



ADT
BOCA RATON SITE VISIT

September 22, 2010

Forward-Looking Statements / Safe Harbor

Certain statements in this presentation are "forward-looking statements" within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. All forward-looking statements involve risks and uncertainties. All statements contained herein that are not clearly historical in nature are forward-looking, and the words "anticipate," "believe," "expect," "estimate," "project" and similar expressions are generally intended to identify forward-looking statements. Any forward-looking statement contained herein, in press releases, written statements or documents filed with the Securities and Exchange Commission ("SEC"), or in Tyco's communications and discussions with investors and analysts in the normal course of business through meetings, webcasts, phone calls and conference calls, regarding expectations with respect to sales, earnings, cash flows, operating and tax efficiencies, product expansion, backlog, the consummation and benefits of acquisitions and divestitures, as well as financings and repurchases of debt or equity securities, are subject to known and unknown risks, uncertainties and contingencies. Many of these risks, uncertainties and contingencies are beyond our control, and may cause actual results, performance or achievements to differ materially from anticipated results, performances or achievements. Factors that might affect such forward-looking statements include, among other things:

- overall economic and business conditions;
- the demand for Tyco's goods and services;
- competitive factors in the industries in which Tyco competes;
- changes in tax requirements (including tax rate changes, new tax laws and revised tax law interpretations);
- results and consequences of Tyco's internal investigations and governmental investigations concerning the Company's governance, management, internal controls and operations including its business operations outside the United States;
- the outcome of litigation and governmental proceedings;
- effect of income tax audit settlements;
- the ratings on our debt and our ability to repay or refinance our outstanding indebtedness as it matures;
- our ability to operate within the limitations imposed by financing arrangements and to maintain our credit ratings;
- interest rate fluctuations and other changes in borrowing costs;
- our ability to execute our portfolio refinement and acquisition strategy, and our ability to integrate acquired businesses;
- other capital market conditions, including availability of funding sources and currency exchange rate fluctuations;
- availability of and fluctuations in the prices of key raw materials, including steel and copper;
- economic and political conditions in international markets, including governmental changes and restrictions on the ability to transfer capital across borders;
- the ability to achieve cost savings in connection with the company's restructuring initiatives;
- potential impairment of our goodwill and/or our long-lived assets;
- the impact of fluctuations in the price of Tyco common shares;
- risks associated with the change in our jurisdiction of incorporation from Bermuda to Switzerland, including the possibility of reduced flexibility with respect to certain aspects of capital management, increased or different regulatory burdens, and the possibility that we may not realize anticipated tax benefits;
- changes in U.S. and non-U.S. government laws and regulations; and
- 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 International's jurisdiction of incorporation or deny U.S. government contracts to us based upon Tyco International's jurisdiction of incorporation.

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



ADT North America Residential/Small Business Overview

John B. Koch
*President, ADT North America
Residential/Small Business*

September 22, 2010

ADT North America Residential & Small Business At A Glance

(2009 Year End Results; \$ in millions)

	ADT NA Residential & Small Bus	Broadview	Pro-forma Combined**
Revenue	\$2,248	\$565	\$2,813
% Recurring	86%	94%	88%
Operating Income before special items*	\$552	\$101	\$653
Operating margin*%	24.6%	17.9%	23.2%
EBITDA before special items*	\$1,123	\$259	\$1,382
EBITDA margin* %	50.0%	45.8%	49.1%

- Clear #1 in a Fragmented Industry
 - 6.3M Customers (>5X Larger than Nearest Competitor)
 - 26% Market Share
- Growing and Profitable Subscriber-Based Business Model

*Operating income, operating margin, EBITDA and EBITDA margin before special items are non-GAAP measures.
**Does not include adjustments for expected synergies or any other adjustments to Broadview's historical data.



In The Subscriber-Based Model, Performance Is Driven By Four Key Factors

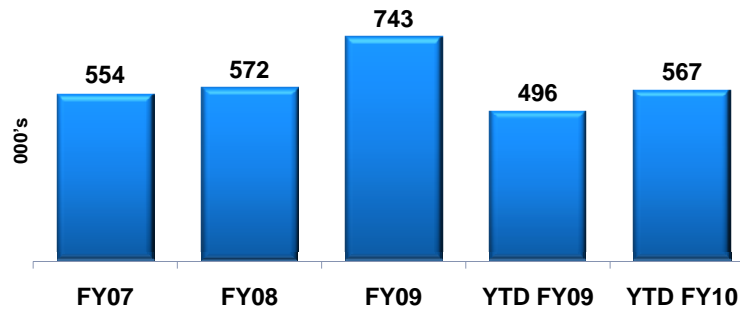
	Definition	Focus Areas
Account Growth Rate	Customer additions	<ul style="list-style-type: none"> ▪ Multi-channel strategy ▪ Sales force reach and effectiveness
SAC (Subscriber Acquisition Cost)	Costs to establish customer (e.g. install, sales/marketing)	<ul style="list-style-type: none"> ▪ Cost effective lead generation ▪ Balancing 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 ▪ ADT Pulse
Disconnect Rate	% of recurring revenue lost	<ul style="list-style-type: none"> ▪ Differentiated customer service ▪ Contract length and renewal

