

*For a safer society*



SOS Alarm • Summary in Brief

**2008**

# For a safer society

SOS Alarm is society's guarantee that people in distress receive help fast. Citizens reach all of the community's assistance resources by one single call to the 112 emergency number.

Each day SOS Alarm receives over 10,000 calls to the 112 emergency number from around the country. These can be calls about e.g. acute ill-health, traffic accidents, fire, attacks, robbery or burglary.

SOS Alarm is owned by the Government, county councils and municipalities.

### SOS ALARM - 18 INTEGRATED CENTRES

Alarm management and response control for 112 emergency calls and other assignments are managed via the company's SOS-centres in co-operation with paramedics, municipal rescue services, police, sea rescue, mountain rescue, air-sea rescue, etc. SOS Alarm also bears responsibility for prioritisation and directing the ambulance services run by the county councils.

The primary responsibility for the 112 service is established in an agreement with the government. This involves receiving, interviewing, determining what has happened and forwarding to the correct authorities.

Prioritisation and directing the ambulance service, alarming the rescue services, etc. are additional services that are regulated through separate agreements with the county councils and municipalities.

There are 18 SOS-centres located from Luleå in the north to Malmö in the south. SOS Alarm has approximately 880 employees, of which the majority, about 600, are SOS-operators.

The SOS-centres are divided into four business areas – North, South, Midlands and Quartet – to facilitate co-ordination on national and local levels.

Operations at the SOS-centres are marked by an ongoing shift to a new technical platform – Zenit – for operative activities. The new technology is developed in cooperation with Ericsson.

Zenit has created, through its national network solution, the conditions for a border-less, day-to-day rescue service as well as when society is subjected to extreme situations.

SOS Alarm is currently integrating the new digital tetra radio system, Rakel, into Zenit. The Rakel radio system for the "blue light agencies" also represents a border-less system as a single unit can communicate over all geographical borders and with all organisations.

### SOS ALARM'S SERVICE AREAS

SOS Alarm receives about 20 million calls each year. Around 3.8 million of these are 112 emergency calls, which are also the most complex. The remainder of the emergency calls are assignments from public and private companies.

SOS Alarms activities are divided into the service sectors 112, Rescue, Care, Security and Call-out. The service sectors 112, Rescue and Care, which are public assignments, are the core of SOS Alarm's activities.

SOS Alarm has also two operating subsidiaries: YouCall Sweden AB and Rescue Electronic AB. YouCall is one of the leading call centre companies within offsite telephony and customer support with assignments all over Sweden. Rescue Electronic, is the market leader for equipment to alarm personnel within paramedics and rescue services.

### 112 - THE COMMUNITY'S RESCUE SERVICES

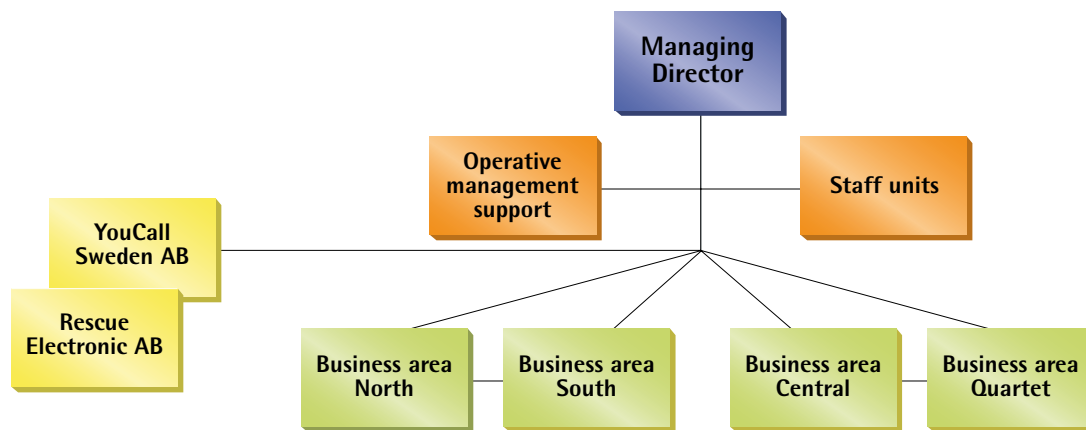
SOS Alarm coordinates and conveys 112 alarms from the general public to the rescue services, police, ambulance service, mountain and sea rescue, etc. The 112 emergency number is a community service that has great significance for the everyday safety of all citizens.

When SOS Alarm is reached by a 112 emergency call each second is precious. Rapid reception and quick alarming of the rescue services and ambulance service is expected to save lives and property for hundreds of millions each year.

