



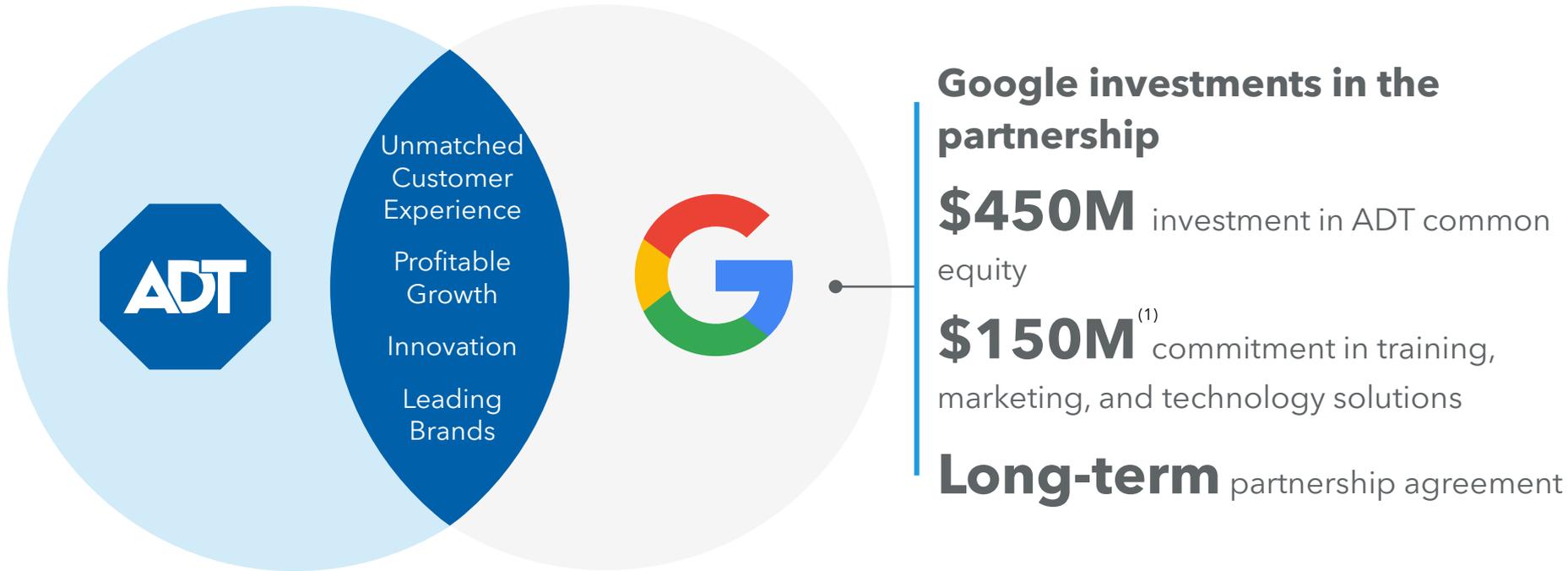
August 3, 2020



Forward Looking Statements

ADT has made statements in this presentation and other reports, filings, and other public written and verbal announcements that are forward-looking and therefore subject to risks and uncertainties. All statements, other than statements of historical fact, included in this document are, or could be, "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and are made in reliance on the safe harbor protections provided thereunder. These forward-looking statements relate to our recently executed long-term strategic partnership with Google and any stated or implied outcomes with respect thereto, our future growth prospects, our success with respect to product innovation and the market acceptance thereof, the current or future market size for our products, our ability to meet the milestones we have established with respect to our strategic partnership with Google, our ability to effectively utilize any of the amounts invested in us by Google, our anticipated financial performance, management's plans and objectives for future operations, business prospects, outcome of regulatory proceedings, market conditions, our ability to successfully respond to the challenges posed by the COVID-19 pandemic, and other matters. Any forward-looking statement made in this presentation speaks only as of the date on which it is made. ADT undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise. Forward-looking statements can be identified by various words such as "expects," "intends," "will," "anticipates," "believes," "confident," "continue," "propose," "seeks," "could," "may," "should," "estimates," "forecasts," "might," "goals," "objectives," "targets," "planned," "projects," and similar expressions. These forward-looking statements are based on management's current beliefs and assumptions and on information currently available to management. ADT cautions that these statements are subject to risks and uncertainties, many of which are outside of ADT's control, and could cause future events or results to be materially different from those stated or implied in this document, including among others, risk factors that are described in the Company's Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, and other filings with the Securities and Exchange Commission, including the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" contained therein.