Managing The Relationship Throughout The Customer Lifecycle



ADT NA Continues To Grow Its Residential Customer Base

North America Residential Gross Account Adds
(Excluding Broadview)



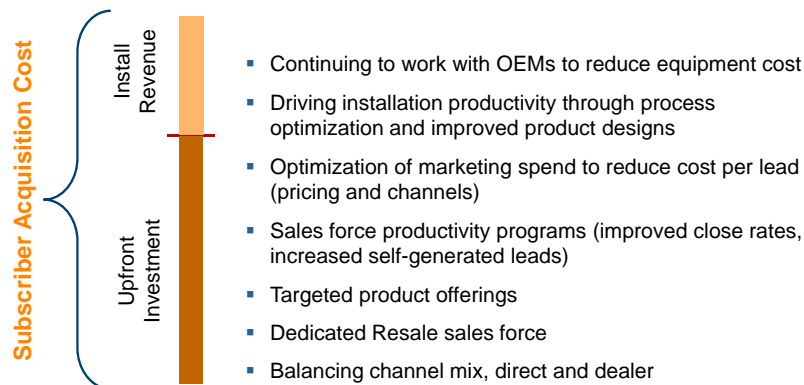
Continued Growth Despite Difficult Environment

5

tyco

ADT Continues To Reduce Net Upfront Investment Per Account

Select Subscriber Acquisition Cost Improvement Efforts



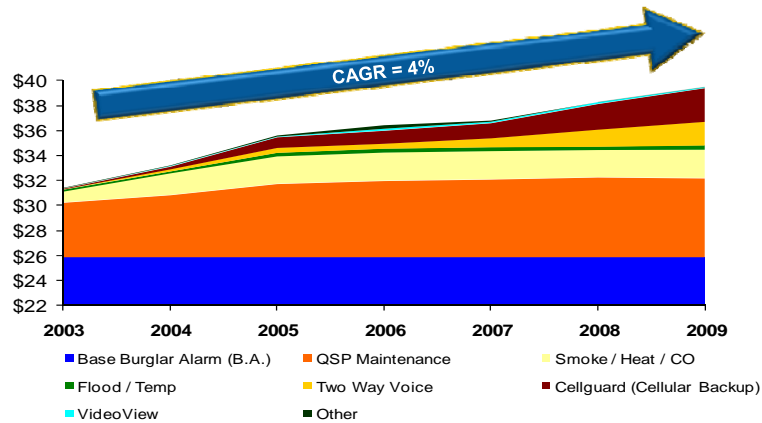
Taking A Cross-Functional Approach To SAC Improvements

6

tyco

While Revenue Per User For Traditional Security Services Continues To Increase...

Monthly Revenue Per New Residential Customer



Steady, Sustained RPU Growth From New Residential Customers



...Our Expansion Into Interactive Services Should Fuel Continued Growth In RPU...

Security Industry Past 20 Years

- Intrusion Detection
- Fire/Smoke Detection
- Carbon Monoxide Detection
- Flood Detection



Interactive Services 2010+

- Security Gateway Hub Connects Alarm Panel & Interactive Services Peripherals
- Broadband / GSM (cell)
- Security Control / Digital Picture Frame
- Premise Control and Live Camera Features
- Internet Widgets (Traffic and Weather)
- Z-way: Lamp Modules, Thermostats, Locks, Garage Doors

