



## SimplexGrinnell Investor Overview

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## Agenda

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- SimplexGrinnell Overview
- Business Model
- Services-led
- Technology
- Q&A

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## SimplexGrinnell At A Glance

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- North American leader in Fire & Life Safety
- 200-Year heritage in fire protection
  - Simplex: Electronic fire alarm
  - Grinnell: Fire sprinkler/suppression
- 11,200 employees, 150 offices
- One million+ customers



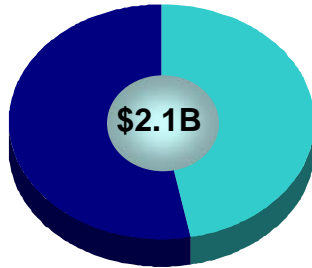
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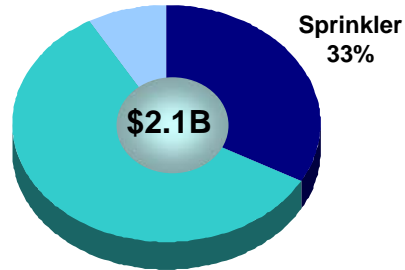
## 2008 Revenue and Product Line Mix

### Service Revenue = ~54%

- ~24% is Recurring
- ~30% is Time and Material



### Suppression 8%



### Systems Installation = ~46%

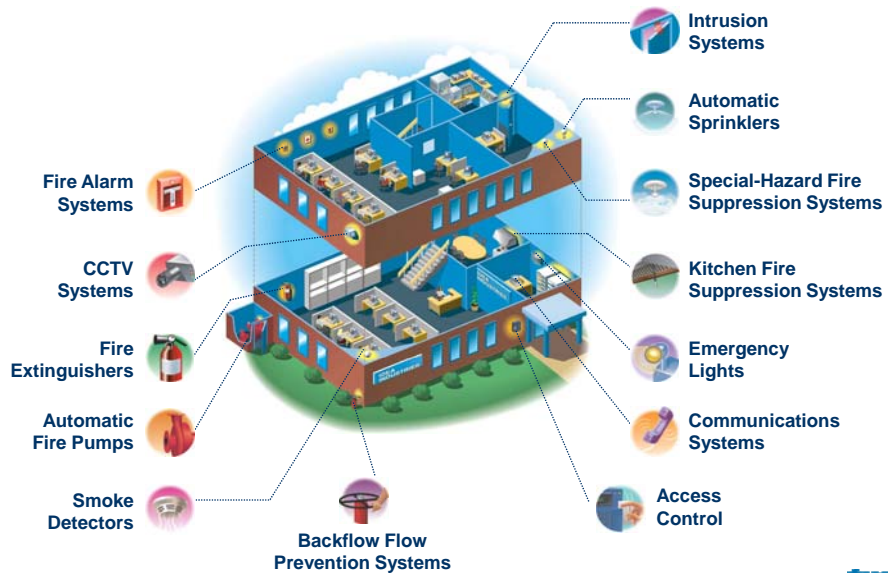
- ~19% is Upgrades/Retrofit
- ~27% is New Construction-Related

### Electronic 59%

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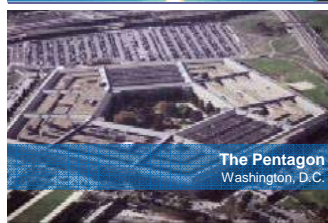
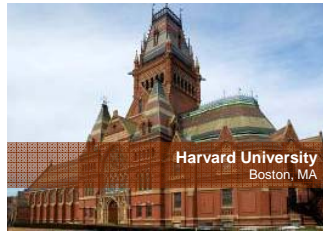
## Portfolio Offerings



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## High-Profile Success Stories



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## Product Line Strategy - Markets

### Electronic

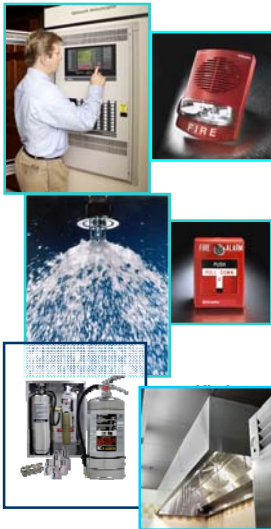
- Gain contracting market share
- Increase conversion from contracting to service

### Sprinkler

- Focus on selling higher margin projects
- Improve project execution
- Improve mix between contracting and service

### Suppression

- Sell product line into fire alarm and sprinkler customer base



### Contractors End Markets

- Institutional**
- Schools/Universities
  - Hospitals
  - Defense
  - Government buildings
  - Airports