ADT + Google Nest Are Committing to a Long-Term Strategic Partnership - Advancing Leadership in Smart Home, Security, & Safety Solutions



Complementary Strengths & Aligned Incentives Position the Partnership to Elevate Customer Experience

Note:

1. Mutual commitment (\$150M from Google, \$150M from ADT), subject to the achievement of certain milestones.

ADT is the Leader in Security & Automation

For **6.5 Million**
Total Customers
with Over **3 Million**
Interactive Customers

Providing
Professional Service
24 Hours/Day
365 Days/Year

From approximately **20,000**
Employees, including **5,000**
Service Professionals

Generating **\$5 Billion**
of Revenue with **~80%**
Contractually Recurring

RESIDENTIAL & SMALL BUSINESS

- In-field smart home and security experts
- National direct & dealer network
- Comprehensive professional install & DIY offering
- Growing end-to-end consumer platform

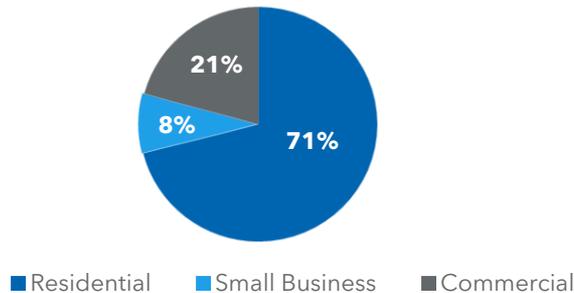


COMMERCIAL

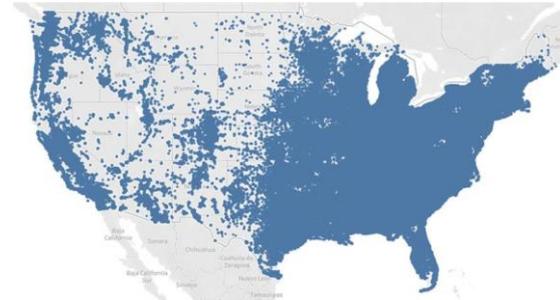
- Enterprise solutions
- Risk management services
- Dedicated technical resources
- Customer service excellence