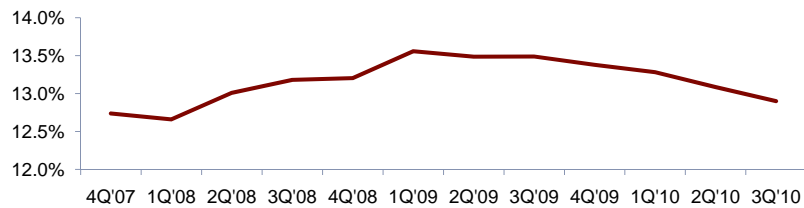


Adding Lifestyle to Life Safety



...And Work To Keep Customers For A Longer Period Of Time

Rolling 12-Month Net Attrition



Attrition Improvement Key Focus Areas

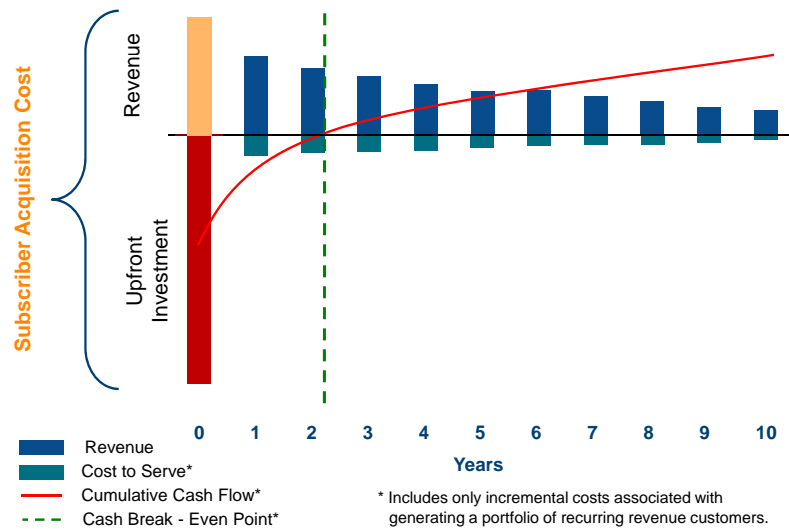
- Improved initial screening of prospects and accounts
- Dedicated “save desks” and support teams; overarching Customer Experience team to drive proactive retention efforts
- Risk modeling of installed base (with specific programs for high risk populations)
- Customer “welcome calls” and ongoing surveys
- Developing “model service call” format

9

tyco

Strong Performance Improvements Yield An Attractive Economic Model

Cash Economic Model – Customer Portfolio



10

tyco

Why We Like The Broadview Security Acquisition

- Exceptional business fit
- Increases our North American residential and small business revenue to \$2.8 billion; over 85% recurring revenue
- Adds strong new account generation capabilities to ADT
- Combination will result in enhanced service offerings for customers
- Significant synergies starting on day one
- Expected to be \$0.10 accretive* to earnings in FY2011 (\$0.18 accretive* on a cash basis)

Will Generate Solid Long-Term Returns For Our Shareholders

11

* Accretive before special items; which include transaction related expenses.



How Do We Compare...

	ADT NA Residential	Broadview
Account Growth Rate	4.4%	4.4%
SAC (Subscriber Acquisition Cost)	~\$900	~\$1,200
RPU (Revenue Per User)	\$34.85	\$32.52
Disconnect Rate	13.4%	11.4%*

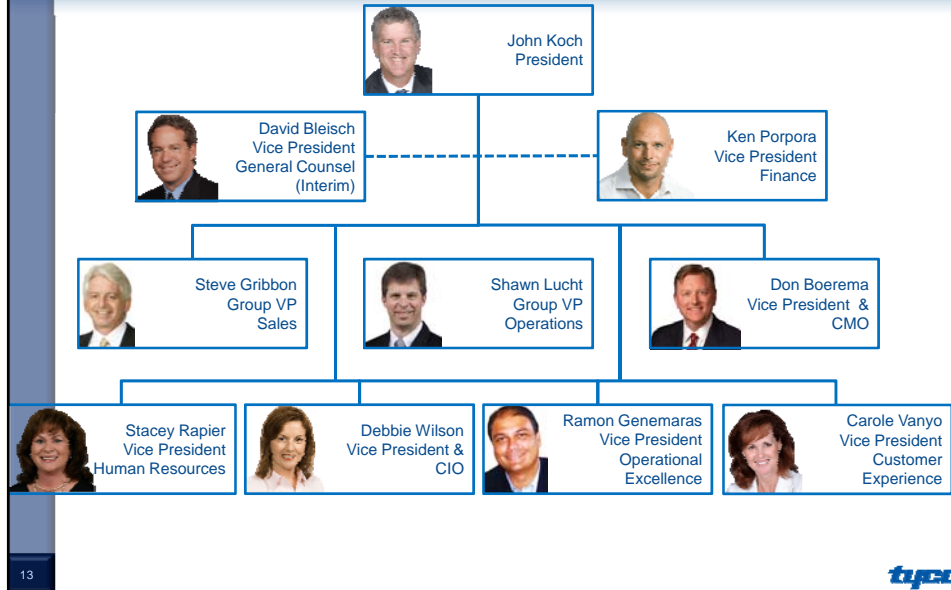
Best Practices To Be Shared On Both Sides

12

* On a reported basis, Broadview's disconnect rate was 8.2%. Adjusted for ADT's methodology it is 11.4%.



