

Marketing Summary

ASSA ABLOY

The global leader in
door opening solutions



**WE BELIEVE IN GIVING
CUSTOMERS THE GREATEST
CONTROL OVER THEIR
SECURITY**

Executive
Summary

Retrofit
Security
Solutions

Medeco
Security
Solutions

Arrow Professional
Replacement
Products

Engineered
Security Solutions

Canada &
Export

HSAM &
ASSA ABLOY

Strategy
To Action



*We Believe in Giving
Customers the Greatest
Control
Over Their Security*

Executive Summary

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The global leader in door opening solutions

Retrofit Security Solutions meets the marketing needs of Medeco, Arrow, ESS, Medeco Canada and Medeco Export. Because of this diversification, the Marketing Strategy is broken down by these core Business Units.

Target Markets

The primary target market for each SBU (with the exception of ESS) is the Security Professional Dealers and Distributors. Secondary Vertical Markets include: Healthcare, Education, Adult Care, Transportation and Commercial End Users. The Target Markets for Engineered Security Solutions are: Parking, Retail, Elevator, Vending and Gaming.

Positioning Statement

Medeco Believes in Giving Customers the Greatest Control Over Their Security. Arrow strives to become the Security Professionals Source for Professional Replacement Products.

Pricing

Medeco High Security Mechanical Products are in line with the competition, while eCylinders offer a sweet spot when compared against the high conversion cost of standard access control. Arrow products are priced to compete with off shore hardware manufacturers.

Product Line

Medeco offers a Smart Security Solution package for our Dealers and End Users. These range from Patented Key Control, to High Security Cylinders all the way up to Loss and Liability Control in an eCylinder Solution.

Arrow offers affordable alternatives to Security Professionals for Brand Name Replacement Products.

ELECTRONICS & ACCESS CONTROL

Airport Security Solution, No Wires Attached

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Communications

Medeco will continue using end users to promote the “I Believe” message out to our Customers, Employees, End Users and Community. Likewise Arrow will be promoting their message as a Professional Replacement Product to the Channel.

Programs

RSS will continue to utilize a variety of programs to stimulate demand for our customers. These include:

- Medeco Security Center Program
- Security Professionals Showroom
- Digital Signage
- TeleSales Program
- ASSA ABLOY WIP Program
- ESS Service Center Co-Op
- Advisory Council
- SFIC Program

Promotions

Medeco will continue to leverage promotions as appropriate to drive business and launch new products.

Arrow will continue to lead the way with a variety of creative programs to engage the dealer and end user.

Both brands will utilize their own unique Try Me Programs to seed the market for End Users.

Distributors

Medeco & Arrow will continue to work with the WIP team, the BDR's and RD's to create custom support for our Distributors.

These include but are not limited to:

- WIP Marketing Plan
- Distributor Catalog Advertising
- Advertising
- Digital Signage
- Mobile Showroom
- Trade Shows



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Objectives:

1. Grow the RSS Footprint inside Security Professional Dealers by 10% +
2. Establish Greater Brand Loyalty for Arrow and Medeco among Dealers
3. Garner Distribution Loyalty for the Medeco and Arrow products

Strategy

- Continue to Provide the Tools Necessary For Our Dealers and Distributors to Market and Promote our Products
- Work closely with Wholesale Team and RSS Regional Directors to provide strategic support for targeted Distributors
- Educate our Channel Partners through our Training and Development Tools
- Create and build demand nationwide at the dealer and distributor level
- Create and build demand nationwide at the end user level



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Tactics

MSC Program

The MSC Program continues to be our conduit to launching new products, gaining valuable VOC and developing valuable dealer loyalty. Key MSC Activities will include:

- MSC Conference
- Quarterly Vertical Market Kits
- Recruitment and Training
- Advisory Council
- Digital Signage
- Business Planning Sessions
- Security Professionals Showroom

Advisory Council

The MSC Advisory Council provides dealer input in products, solutions and systems Medeco & Arrow currently have in place.

Digital Signage

With Digital Signage across the US and Canada at MSC's and Distributors, Medeco and Arrow can control prime retail space to target their end users from one synchronized location.

Security Professionals Showroom

The Security Professionals Showroom will be targeted to achieve 500 Dealer stops and touch thousands of dealer employees and end users.

TeleSales Program

Connecting with 500 Dealers associated with the Locksmith Solutions Showroom Tour on a monthly TeleSales basis.

WIP Program

RSS will continue to rely on the ASSA ABLOY Wholesale Team to meet the marketing needs and co-op opportunities of our Distributors.