Since 2008 all SOS centres have been equipped with the Zenit system. Zenit represents an increase in the capacity to manage reception and alarming as well as give shorter response times.

SOS Alarm's ongoing quality work aims to allow citizens to call 112, regardless of the technical development, while still maintaining quality. The rapid pace of development within mobile and IP telephony are currently the focus of this work.





Today, calls to 112 from mobile telephones account for more than half of all emergency calls. From 2008 all major mobile telephone operators can supply SOS Alarm with position details – an action that significantly increases efficiency.

At the present time around half million households have IP telephony, which unfortunately impairs the possibility of receiving quick help. This is due to emergency calls via an IP telephone can not be automatically located and because of this the risk of going astray increases. In order to address this problem, SOS Alarm and the telephone operators have formed a working group to deal with issues concerning 112 calls from IP telephones.

The deaf and speech and hearing-impaired, about 100,000 individuals, should have the same opportunities as others of reaching the 112 emergency number via a mobile phone. A trial has been in place for a few years where it is possible to use SMS 112 to reach SOS Alarm.

In recent years storms and heavy rain have also brought the question of a special information number for the general public, in parallel with the 112 emergency number, to the fore. Up to 90 percent of the calls to 112 regarding the storms concerned non-emergency issues.

Many older citizens have poor knowledge about how the emergency number is to be used in an emergency situation. SOS Alarm's information film "112 Your lifeline" is directly aimed towards senior citizens throughout the country with a challenge: Call 112 directly for advice and help.

### LONG-TERM PARTNERSHIP WITH THE RESCUE SERVICES

The co-operation between SOS Alarm and the rescue services is based on efficient alarming of the community's help resources, but also by providing active support to the rescue leader.

SOS Alarm receives the emergency call, interviews and identifies the event and then makes up a co-ordinating link so that the correct rescue force can be quickly direct to the scene of the accident.



Today, SOS Alarm has agreements with virtually all municipal rescue services. Previous experience shows that municipalities, through agreements with SOS Alarm, tangibly reduce their costs for alarming the rescue services. Most SOS centres are now co-localised with the rescue services.

SOS Alarm's Zenit technology provides major advantages for the municipalities. This will contribute towards increasing the efficiency of the rescue services' work through, e.g. facilitating co-operation across municipal borders.

A continuous evaluation of the alarm process gradually results in the design of new methods and techniques to shorten alarm and turn-out times. In recent years co-operation between SOS Alarm and the Rescue services has resulted in a number of new procedures such as technical support, digital maps, prealarms and rescue index.

SOS Alarm's co-operation with the rescue services has during 2008 been run in principle per county within the framework for common development and quality groups. In this work focus is put on alarms and management, quality development, skills development, information exchange and the use of the new tetra radio system Rakel.

The starting point for this work is the dialogue held with the rescue services in SOS Alarm's quality development programme "Rescue services as a long term partner", which has been running for two years.

### **THE FIRST LINK IN THE CARE CHAIN**

SOS Alarm alarms and directs the country's ambulances and makes up an integrated part with the county council's ambulance service. In addition, SOS Alarm shall, through prioritization and coordination, contribute towards the effective utilisation of the ambulances.

Development has moved towards more advanced ambulance services. Where the focus has gradually shifted from transport to medical treatment at the accident site or during transport.

In recent years SOS Alarm has worked intensively with developing the role as a health care company. The general increasing significance of the ambulance service within health care places ever increasing demands on all elements of the health care chain.

The assignment for the county council is far-reaching. Today the company answers for all ambulance cases, approx 900,000 per year. SOS Alarm also bears responsibility for so-called overseas coordination so that ambulance transport over greater distances is possible to coordinate. Today there are around 800 ambulances in the whole country.

SOS Alarm attempts to optimise utilisation of the available medical and ambulance transport resources. Here is an important part of SOS Alarm's growing role as the first link in the health care chain.

The role of SOS Alarm in pre-hospital care has been developed within the company through activities being linked to other phases in the health care chain based on the health care provider's wishes, i.e. by steering the flow of patients to different hospitals and health care institutions. At the same time the medical ability of the SOS operators has improved and it is becoming more common that the operators prioritizing medical/ambulance cases are nurses.

Today SOS Alarm conducts intensive development with regard to expertise, logistics and technology within the field of the ambulance prioritization and directing.