We Have Assembled a Strong Leadership Team



We Remain Committed to the “Best of Both” Approach

	ADT	Broadview
Product Portfolio	<ul style="list-style-type: none"> Interactive services Two-way voice capabilities 	<ul style="list-style-type: none"> Downloading capabilities Bmobile installation technology
Marketing	<ul style="list-style-type: none"> Lower cost per lead Rebate/pricing structure 	<ul style="list-style-type: none"> Simpler core offerings
Sales	<ul style="list-style-type: none"> Higher RPU, lower SAC model Credit approval/resale process Takeover effectiveness 	<ul style="list-style-type: none"> Self-generated lead process Inspection & Builders program
Customer Care	<ul style="list-style-type: none"> Dealers web portal Better Interactive Voice Response (IVR) structure 	<ul style="list-style-type: none"> Single care/billing queue Proactive one-call resolution Single install-to-cash system
Operations	<ul style="list-style-type: none"> Centralized dispatch system, with automated optimization 	<ul style="list-style-type: none"> More effective remote service (fewer field calls)

Our Structured Program Management Approach Ensures Delivery of Synergy Savings

- Dedicated Program Management Office with executive oversight
 - Began during integration planning
 - Continues during integration execution
- Lean/Six Sigma techniques with focus on business process
- Coordinated program milestones
- Detailed financial tracking
 - By department
 - Synergies and Cost to Realize

15



Summary

- North America Residential / Small Business Security is an Attractive Sector
 - Although Capital Intensive, Solid Business Model
 - Growth During the Housing Downturn and Recession with Increased Growth Ahead
 - ADT is the Clear Market Leader
- The Broadview Integration is on track
 - “Best of Both” Approach will Improve the Customer Experience
 - Structured and Disciplined Integration Approach Will Ensure We Deliver on Synergy Commitments

16





ADT North America Residential/Small Business Overview

Don Boerema
VP & CMO, ADT North America
Residential/Small Business

September 22, 2010

Our Expansion Into Interactive Services Should Fuel Continued Growth In Revenue

Security Industry *Past 20+ years*

- Intrusion Detection
- Fire/Smoke Detection
- Carbon Monoxide Detection
- Flood Detection



Interactive Services *2010+*

- Security monitoring
- Connectivity and control
- Energy management
- Home management
- Business productivity
- Home health
- Entertainment



Adding Lifestyle to Life Safety

Companies Have Tried Without Success

THEN...



- Wired
- Disparate Technologies
- Proprietary solutions
- High-end Consumers

NOW...



- Wireless
- Integrated Technologies
- Open Standards
- Mass Market

19

tyco

The Central Control Platform for Home and Business Management

Security Gateway

- Broadband / Cell Backup
- Connects to alarm panel keypad bus
- Connects Interactive Services peripherals

Touchscreen

- Security Panel Control
- Premise Control and Camera features
- Internet Widgets (traffic, weather)

Wireless Cameras

- Video image / clip capture
- Live video view

Wave Automation

- Lamp Modules
- Thermostats
- Locks
- Other



20

tyco

ADT Pulse will Integrate With Numerous Devices

ADT can integrate home control systems with zwave technology



21

tyco

Supported with a Personalized Customer Portal



22

tyco

Mobile Applications on All Mobile Platforms



- Remote Arm/Disarm
- Lighting management
- Temperature Control
- Live Video and snapshots



tyco

New Customer Touchscreen with Content



tyco

ADT Pulse Solutions

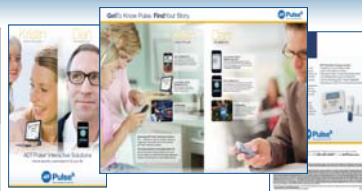
	ADT Pulse™ Select	ADT Pulse™ Advantage	ADT Pulse™ Premier
24/7 Intrusion & Fire Monitoring	✓	✓	✓
Remote Arm & Disarm / iPhone App	✓	✓	✓
Alerts & Event Notification	✓	✓	✓
Lighting and Climate Control/ZWave		✓	✓
Video			✓
Touchscreen with Content			✓
QSP/P-QSP	✓	✓	✓

ADT Pulse is fully upgradable at any time

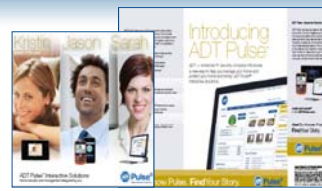
25

tyco

The New ADT Look and Feel



Consumer
Brochures:



Website:



Residential & Business TV Ads:

26

tyco

ADT Pulse Internet Sites

The screenshot displays the ADT Pulse website with a blue header. The main navigation bar includes links for 'For Home' and 'For Business'. The 'For Home' section features a large banner with the text 'Your home just got smart.' and images of people using smart home devices. Below this, there are sections for 'Remote Security', 'Lifestyle Management', and a personality quiz titled 'What's Your Pulse-onality?'. The quiz asks 'Can you balance the checkbook, take a client call, and help your kids with their homework, all while standing on your head?' and provides a 'Take Quiz' button. The website also includes a 'Find Your Pulse' section with a search bar and a 'What's ADT Pulse?' section with a 'Learn More' button. The URL 'www.ADTPulse.com' is visible in the top right corner, and 'www.findyourpulse.com' is at the bottom. The Tyco logo is in the bottom right corner.