SFIC Program

Consistently targeting existing SFIC end users with a targeted sales and marketing effort to increase sales of our Smart SFIC Solutions line of products.



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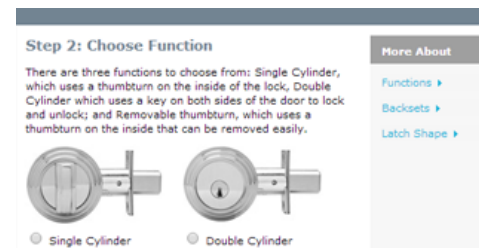
Medeco will aggressively market our brand message, the value of our Mechanical High Security Solutions and our eCylinder Loss and Liability Solutions. We will target Dealers, Distributors and Vertical Market End Users with this strategy.

Objectives:

1. Establish the Medeco Product Line as a Series of Smart Solutions
2. Educate consumers of the high end nature of Medeco through video and social media.
3. Internally & Externally Communicate our "I Believe" brand message using our customer testimonials
4. Garner Distribution Dealer and Distributor Loyalty of the brand
5. Focus on Strategic Vertical Markets and niche sub markets, including Residential Deadbolts, padlocks and other mechanical and eCylinder lines.

Strategy

- To position the Medeco product line as a good better best offering from key control, to High Security Mechanical, up to Loss & Liability Control with eCylinder Solutions.
- To Develop a communications campaign to establish and send the messages consistently and effectively in support of the objectives above.
- Execute synchronized push and pull promotions to garner buy-in of complete Medeco Solutions Line.
- Focus on Viral Video Campaigns during 2015.



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Tactics

Advertising

Medeco will use targeted customers as our spokespeople for our "I Believe" message, tied into our specific product focus's. We will also be targeting select vertical market and sub-vertical end users both online and in print.

Product Launches

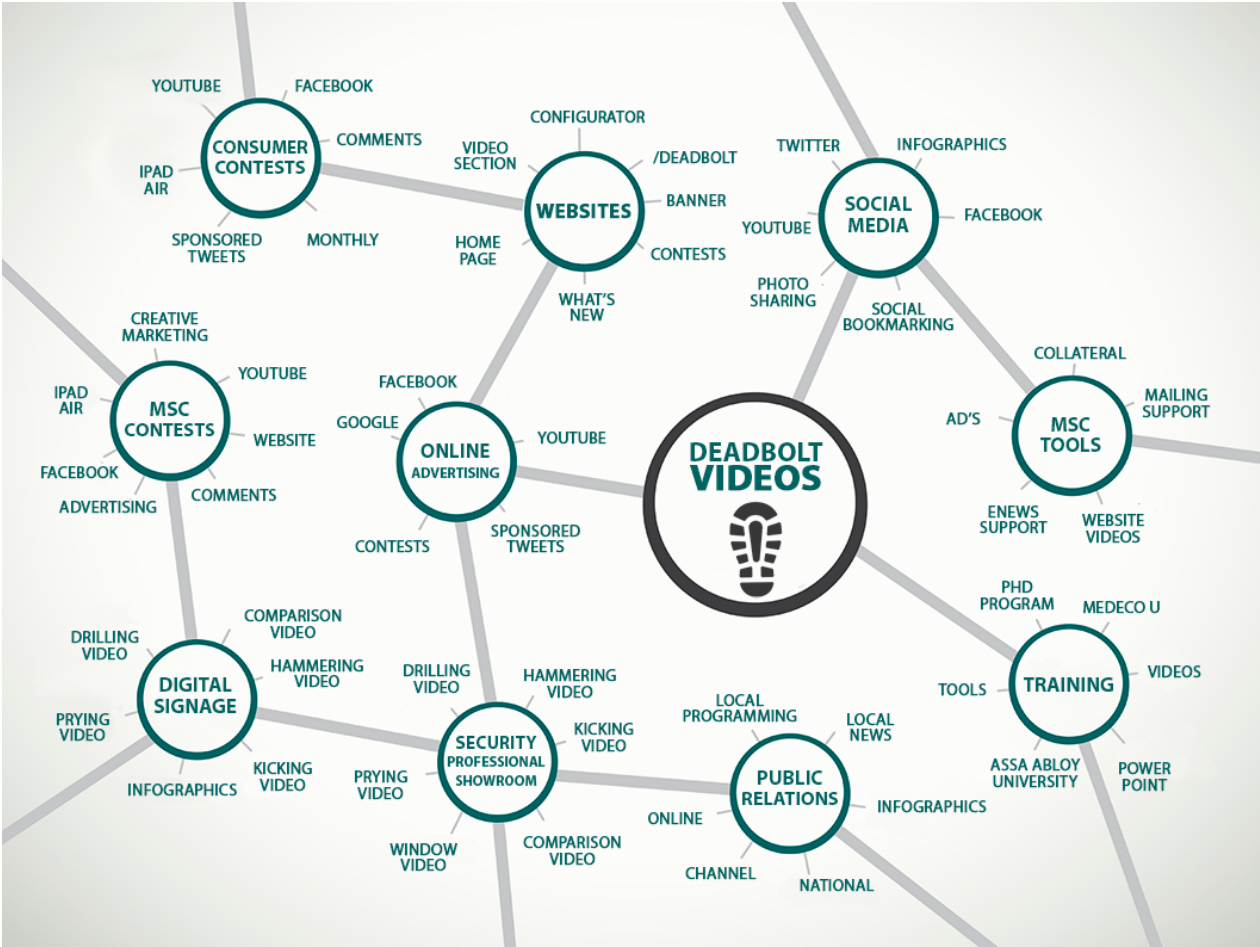
The Marketing Launch Checklist will continue to be used as it has show itself successful in creating a consistent method of maximizing our launch efforts. This will be used on new products and marketing campaigns

