



ADT TRANSFORMS BRAND, ASKING: “WHAT DO YOU WANT TO PROTECT?”

A New Brand Direction for the #1 Smart Home Security Provider

Boca Raton, Fla., (Aug. 23, 2019) - ADT (NYSE: ADT), the #1 smart home security provider serving residential and business customers across the United States and Canada, today announced it is transforming its brand to highlight its diverse portfolio of products and solutions. ADT believes that everyone deserves to feel safe in every aspect of their lives and considers each customer’s unique needs by asking a distinctly personal question: “What do you want to protect?”.

“At ADT we know that security extends beyond the front door, and as the #1 smart home security provider we continue to innovate and develop the best solutions for our customers,” said Jochen Koedijk, CMO at ADT. “By asking our customers what they want to protect, we are able to provide personalized solutions that range from a professionally installed and curated smart home, to DIY home security backed by ADT’s professional monitoring, to mobile security on the go.”

Behind the Curtain

At the core of the transformation, ADT is evolving its historical association with “home security” to represent its full suite of services that reaches well beyond the “home” and is much broader than simply residential security.

ADT provides protection for physical valuables, business assets, enterprise-level data, digital identities, new teen drivers, elderly loved ones, pets, apartments, houses and everything in between.

The brand changes will come to life in many ways:

- **Customer Interactions:** ADT is transforming the online customer interaction, introducing a configurator on ADT.com that allows people to discover just how versatile and diverse the ADT human protection offering is and provides a recommended protection package customized to fit each customer's unique needs.
- **Customized Services and Offerings:** ADT will continue to expand its offerings to provide solutions to customers at any point in their protection and connection journey, whether they are homeowners or renters. From fully installed and monitored services to DIY products with or without monitoring, customers can build security and smart home solutions to fit their personal needs.
- **Employee Communications:** ADT has executed an internal engagement effort tied to the new brand platform that includes training, signage and the tools and resources to bring it to life.

Communicating the Brand Transformation

To mark the brand transformation, ADT has launched an omni-channel advertising campaign that shows how ADT protection puts people first. The campaign is a new direction for the brand and speaks to the deeply personal nature of protection today and the significance it has on peoples' lives.

About ADT

ADT is a leading security and automation provider serving residential and business customers across the United States and Canada. Ranked as the #1 Smart Home Security Provider¹, ADT delivers advanced technology-based security and automation solutions for home, work, and beyond, and provides peace-of-mind to its customers, who know they are covered by ADT's reliable and efficient customer service. ADT offers many ways to help protect customers by delivering lifestyle-driven solutions via professionally installed, do-it-yourself, mobile, and digital-based offerings for residential, small business, and larger commercial customers. Its products integrate with more than 150 innovative, intuitive, and safe smart home devices to fit every customer's needs. Headquartered in Boca Raton, Florida, ADT is a purpose-driven company

backed by approximately 19,000 employees, more than 200 sales and service locations, and 12 owned and operated monitoring centers connecting customers to lifesaving support for today's ever-changing security needs, 24/7. For more information, please visit www.adt.com or follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).

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ⁱ Strategy Analytics, "US Interactive Security: Self-installed, Professionally-Monitored Solutions Gaining Momentum," April 2019.