Social Media and Mobile Advertising

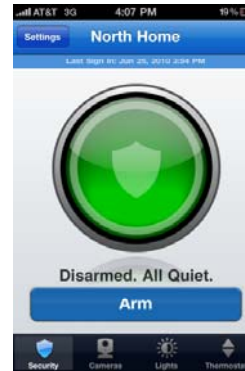
The screenshot shows a collage of social media and mobile advertising platforms. On the left, there's a Facebook profile for 'ADT Pulse' with a post about 'Home Security Tips from the Blogosphere'. In the center, there's a Google search bar with the text 'Wherever. Whenever. Security on Your Terms.' and a 'Search' button. To the right, there's a section for 'Local Targeting' with a list of target criteria: 'Location', 'Device', and 'Carrier'. Below this, there's an example of a mobile device (a smartphone) showing a Google search result for 'Speak now'. The Tyco logo is in the bottom right corner.

ADTPulse iPhone Downloads

- Hundreds of ratings and reviews

Sample Review:

- *"Love this app and system. The wait and price was right for being able to set my home on schedules to arm, turn on/off, set thermostat and so much more. It's kinda like the Jetsons has come to life and this system is Rosie :)"*
- Tens of thousands of downloads and leads



29

tyco

Driving the Pulse with Fresh Media & Public Relations

- Secured coverage with influential lifestyle media including:
 - **Family Circle** (impressions: 15,293,012)
 - **O, The Oprah Magazine** (impressions: 9,590,788)
 - **Glamnest.com** (impressions: 6,000,000)
 - **Womansday.com** giveaway (impressions: 2,294,280)
 - **Ebony Magazine** (impressions: 4,679,480)
 - **InStyle.com** (impressions: 552,204)
 - **People.com Pets** (impressions: 315,523)
- Drove conversations with high profile technology media including:
 - **Forbes.com** (impressions: 9,017,870)
 - **Wall Street Journal** (impressions: 2,092,523)
 - **Wired** (impressions: 743,476)
 - **San Jose Mercury News** (impressions: 516,701)
 - **CNET News.com** (impressions: 517,061)
- Obtained validation from technology analyst
 - "The upside for ADT Pulse is fairly high with good margins for both the devices and the services"
----- Jonathan Gaw, IDC



30

tyco



Tyco Retail Solutions at a Glance

Scott M. Clements
President
Tyco Retail Solutions

September 22, 2010

What is Tyco Retail Solutions?

*Helping retailers be more profitable by
reducing theft, enhancing safety and security,
and improving operational efficiency and growth potential.*

- \$1 billion, industry leader dedicated to the global retail vertical
- 40 years of proven experience keeping millions of people safe in 70 countries around the world
- 80+ billion items protected against theft in the last decade
- 4,500+ employees around the globe, with unique global service delivery capabilities
- 80% of the global top 200 retailers rely on Tyco Retail Solutions
- Industry leading brands include:



