

# Who do they turn to when they need portable & permanent protection?



The Military



The Government



The Home Office



The Police

## GEOQUIP



**WORLDWIDE**  
GROUP OF COMPANIES

**The Leader in Perimeter Protection Solutions**



Sporting Events



Commerce



Homeland Security



Divisions of Geoquip Worldwide Ltd

**Visit the Geoquip Group of Companies at the following exhibitions throughout 2008:**

Intersec, Dubai - 13th to 15th Jan; Sicur, Madrid - 26th to 29th Jan; MIPS, Moscow - 14th to 17th April; Securex Poznan - 22nd to 25th April; IFSEC, Birmingham - 12th to 15th May; ASIS, Atlanta - 15th to 18th September; Security Essen, Germany - 7th to 10th Oct; ExpoProtection, Paris - 4th to 7th Nov; Sicurezza, Milan - 25th to 28th Nov

PREVENTION

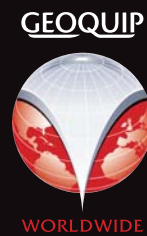
versus

CURE ?

www.geoquip.com

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Please quote reference number GEO 0108 - 2 when contacting us



# Good News

February 2008

## 2007 - Year in Review

The Geoquip strategy focusing on performance and growth results in another record year in 2007 exceeding €20m of orders.

- Orders growth of 800%
- Sales growth of 82%
- PBIT growth of 44%

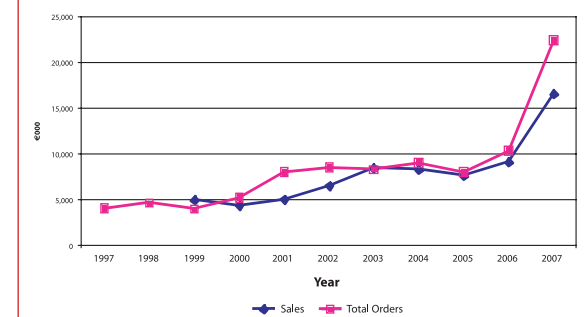
Geoquip Worldwide Group of Companies have taken their order book from £500,000 to £4,500,000 in 1 year. This positions the company for another year of significant growth.



**Continued success in 2007 has been driven by**

- Innovative, leading edge new products
- Worldwide re-launch of the new Geoquip brand image
- New strategic alliances with key industry players
- Controlled expansion of the sales force
- Consistent management of the change process
- Strong focus on teamwork and synergy

Comparison of Sales v Total Orders Geoquip Ltd, Sensor & OREP



## 2008 Strategic Direction

**Continued focus on performance and growth**

- Underpin Geoquip core business in product supply and detection
- Enhance our leadership position by adding command and control systems
- Continue to grow the value of the Geoquip brand image
- Further expand the successful strategic alliance programme
- Organic growth from established large and fast growing markets
- Acquisition growth within Europe



M. Scott, Martin Scott, Managing Director

PREVENTION

versus

CURE ?

## Marketing

- Geoquip brand value goes from strength to strength with the launch of the Geoquip Worldwide Group of Companies.



- IFSEC UK 2007 saw the re-launch of Geoquip's 40 year old company R.V. alongside newly acquired French company OREP and the leading portable security company, Sensor.

- All 4 companies were promoted together under the distinctive Geoquip Prevention versus Cure Worldwide Trademark to generate a co-ordinated Worldwide group identity.

- This global strategy is further enhanced by the expansion of the successful Strategic Alliance programme from 6 alliances in 2007 to 10 in 2008.



- |                               |                        |
|-------------------------------|------------------------|
| • STA tehniks (Russia)        | • Oldcastle (USA)      |
| • C&C (poland)                | • Kelly Alarms (Spain) |
| • ADI (USA)                   | • Sicuralia (Spain)    |
| • Transguard (Middle East)    | • Geutebruck (Germany) |
| • Khimji Ramdas (Middle East) | • New Vision (Italy)   |

## Sales

### Europe

- Record increase in sales for the region of 30% vs 2006.
- All countries showing significant growth vs 2006.
- Top Country performers
  - Russia – 310%
  - Spain – 55%
  - France – 88%
  - Germany – 28%
  - Italy – 70%

### UK

- Second successful year of significant growth
  - Orders and sales growth of 25%
- 2 year cumulative growth of 104% driven by
  - Sales force embracing new re-brand and positioning
  - Re-structuring for growth
  - Launch of new project, installation and service areas
- Rest of the World
  - Mixed results across the region
    - USA 50% increase in sales driven by Oldcastle alliance
    - India 258% increase in sales + alliance partner in 2008
    - Oman 100% increase in sales + alliance partner in 2008

### Project Review 2007

#### Europe

Geoquip Worldwide have recently secured a large contract for the protection of a 15km airport perimeter in Morocco. The order was secured via a French contractor who was faced with the problem of securing such a large area, and the difficult task of how to communicate alarm signals over such long distances back to the control room.