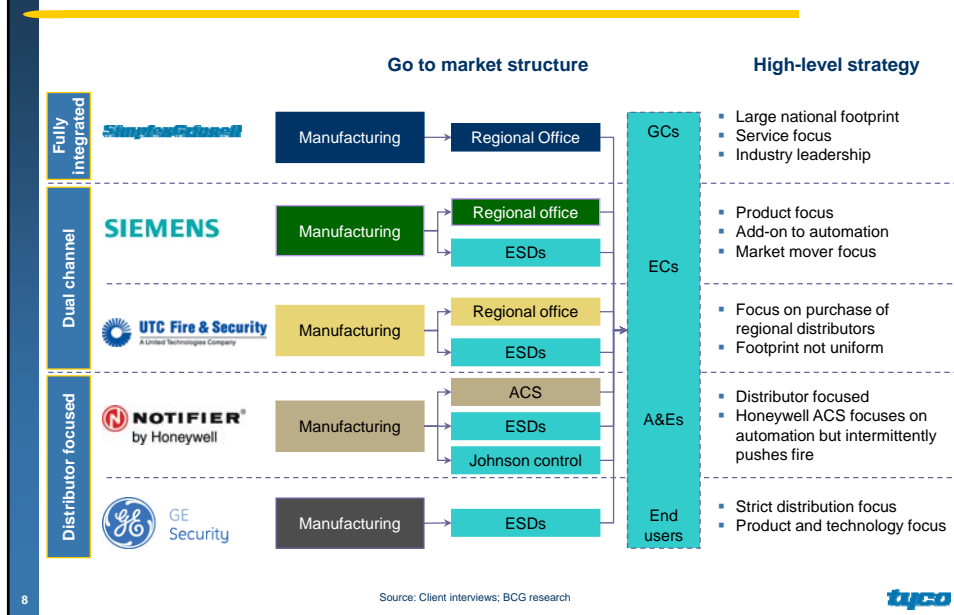
- Commercial**
- Hotels
  - Retailer
  - Office buildings
  - Shopping centers
  - Financial institutions

- Industrial**
- Oil and gas
  - Manufacturing
  - Marine/Offshore
  - Mining

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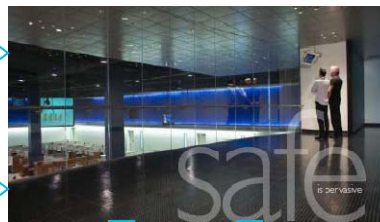
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## Distribution: Operational Model



## Our Total Solutions Approach

- Needs Analysis
- Planning
- System Layout
- Installation
- Project Management
- Commissioning
- Life-Safety Services



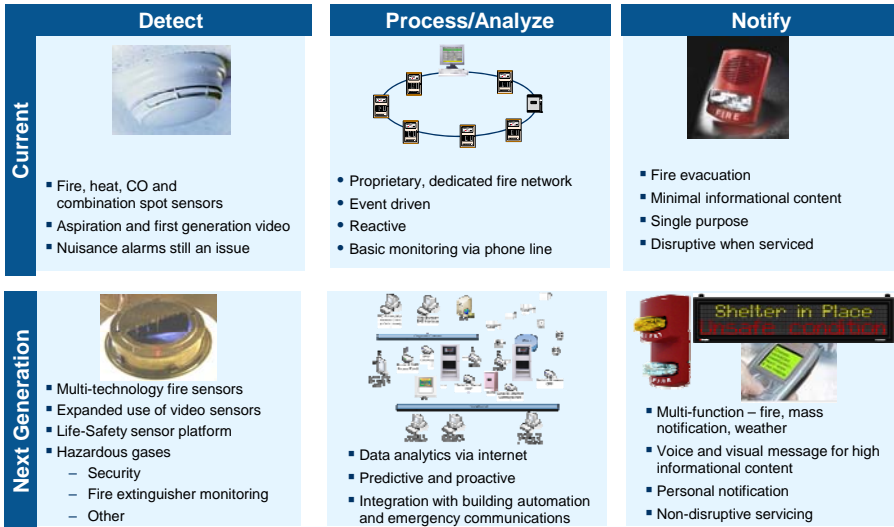
**Complete Life-Safety Solutions**

**SimplexGrinnell is ideally suited to address the sophisticated demands of the commercial market**

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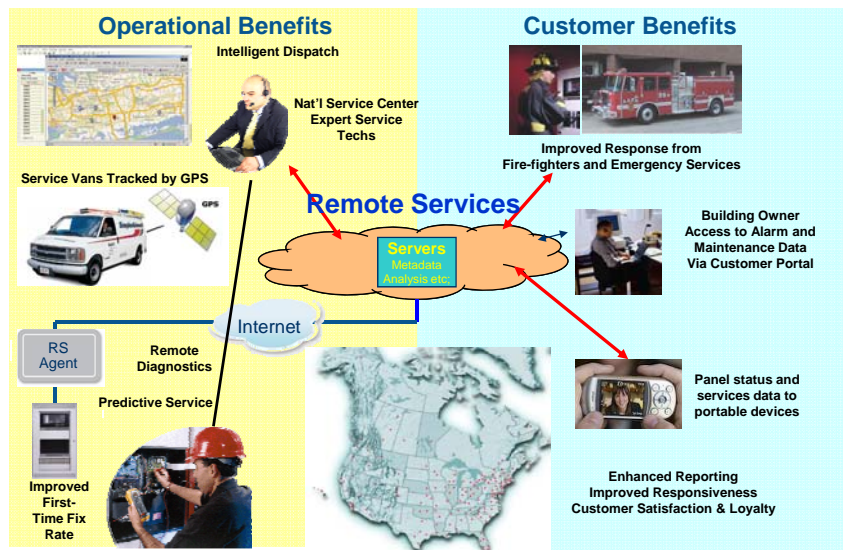
# Technology Migration Towards Predictive Diagnostics and Data Analytics



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# Remote Services Roadmap



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Q&A