Video's

Medeco will continue to put a strong focus on the video medium for: Training, FAQ's, Viral Video's , customer testimonials and End User Instructions.

New Media

Medeco will continue to promote our brand though Social Media sites, contests and digital communications such as newsletters.



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Tactics

PR/Articles

Medeco will seek out PR to generate positive press and article through out our industry and targeted vertical markets.

Trade Shows

Medeco will participate and be represented by our sales force at regional and distributor sponsored trade shows throughout the US and Canada. We will participate in conjunction with ASSA ABLOY in the standard national shows we traditionally showcase at.

Collateral

The foundation was laid in 2012 to make changing the price book much simpler. In 2015 we will look begin the part number transition per JDE so not to delay the catalog process at the end of the year. Also all literature will be overhauled and will consist of three primary types of literature: Smart Solution Brochure, Technology Brochures and limited product brochures.

A new literature fulfillment program will be put in place to streamline online literature and promotional item fulfillment.

Dealer & Distributor Kits

Package various marketing kits for outfitting dealer showrooms or promoting target products, similar in fashion as the deadbolt project in 2014.

ConsumerReports.org®

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Home > Home & Garden > Some smart locks give a false sense of security

Like 85 Tweet 8+1

Some smart locks give a false sense of security Electronic locks can be just as easily defeated as the keyed kind

Published: May 06, 2014 12:45 PM

Find Ratings



Door locks
Home windows

Most smart locks let you instantly add or delete distinct user codes, so you can let your children in when they forget their keys or grant temporary access to workers from afar. Unfortunately, like many regular locks, some electronic locks come with flimsy parts that can

be defeated by a well-placed kick or a small cordless drill. In fact, the best door lock from Consumer Reports' tests is a dead bolt with a standard key.



The high-security Medeco Maxum 11*603 offers the most protection of any lock we tested.



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Arrow Professional Replacement Products

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Arrow will aggressively be promoted as the Professional Replacement Product. This message will go throughout the US and Canada, and will be supplemented by marketing for Revolution.

Objectives:

- 1. Position Arrow as the brand of Professional Replacement Products.
- 2. Garner Distribution Dealer and Distributor Loyalty of the brand
- 3. Leverage Arrow Promotions to promote stimulate new products and gain market share from competitors.
- 4. Focus on loyal Arrow Dealers and indirect Dealers through Distribution

Strategy

- To position the Arrow Professional Replacement Products, specifically QLX and MLX, as a quality retrofit solution, using a business model that makes it more affordable.
- Expand adoption of the ED900 line of exit devices
- Execute synchronized push and pull promotions to garner buy-in of targeted Arrow product lines.
- Market and promote to the entire US and Canadian dealer base as an alternative to their current competitive product lines.

Arrow's heavy duty Professional Replacement Products. Fewer parts, stronger security.

QL Series
BHMA Certified Grade 1
10-Year Warranty

MLX Series
BHMA Certified Grade 2

Comparably priced and easy-to-install, the QL and MLX Series are efficient and economical options that deliver fast retrofitting and robust security features.

For more information, visit www.arrowlock.com.

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ARROW
LOCK & SECURITY HARDWARE
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Tactics

Advertising

Arrow will continue to have a presence in the Locksmith Ledger to focus on the brand message of Arrow Professional Replacement Products.