Revenue by Customer Type ⁽¹⁾



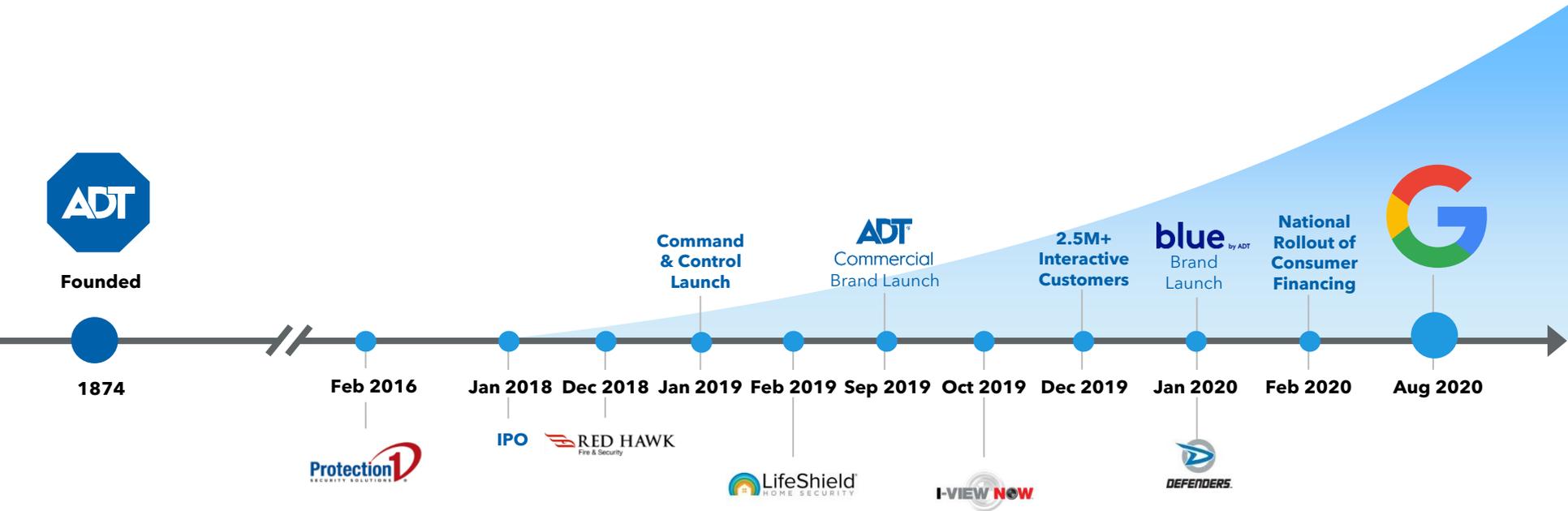
Bringing Smart Home Expertise to Our Customers Nationwide



Note:

1. Above figures are presented as of March 31, 2020; Revenue is presented on a trailing 12 months basis for the U.S. only as of March 31, 2020.

Today's Announcement is an Accelerator on ADT's Journey of Capital Efficient Growth and Innovation



Continued Focus on Strategic Initiatives Underpins ADT's Capital Efficient Growth

Uniting Two Market Leading and Highly Complementary Platforms



America's most trusted security brand



Largest security system installed base of 6.5 million customers



Highly recognized consumer technology brand



Leading smart home platform with Google Assistant



National technician / customer service force



Best-in-class omnichannel sales and distribution capabilities



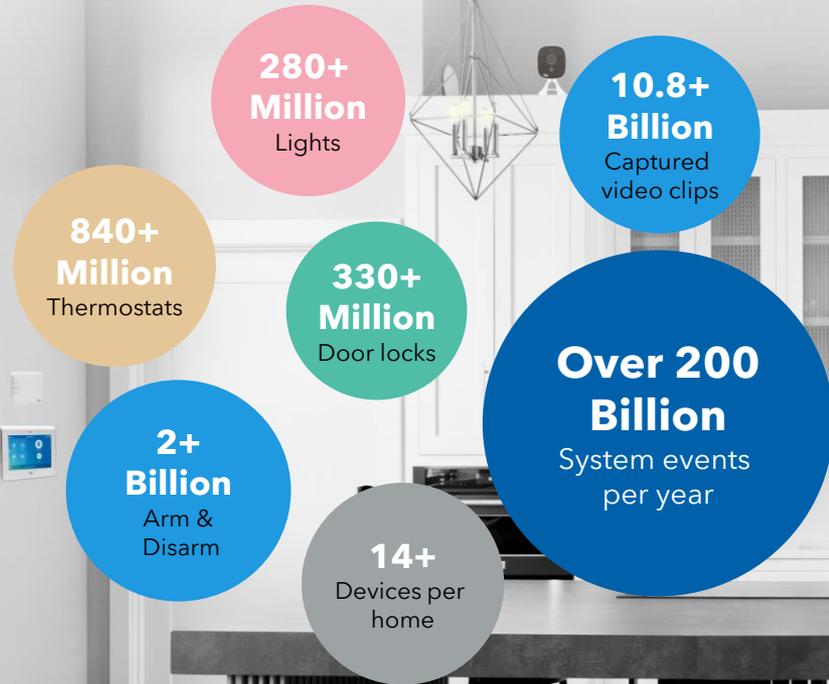
Leading A.I. and machine learning capabilities



Helpful home solutions: Security, Connectivity, Entertainment, and Energy

ADT + Google Nest delivers a fully integrated smart home automation solution to the market

Strategic Partnership Will Define the Connected Home of the Future...