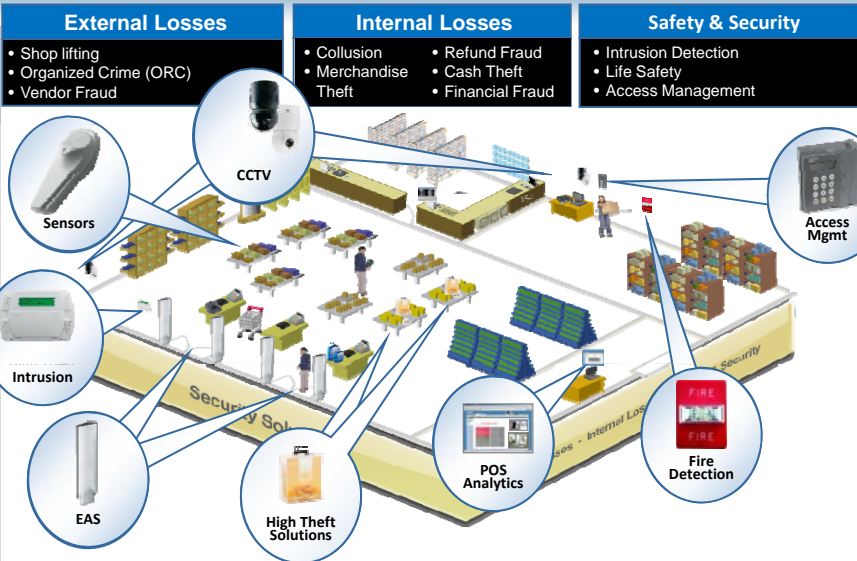
Sensormatic



American Dynamics

SOFTWARE HOUSE

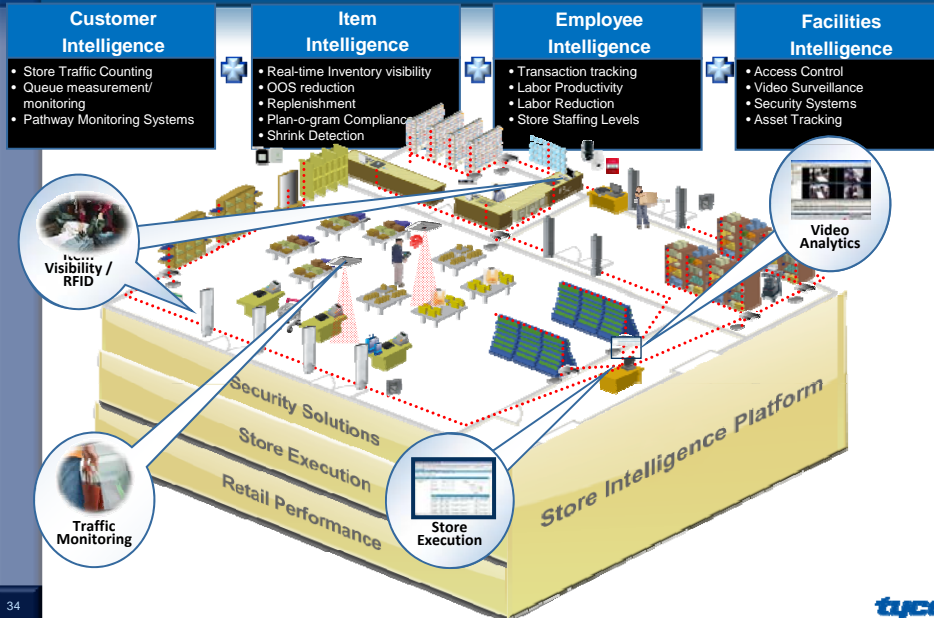
Market Leadership in Loss Prevention & Security Solutions