The solution chosen was the combination of the world leading Defensor fence mounted sensor cable, interfaced with Geoquip's Gthernet IP Communication Network System.



- Underpinning Geoquip Group of Companies image and alliance programme is a selective high profile advertising campaign in key local, national and international publications, adding further value to the Geoquip brand.



**Congratulations to the winners of the newly launched Geoquip Millionaires Club in 2007.**

- £250,000 Order – N Peart
- £500,000 Order – Stéphane Valette
- £1,000,000 Order – F Narbonne

The signals were then processed and evaluated by Geoquip's own integrated security management system, Geolog.

The combination of Geoquip's Defensor, Gthernet and Geolog systems highlight Geoquip's proud passionate and professional commitment as the world leader in perimeter protection solutions.

#### UK

Petrochemical sites are a major target for possible terrorist attacks. Classified as SEKP (Special Economical Key Points) these sites need extra protection.

Following security audits new security requirements have been demanded. Perimeter fence security being one area which needed attention.

Geoquip were tasked by one of the major petrochemical companies, to provide a solution for their perimeter protection requirements.

They decided Geoquips/Defensor fence mounted system with Gthernet fibre communications, and Geolog Security management PC would provide the high security package.

In 2007 this system, in conjunction with a Synectics CCTV solution, has been installed on one of their main sites. Three other sites will be upgraded to this system in 2008. Approximately 18km of perimeter protection.

Once again Geoquip proved the leader in providing security solutions and detection systems for high security establishments.

#### RoW

In 2007, Geoquip secured another major border project. This border is a project that was awarded to Geoquip on the basis of outstanding system performance.

The border police who investigated many systems from around the World chose the Geoquip Alpha sensor detection system. Geoquip worked closely with a locally based integrator and the border police. "We were successful in securing this border project by providing a complete design and engineered solution based on a rugged, flexible and proven system."

## Product Innovation and Excellence

- Retain Geoquip's reputation for technical competence and total solutions.
- New product development to be innovation driven.
- Change in department name to reflect new approach and strategy.



#### Gthernet

**Gthernet is the ultimate external communication network system.** A single cable secure IP network solution, it works in extreme conditions from -40°C to +80°C, carries CCTV and audio verification and integrates and incorporates all Geoquip detection systems. Ethernet and IP networking is

rapidly becoming the standard for all communications ranging from VOIP telephony to remote internet CCTV monitoring. In the security industry, all system components including detection devices and access control equipment, are increasingly available in an IP-capable format.



#### GeoLog

**The GeoLog security management solution successfully integrates the comprehensive range of detection systems already produced by Geoquip, with a range of other security support technologies such as CCTV and access control systems.** GeoLog has been

developed following extensive feedback from clients in a variety of perimeter security market sectors. These include prisons, armed force protection, border security, police, oil and gas installations and pharmaceutical companies, all of which have a need for highly secure perimeter protection systems.



#### OREP

**OREP is one of France's leading manufacturers of perimeter security equipment.** The company is based in Lyon and their core products, Peristop and Perifence, have been used to protect many sites in France and North Africa for key customers including the Military, prisons and transport.



#### Sensor

**Sensor is the leading portable security company, whose high profile products were used at the Ryder Cup and the Grand National.** Sensor portable security systems are used around the world to protect everything from the

Statue of Liberty to the dressing rooms at Wimbledon. In addition, they are a registered defence contractor and their systems are approved and used by armies and security organisations around the world.



#### NEW in 2008

#### Gthernet 10G VISION

**Gthernet 10G VISION is specifically aimed at critical security applications.** It also provides a high level of redundancy, if the network infrastructure is disrupted, the system provides multiple alternative data routes to allow the system to 'self-heal' while awaiting the physical repair

of the broken paths by the user. Based on any number of multiple ring structures, Gthernet 10G VISION is ideally suited to multi-site perimeter protection. Gthernet 10G VISION provides this 'topological versatility', being able to protect any number of individual sites within an integrated communications network. Through its high speed, high capacity data transfer and the ability to support up to 5000 CCTV cameras, Gthernet 10G VISION gives you the facility to protect anything from an airport to a whole city using a ring or bus network installation eliminating the requirement for point-to-point CCTV fibres.

## Operations

- Re-organise and re-structure to support performance and growth.

- Creation of Technical Support Team
- Improved and upgraded project and installation management.
- Strengthened internal links between operations, manufacturing and sales support.
- Appointed new Operations Manager – Graham Bailey

- 2008 Focus

- Management by objectives and KPI performance.
- Re-organisation for improved efficiency.
- Strategic alliance with component distributors and suppliers.
- Tighter management of inventory.
- Integration of Geoquip business units to share resources.
- Total alignment from front end sales to back end to deliver total customer satisfaction.
- Create a team culture of involvement, respect and performance delivery.