Today's Limitations

- Many connected devices with limited integration
- Multiple apps required for smart home automation
- Over-engineered and expensive systems
- Many solutions too complex for average consumer to DIY

Future Solutions

- Complete product suite from ADT + Google
- Next-generation platform and devices
- Simplified and innovative home automation capabilities
- Seamlessly integrated in-home device network

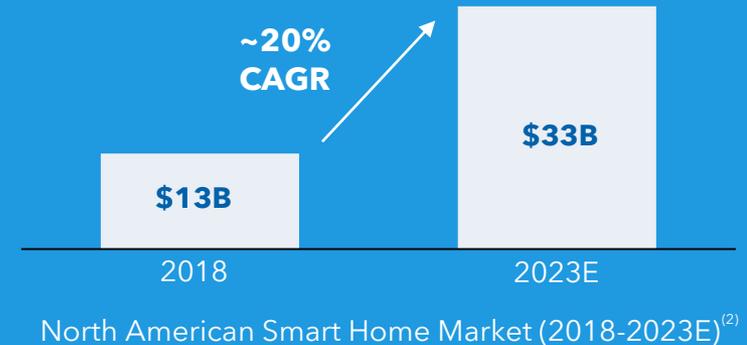
Partnership Underscores the Importance of ADT's Position at the Center of the Smart and Secure Home

...in a Rapidly Expanding Addressable Market...

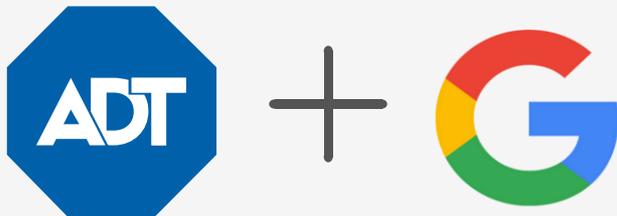
A large and growing market for security...