33

tyco

Emerging Store Performance Solutions Portfolio

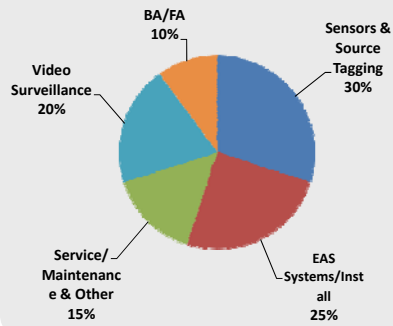


34

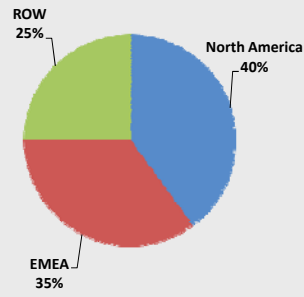
tyco

TRS 2009 Revenue Mix

FY09 TRS Revenue by Product



FY09 TRS Revenue by Region



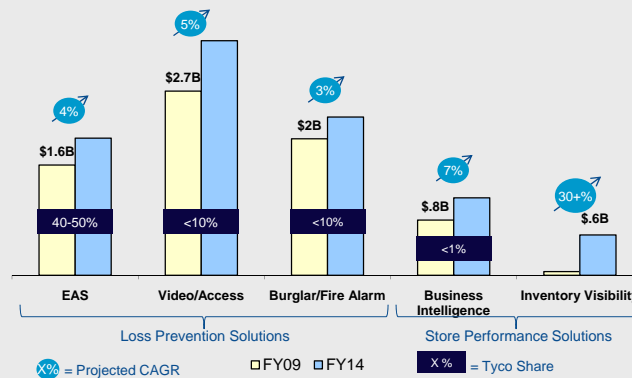
35



Loss Prevention Markets Larger, Store Performance Markets Growing Faster

2009 Market Size by Product/Service (\$M)

Total 2009 Market Size = \$7 billion
Projected Growth rate (2009-14) = 5-6%

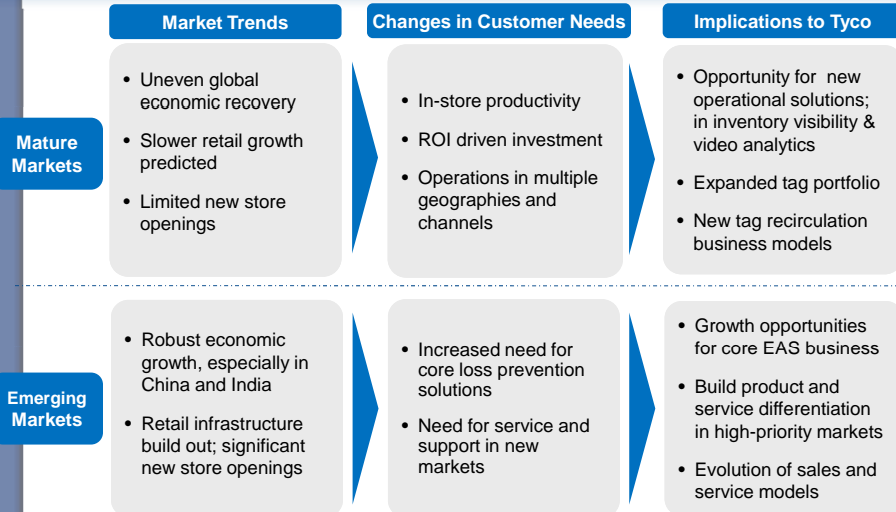


Source: 2010 VDC Study for EAS, TRS/ADT regional analysis for Video and Burglar Alarm, Gartner Group for Business Intelligence and IDTechEx for Inventory Visibility

36



Market Trends and Customer Needs Diverging Between Mature and Emerging Markets

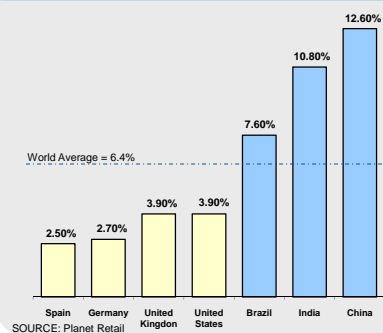


37

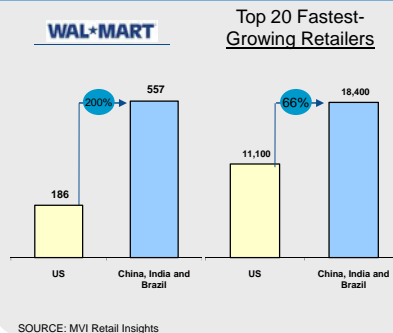
tyco

Strong Retail Growth and Global Retailer Investment Make China, India and Brazil Attractive TRS Growth Opportunities

Projected 2010-2015 Retail Growth Rates



Projected 2010-2015 New Store Openings



38

tyco

Driving 5 P's of Growth in Asia

- **Product** - Launched EAS product suite targeted at needs of Asian retailers
- **Price** - Established engineering centers in India and China. Expanding low cost manufacturing footprint
- **Place** - Investment in rapid growth of sales channel
- **Promotion** - Market development and brand building initiatives
- **People** - Broad investment in training and organizational development

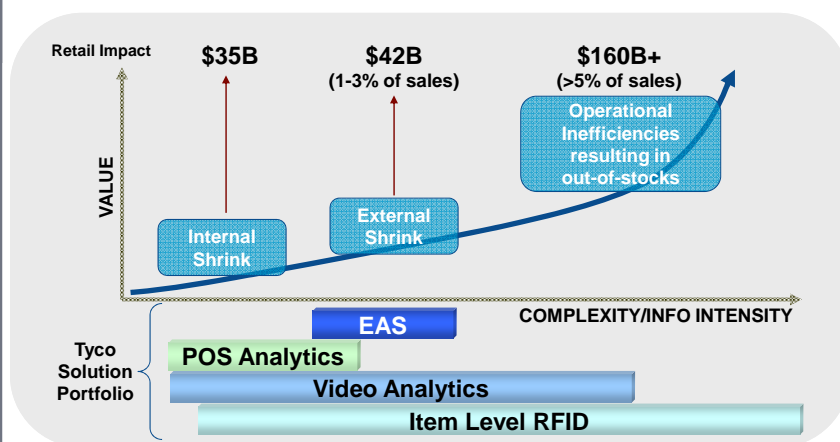
EAS Essentials Product Portfolio



39

tyco

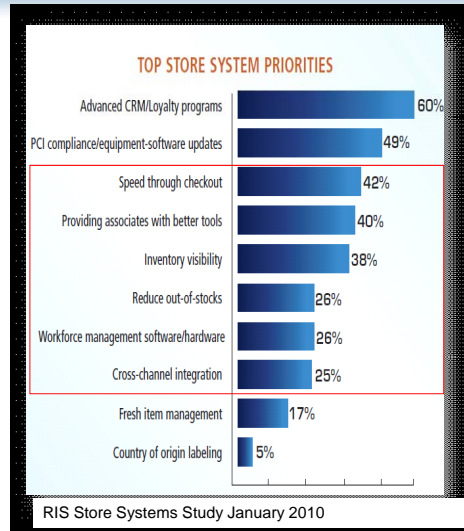
Reducing Operational Inefficiencies Is Potentially Worth More Than Twice as Much to Retailers as Eliminating Shrink