Product Launches

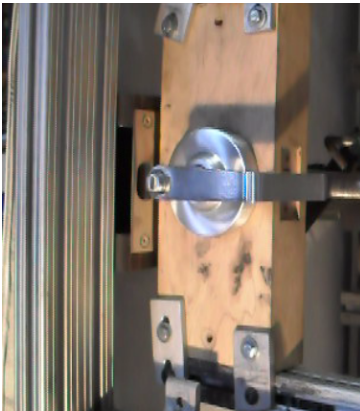
The Marketing Launch Checklist will continue to be used as it has shown itself successful in creating a thorough and consistent method of maximizing our launch efforts. This will be used to launch the 900 Series and any other new products in 2014.

Video's

Arrow will continue to put a strong focus on the video medium for: Internal and External customer training, Marketing Video's, customer testimonials, and End User Instructions.

Mount Program

Arrow will continue to provide a sample mount program for internal and targeted external customers. The current program offers two styles of wooden mounts (one hole and two hole) plus two styles of Revolution Acrylic/Metal mounts, one for the V1 and the other for the V2/V3.



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Trade Shows

Arrow will participate and be represented by our sales force at regional and distributor sponsored trade shows throughout the US and Canada. We will participate in conjunction with ASSA ABLOY in the standard national shows we traditionally showcase at.

PR/Articles

Arrow will leverage PR in 2015 to generate positive press and article through out our industry and targeted vertical markets.

Collateral

New product literature and support needed to promote Arrow as the Professional Replacement Product of choice for Security Professionals will continue to be added and updated in 2015.



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Engineered Security Solutions will be marketed toward the OEM's, and select markets such as Parking, Elevator, Retail, Gaming, Financial and Vending

Objectives:

1. Grow the exposure of the ESS line of products to previously unknown OEM's, or end users in targeted markets.
2. Provide Lead Generation for new customers and markets
3. Support the Service Center Network to reach a broader scope of customers

Strategy

- Promote Nexgen and Medeco XT products to select target markets both online, in video and in print mediums.
- Focus Campaigns on an online call to action to track, manage and measure leads.
- Work with the Service Centers as necessary to create marketing tools and support to target their existing and potential customers.



Banking Security Solutions

Audit & Monitor Access
Providing access to outside vendors for ATM service, security or cash handling, requires managers to meet the vendor at the location or allow the vendor to have access to a duplicate key.

With the Medeco XT providing temporary or limited access to keys is monitored, as you can easily generate audit trails and exception reports for each key and lock.

Reduce Risk Of Lost or Stolen Keys
Giving out mechanical keys carry an inherent risk for the banking industry. Lost or stolen keys will require costly rekeys and downtime while being rekeyed.

With Medeco XT you have the power to electronically schedule key-holder access. Schedules may also contain an expiration point to completely disable the key until it is audited and reprogrammed.

This allows you to respond quickly to security threats, lost or stolen keys, or personnel changes without the added cost of changing your locks and keys.

To find out more go to www.medeco.com/banking or call 888-633-3261.

Flexible Access To Remote Locations
MedecoXT is available in a variety of different formats and offers the flexibility to install even at remote locations. The key provides all power to the cylinder, eliminating the need for any hard wiring or power supply. Simply remove the existing mechanical cylinder and install the Medeco XT cylinder.

More than just a way to protect your facility, equipment and assets, Medeco XT is also a business tool that can lead to a substantial return on investment.

Locations: Cash Drawers & Cans, DEPOSITORY (Night Deposit Boxes), Document & Secure Storage, Remote Programming of ATM Models.

Locations: Vaults, Secure Storage, Teller Areas, ATM Kiosks, Offices, Vestibules.

3625 Alleghany Drive
P.O. Box 3075
Salem, Virginia 24153-0330
Customer Service: 1-800-639-3157

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medeco
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medeco.com



Transit Revenue Security Solutions

Access Control & Audit
The ability to control and monitor access to your facilities, equipment and assets is vital. The Medeco XT electronic locking system gives you the ability to closely manage employee access and verify all activities. Intelligent Medeco XT keys are programmed to open only specific locks during a designated time frame. Once the key is outside of its schedule, or past its expiration, it will no longer open any locks until its reprogrammed.

In addition to the controlled access features, the Medeco XT system also records every access and attempted access in both the locks and keys. This audit trail gives you the ability to track every opening, adjust schedules and identify potential security risks.

Reduce Risk of Lost or Stolen Keys
Securing revenue is a high priority for every transit system. Lost or stolen keys create serious security problems that are costly to address. The Medeco XT system is an effective solution for improving security and minimizing your risks. With encrypted electronic programming, you can respond immediately to any situation. Missing keys no longer require costly rekeying, just a simple change in programming. The Medeco XT key cannot be duplicated like a mechanical key, so your risk of counterfeit keys is virtually eliminated.

