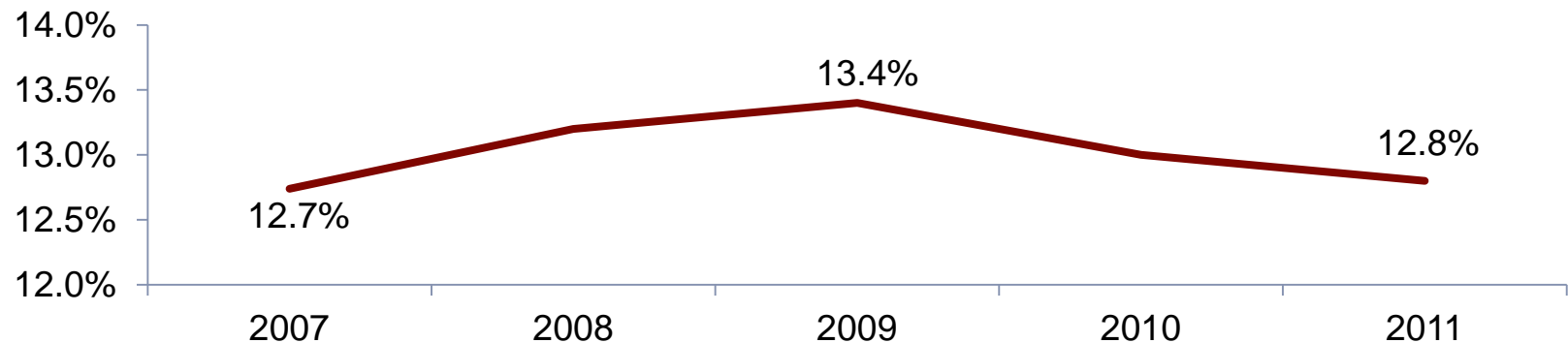
Monthly Revenue Per New Residential Customer



Steady, Sustained RPU Growth

We Continue To Make Progress On Retaining Customers For A Longer Period Of Time

Rolling 12-Month Net Attrition



Attrition Improvement Key Focus Areas

- Improved initial screening of prospects and accounts
- Dedicated “save desks” and support teams; Customer Experience team to drive proactive retention efforts
- Specific programs for high attrition risk populations
- Customer “welcome calls” and ongoing surveys
- Developing “model service call” format
- Implementing end-to-end customer IT platform built around customer requirements

Home Security & Automation Are Evolving...ADT Pulse™ Interactive Services Is Leading The Trend

- New services to drive revenue growth
- Up-sell existing customers in a profitable manner
- Expand the market to previous non-intenders
- Deepen customer relationship to decrease attrition



Interactive Capabilities From Any Internet-Connected Device Anywhere In The World



Remote arming/disarming of security systems



Viewable video from triggered events

Receive notifications and establish schedules and automations



Lighting, HVAC and energy management



“Glance-able” content



Adding “Lifestyle To Life Safety”

ADT Pulse™ Interactive Services – It's More Than Just Remote Security...

*Home Automation that is
affordable, customizable and
easy to use*



Put Your Home on Auto-Pilot

- Schedule recurring events (for example, unlock door for housekeeper the same day and time every week)
- Receive alerts and notifications on activities that occur in the home
- Check instant weather, traffic and news reports and more

Lighting and Thermostat Control

- Help save energy and money by adjusting lights and thermostats connected to your system

Remote Video Monitoring

- Watch secure, real-time video from monitored areas of your home
- Use cameras on your touchscreen to see who's at your front door without going to the door

...It's Peace Of Mind

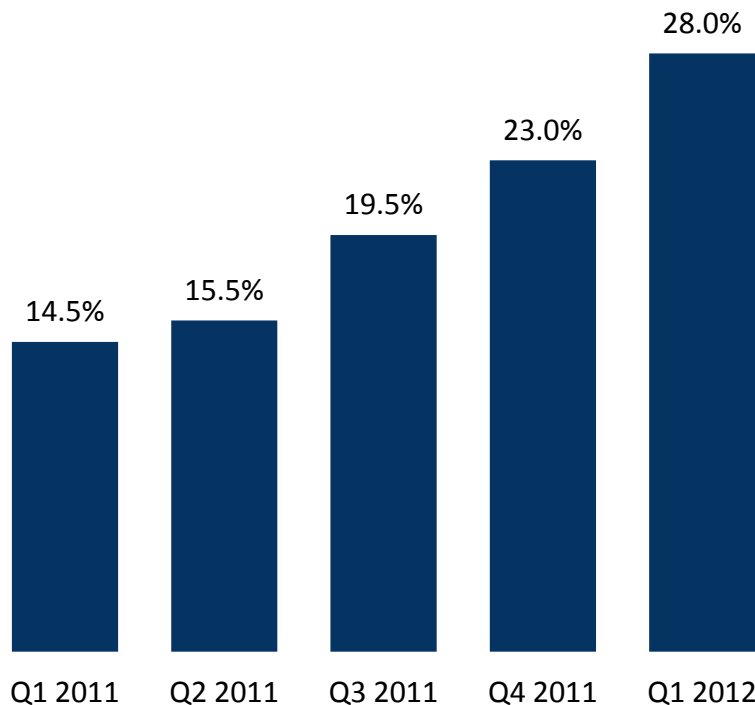
What's Your Pulse?

Interactive Solutions	ADT Pulse™ Select	ADT Pulse™ Advantage	ADT Pulse™ Premier
Base Install (w/o electrician)	\$399	\$749	\$1,299
Base Install (w/ electrician)		\$949	\$1,499
Monthly Revenue per user	\$47.99	\$49.99	\$57.99
Remote Arm & Disarm / iPhone App	✓	✓	✓
Alerts & Event Notification	✓	✓	✓
Lighting and Climate Control/ZWave		✓	✓
Video			✓
Touchscreen with Content			✓
QSP/P-QSP	✓	✓	✓

Customizable Packages Fully Upgradeable At Any Time

ADT Pulse™ Take Rate On New Accounts Has Gained Momentum

ADT Pulse™ Take-Rates New Accounts



- Currently being offered by internal sales force
- Expect dealers to roll out by end of second calendar quarter

Take Rate Has Nearly Doubled

tyco