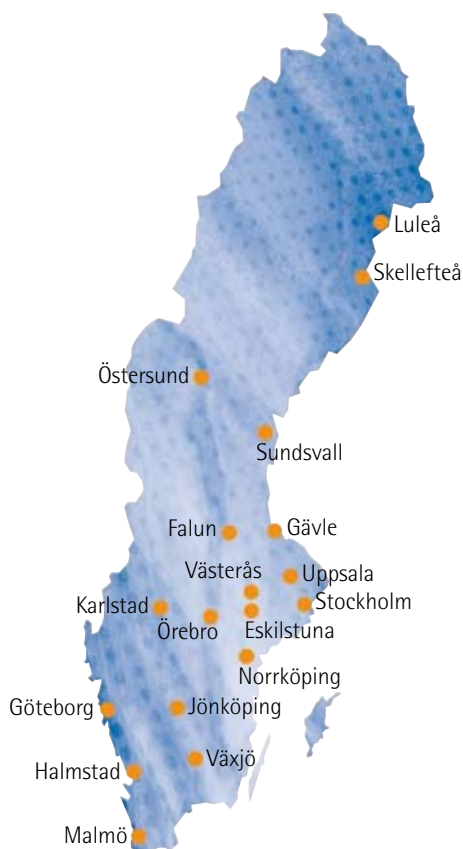
### **EMERGENCY PREPAREDNESS**

SOS Alarm's role within community emergency preparedness is becoming more and more important. In its agreement with the government SOS Alarm has been given a clearer role within community emergency preparedness. In order to meet the demand of coordinated emergency preparedness, in 2008 SOS Alarm established a completely new service sector – Emergency preparedness.

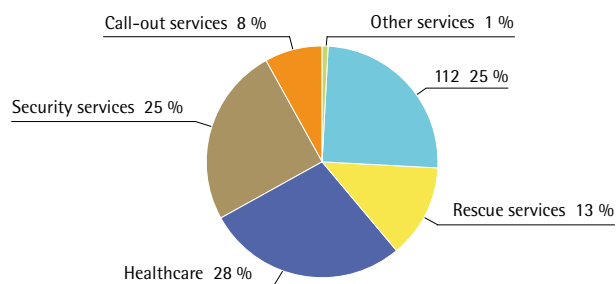
The reason is that SOS Alarm has a well-developed network based organisation throughout Sweden with good contact with the police, rescue services, ambulance services, etc. Activities around the clock and employees with vast rescue expertise give the prerequisites for an increased future role within community emergency preparedness.

SOS Alarm can help municipalities, county councils and county administrative boards with alarms, summoning personnel, information and decision-making data so that in the different emergency situations they can efficiently utilise the community's assistance resources.





The location of SOS centres in Sweden.



SOS Alarm's sales in per cent distributed per service sector.

#### INCOME STATEMENT 2008

Net sales	760 681	(726 759)
Income before taxes	18 760	(13 428)

#### BALANCE SHEET 2008

Balance sheet total	497 057	(491 130)
Fixed assets	213 379	(232 501)
Adjusted equity	166 409	(162 827)
Solidity	51 %	(51 %)

Amounts in SEK thousands.  
Within parenthesis refer to 2007.

## SECURITY SERVICES

SOS Alarm's security services can be divided into property alarms, and personal alarms. In recent years services within the security sector have had a strong development at SOS Alarm.

The demand for new services within the security industry is large, particularly within the alarm sector. New technologies in combination with leading edge computer systems provide advanced alarm services, which also reduce the customer's operating costs.

The advantages of IP based alarm transfer include the low network and traffic costs provided by the technology compared with today's methods.

SOS Alarm's new security service IP alarm – alarm via the Internet – means that fire alarms, burglary alarms and operation alarms are faster, more secure and less expensive as alarm transfer can be monitored and any downtime detected.

SOS Alarm is the market leader in Sweden within fire alarms. The company has a third of all burglary alarms and is the clear leader within personal alarms.

## CALL-OUT SERVICES

SOS Alarm has vast experience of around-the-clock management of advanced on-call services for, among others, municipalities, housing corporations and companies SOS Alarm's service sector "Jourtele" provides on-call services in event of disasters as well emergencies for building, electrical, contractor, insurance and community service areas.

The need of on-call services is constantly growing on account of the market's need of 24 hour availability.

All SOS centres provide high quality call-out services through distinct production routines and improved knowledge about the associated customer companies. Areas that SOS Alarm intends to concentrate on in the future include: warning, alarming and call-out of key personnel in emergency management and staff work, i.e. sectors closely related to the areas where the company currently works today.

To sum up, SOS Alarm puts a large emphasis on the community's assistance resources, i.e. the 112 emergency number, the rescue services and services to prehospital care (about 2/3 of the sales). Security services and on-call services (fire alarms, burglar alarms, personal alarms, on-call in case of emergencies, etc.) are intended for customers within the Government, county councils and municipalities, but also for private companies. The largest increase takes place within the latter service areas, which are also contributing largely to the company's positive result.



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