Flexible Access to Remote Locations
The Medeco XT key powers the lock so there is no need for costly hard wiring. This also makes Medeco XT ideal for remote applications like fare boxes, ticket vending machines and remote pay stations. Simply remove the existing mechanical lock, replace it with a Medeco XT lock, and you are ready to go.

More than just a way to protect your facilities, equipment and assets, Medeco XT is a business tool that can lead to a substantial return on investment. With information collected from every transaction, you can analyze all access activities and make adjustments based on the data.

To learn more, go to www.medeco.com/transit or contact the Medeco Engineered Security Solutions group at 888-633-3261.

Locations: Turnstiles, Fare Boxes, Ticket Vending Machines, Remote Programming.

3625 Alleghany Drive
P.O. Box 3075
Salem, Virginia 24153-0330
Customer Service: 1-888-633-3261

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Tactics

Advertising

We will focus on Retail and Parking through traditional print advertisements, with potential to use online media advertising as well.

Video's

Medeco will continue to put a strong focus on the video's in 2015 and some of these will reach ESS's needs for: Internal/External training and End User Instructions .

Trade Shows

ESS will participate in the standard national and regional shows and additional Regional Parking Shows will be added to the schedule.

PR/Articles

We will continue to look for PR opportunities and generate positive press and articles geared at their target markets.

Collateral

We will continue to update the ESS Product Catalog by sections along with additional customizable vertical market brochures.



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Retrofit Security Solutions meets the marketing needs of Medeco Canada and our Export SBU. We work together with both divisions to ensure translations and special needs are handled per country.

Objectives:

1. Grow the Arrow and Medeco Footprint inside Security Professional Dealers by 10%+ in Canada
2. Grow Medeco's footprint in our targeted export channels by 10%+
3. Establish Greater Brand Loyalty for Arrow and Medeco among Dealers
4. Garner Distribution Loyalty for the Medeco and Arrow products

Strategy

- Continue to Provide the Tools and Translations Necessary For Our Dealers and Distributors to Market and Promote our Products
- Work closely with Canadian and Export Team to provide strategic support for targeted Distributors and Dealers
- Educate our Channel Partners through our Training and Development Tools and work with our Canadian and Export team to develop translations where needed.
- Create and build demand at the dealer, distributor and end user level

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Tactics

Product Launches

The Marketing Launch Checklist will be shared on a regular basis whereas it can be reviewed to determine any activities that may need to be duplicated in other markets.

Video's

Medeco & Arrow will continue to put a strong focus on the video medium for: Internal and External customer training, Marketing Video's , customer testimonials, End User Instructions and App Content. Custom or edited video's can be made for Canada and Export as needed.

Website Areas

Special areas on the Medeco website are setup for both Medeco Canada and Export. These areas will continue to be enhanced and provide the tools needed to drive business for these SBU's.

Trade Shows

Medeco & Arrow will provide support for all targeted trade shows throughout Canada and our International Markets.

Collateral

All literature will be made available for Canada and Export and can be translated as needed with corporation from each SBU.

Marketing Planning

The Marketing department will meet with both Canada and Export to explore their needs for 2015 and work with them to create their own SBU market plan where applicable.

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Retrofit Security Solutions will continue to look for synergies between the High Security and Aftermarket Brands and the expanded universe of ASSA ABLOY.

Objectives:

1. Save cost and improve efficiency by sharing best practices
2. Establish Greater partnership between HSAM and ASSA ABLOY

Strategy

- Continue to Communicate and look for opportunities to share best practices
- Work closely with other HSAM brands and share new tools, or cost saving measures

Tactics

HSAM Marketing Council

Leverage the quarterly marketing council to share ideas among HSAM brands and help brands work as a team and combine resources where appropriate.

Marketing Assistance

Continue to offer assistance with other HSAM brands on projects on a as needed basis.

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Our Strategy To Action Marketing Goals for 2015 Are:

- Increase Market Presence Through Customer Relevance
 - Medeco Smart Solutions
 - Arrow Professional Replacement Products
 - MSC Program & Advisory Council
 - Security Professionals Showroom
 - TeleSales
- Product Leadership Through Innovation
 - Product Launch Checklist
 - eCylinder Advertising Campaign
 - Viral Video Campaign
 - New Product Launches (T21, Protector II, etc)
 - Online Catalog Creator
- Reduce Cost Through Efficiency
 - Leverage the ASSA ABLOY Wholesale Team
 - Digital Signage
 - Quarterly Marketing Kits For MSC's
 - New Media Promotions and Advertising
 - HSAM Quarterly Marketing Council



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