40

tyco

Tyco Technologies Align with Retailer Investment Priorities



41

tyco

Building Store Performance Solutions

- Acquired two software companies, now integrating solution sets
- Created Store Performance Solutions business, building scale in software
- Developing dual technology products
- Executing item level RFID pilots and early deployments with major retailers
- Working with IBM, Microsoft and others on solutions and go-to-market activities
- Building market credibility with MIT, Harvard, GS1, U of Arkansas & analysts
- Leveraging Tyco Retail branding with new customer stakeholders

Store Performance Solution Portfolio



Item Visibility
RFID



Store
Execution



Traffic
Monitoring



Video
Analytics

42

tyco

Conclusion

- Tyco Retail focuses on one of the world's largest vertical markets
- Solid growth opportunities in traditional and emerging markets
- Increased investment in R&D, product management, and marketing to accelerate solution portfolio expansion
- Significant opportunities remain to improve competitive position through cost reduction
- Tyco Retail evolving to capture growth helping retailers improve store operations

43



The Tyco logo, consisting of the word "tyco" in a stylized, italicized, lowercase font.

Non-GAAP Reconciliations

2009 Adjusted EBITDA Reconciliation

\$M

	ADT Residential/ Small Business NA	ADT Commercial NA	ADT NA	ADT EMEA	ADT ROW	ADT Worldwide
Revenue	\$ 2,248	\$ 1,937	\$ 4,185	\$ 1,870	\$ 1,011	\$ 7,066
Operating Income	\$ 543	\$ 6	\$ 549	\$ (742)	\$ (9)	\$ (202)
<i>Restructuring and asset impairment charges, net</i>	\$ 9	\$ 173	\$ 182	\$ 828	\$ 124	\$ 1,134
Operating Income Before Special Items	\$ 552	\$ 179	\$ 731	\$ 86	\$ 115	\$ 932
<i>Operating Margin Before Special Items</i>	24.6%	9.2%	17.5%	4.6%	11.4%	13.2%
<i>Depreciation & Amortization</i>	\$ 571	\$ 184	\$ 755	\$ 98	\$ 95	\$ 948
Adjusted EBITDA	\$ 1,123	\$ 363	\$ 1,486	\$ 184	\$ 210	\$ 1,880
<i>Adjusted EBITDA Margin</i>	50.0%	18.7%	35.5%	9.8%	20.8%	26.6%

45



Non-GAAP Measures

The company has presented its income and EPS from continuing operations before special items and operating income and margin before special items. Special items include charges and gains related to divestitures, acquisitions, restructurings, impairments, legacy legal and tax charges and other income or charges that may mask the underlying operating results and/or business trends of the company or business segment, as applicable. The company utilizes income and EPS from continuing operations before special items and operating income and margin before special items to assess overall operating performance and segment level core operating performance, as well as to provide insight to management in evaluating overall and segment operating plan execution and underlying market conditions. They may be used as components in the company's incentive compensation plans. Operating income, operating margin, and income and EPS from continuing operations before special items are useful measures for investors because they permit more meaningful comparisons of the company's underlying operating results and business trends between periods. The difference between income and EPS from continuing operations before special items and income and EPS from continuing operations (the most comparable GAAP measures) consists of the impact of charges and gains related to divestitures, acquisitions, restructurings, impairments, legacy legal and tax charges and other income or charges that may mask the underlying operating results and/or business trends. Operating income and margin before special items do not reflect any additional adjustments that are not reflected in income from continuing operations before special items. The limitation of these measures is that they exclude the impact (which may be material) of items that increase or decrease the company's reported operating income and margin and operating income and EPS from continuing operations. This limitation is best addressed by using the non-GAAP measures in combination with the most comparable GAAP measures in order to better understand the amounts, character and impact of any increase or decrease on reported results.

Adjusted earnings before interest, taxes, depreciation and amortization (Adjusted EBITDA) is a non-GAAP financial measure which represents earnings, excluding certain items such as depreciation and amortization, interest and financing expenses net of any interest income and income taxes and special items excluded from operating income. The difference between reported operating income (the most comparable GAAP measure) and Adjusted EBITDA (the non-GAAP measure) consists of the impact of depreciation and amortization, interest and financing expenses net of any interest income and income taxes and special items excluded from operating income. Management considers Adjusted EBITDA as an important measure of our operations and financial performance as Adjusted EBITDA is reflective of our operating effectiveness and financial performance. Use of Adjusted EBITDA, in conjunction with our GAAP results, provides transparency to investors and enhances period-to-period comparability of our operations and financial performance. The limitation of this measure is that it excludes items that have an impact on the GAAP operating income results. This limitation is best addressed by using Adjusted EBITDA in combination with operating income.

46