...and dramatically growing smart home market



Developing the secure and connected home of the future together

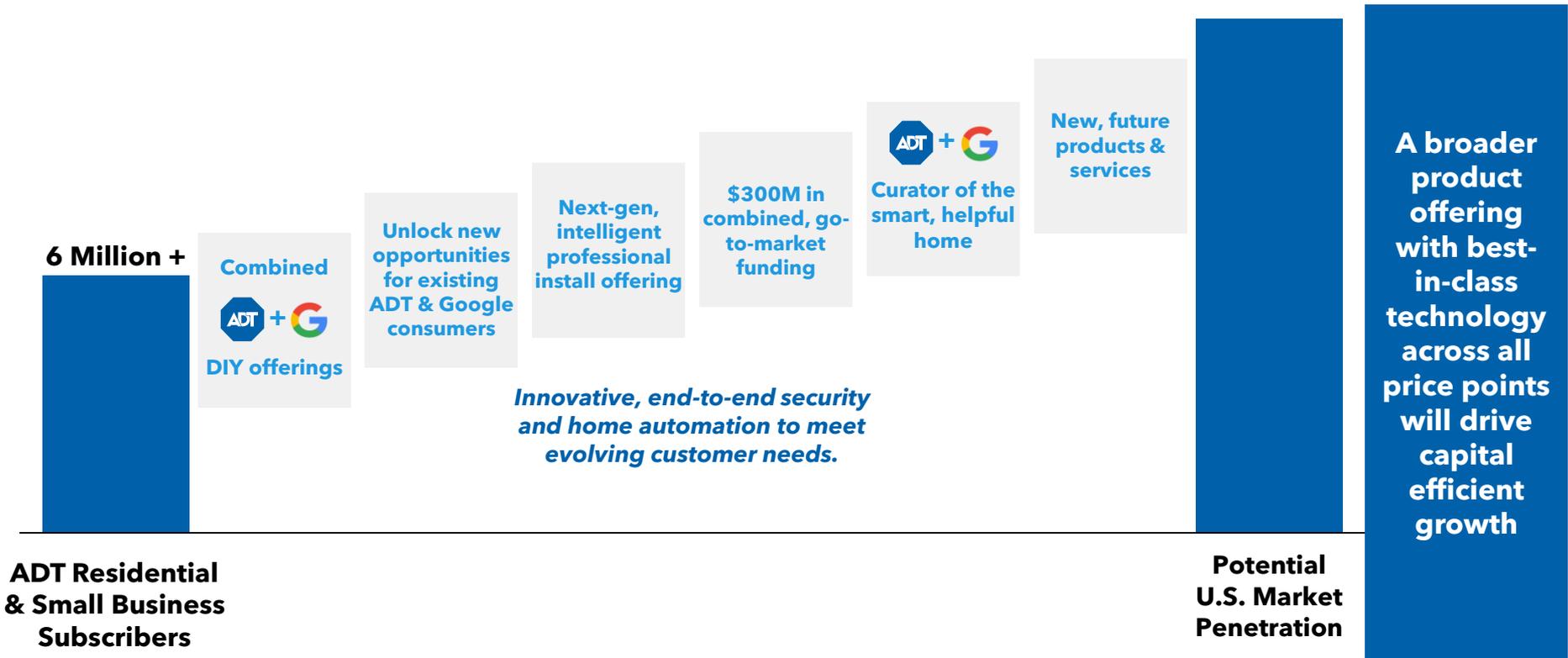


- ✓ Enhances future combined product offering
- ✓ Greater speed to market capability
- ✓ \$300M joint commitment to support partnership⁽³⁾

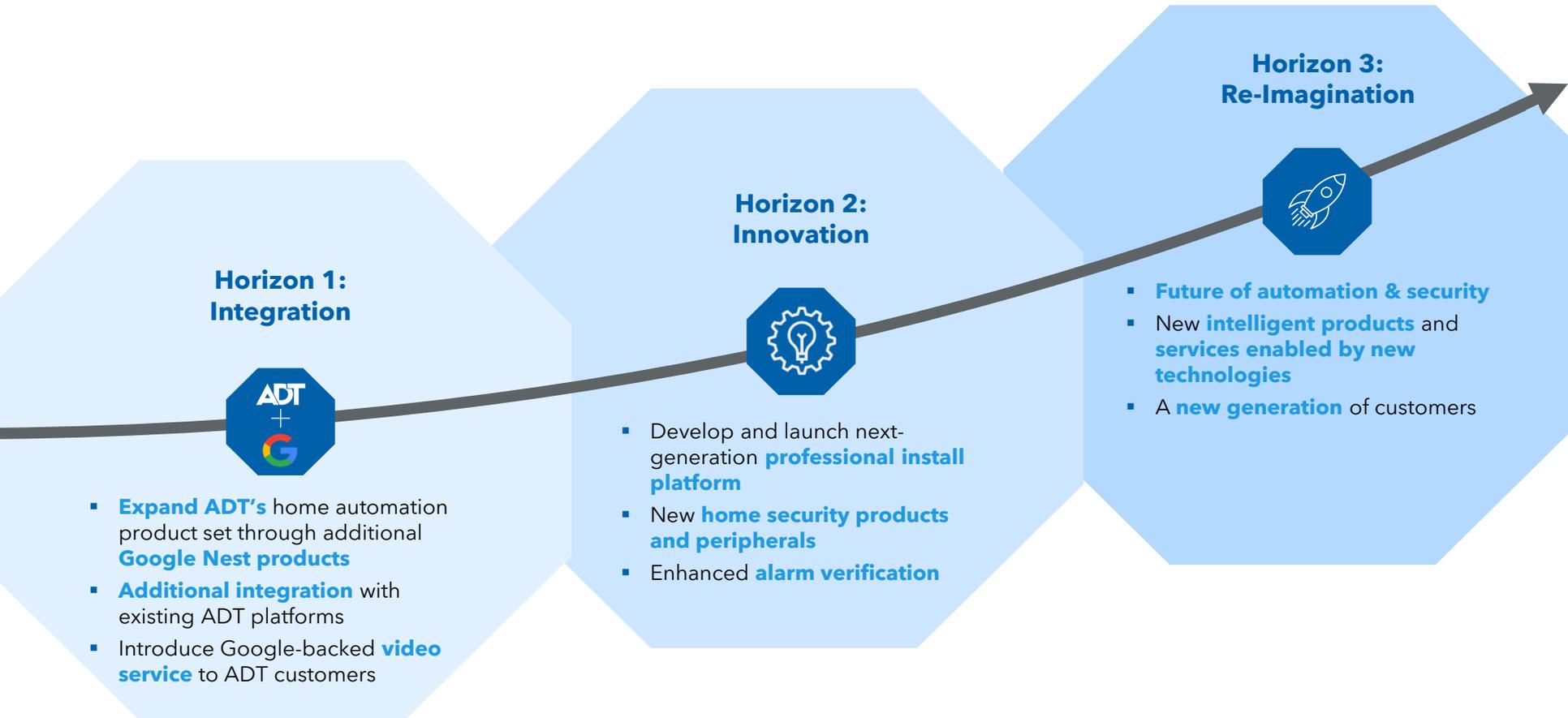
Notes:

1. Parks Associates Digital Living Forecast as of Q3 2019.
2. Research on Global Markets, Insights by Netscribes: Global Smart Home Market (2018-2023).
3. Represents \$150M joint commitment from each of ADT and Google to support training, marketing and technology solutions, subject to the achievement of certain milestones.

...and Will Solidify ADT's Long-Term Growth Opportunities



Key Indicative Partnership Milestones



Collaborative Effort to Drive Innovation and Enhance the Partnership Over Time

Summary of Google Investment



Transaction Terms

- Long-term partnership
- Google investment of \$450M to acquire 6.6% of ADT⁽¹⁾ with 3-year lock up period
- \$300M combined commitment in training, marketing and technology solutions (\$150M from ADT, \$150M from Google), subject to the achievement of certain milestones

Timing and Closing

- Investment and commercial agreements were finalized 7/31
- Stock sale expected to close during the third quarter of 2020

Note:

1. Based on 15-day VWAP of \$8.22 through July 31, 2020.

Numerous Macro Tailwinds to Propel ADT on Accelerated Growth Trajectory



Increasing **suburbanization**, particularly following COVID-19 pandemic, will drive new demand



Increased **demand for security** driven by recent national events heightening awareness for home monitoring offerings

THE WALL STREET JOURNAL.
Escape to the Country: Why City Living Is Losing Its Appeal During the Pandemic

By [Ruth Bender](#) / Photographs by Guillaume Binet/MYOP for The Wall Street Journal
June 21, 2020 11:00 am ET

ADT Named Premier Provider of Smart Home Security and Automation Services for New Home Construction by National Homebuilder D.R. Horton



Continuing acceleration of **smart home adoption**



Fewer relocations given softer economic backdrop, lowering attrition



ADT's Next Chapter: Industry-Defining Leader Focused on the Next Phase of Profitable Growth



Becoming the essential smart home automation and security alarm solution



Industry leading service capabilities augmented by leading technology and innovation



Joint development of next generation and re-imagined solutions to power the connected home



Continued expansion of ADT Commercial platform, with full suite of service offerings



Differentiated alarm verification and response capabilities



Significant free cash flow generation used to accelerate capital efficient growth

