

SOS Alarm • Summary in Brief 2010



SOS Alarm in Sweden

For a safer society

SOS Alarm is entrusted to guarantee that people in distress receive help fast.

Citizens reach all of the community's assistance resources by calling 112. These can be calls about e.g. acute ill-health, traffic accidents, fire, attacks, robbery or burglary. The emergency number 112 is the community service with great importance for the citizens' safety. SOS Alarm is society's guarantee of a safer life. SOS Alarm receives over 10,000 calls to the 112 emergency number around the clock from across the country. The mainpart of the SOS Alarm turnover is related to the dispatch of ambulance for the regions and rescue service for the municipalities.

In addition to the community role that SOS Alarm manages within the framework of the emergency number 112, the company also offers alarm services on the open market at market prices.

SOS Alarm is owned by the Government (50%) and SKL Företag AB (50%), which is owned by the Swedish Association of Local Authorities and Regions. The supervisory authority for SOS Alarm is the Swedish Civil Contingencies Agency.

Responsibility for SOS Alarm's agreement with the Government rests with Ministry of Defence. SOS Alarm's agreement is valid for an indefinite period with

a financial framework established for the years 2009-2011.

SOS Alarm was established in 1973 to coordinate the community's alarming services for fast and effective help. In the agreement with the Government, which regulates activities, the company undertakes to operate continuously manned SOS centres where the general public can receive help around the clock through the emergency number 112.

SOS Alarm operates through 18 SOS centres located from Luleå in the north to Malmö in the south. Of its 880 employees about 600 are SOS operators.

SOS Alarm serving the community

SOS Alarm is responsible for alarm management and response to 112 emergency calls and other assignments in co-operation with paramedics, municipal rescue services, police, doctors on-call, sea rescue, mountain rescue, air-sea rescue, etc. SOS Alarm also bears responsibility for prioritisation, coordination and directing the national ambulance services.

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

The need of help via the emergency number 112 is relatively constant over the years (approx. 1.5 million real emergencies per year). Of the total number of calls (3.5 million) 2.6 percent concern the rescue services, 18.5 percent ambulance services and 17.4 percent the police.

Strategy work

During the latter part of 2010 comprehensive strategy work has been implemented at SOS Alarm, called Strategy 2015.

The reason is that several customer groups have increased their demands on specialist skills. At the same time technology provides opportunities for greater collaboration between the SOS centres, which creates new possibilities for streamlining operations and focusing on customer demands. Based on Strategy 2015, the organisation has been remodelled and the responsibility for production and service areas has been restructured.

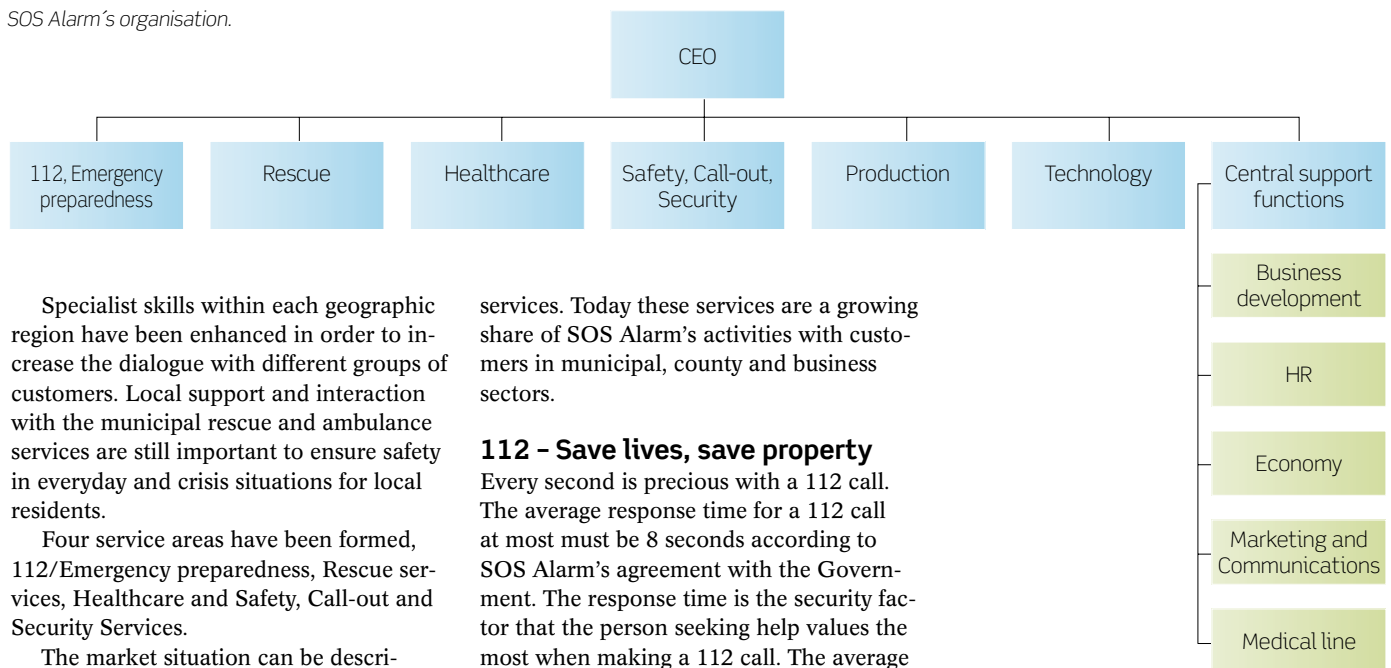
A national production organisation makes it possible to optimise the use of resources through cooperation between the SOS centres. This primarily occurs within the framework of the three production regions South, Midlands and North. An important part of SOS Alarm's future strategy is to become more efficient.

In order to achieve this, SOS Alarm plans to introduce a common 112 reception in each production area. By switching from local to regional production where 5-7 centres interact the SOS centres will become less vulnerable at the same time as the company's production capacity is utilised more efficiently.



FIRST 112 DAY IN SWEDEN 11/2

On the first 112 day in Sweden SOS Alarm implemented, together with the rescue services, ambulance service and police, activities across the country to spread awareness to hundreds of thousands of citizens about 112, Europe's single emergency number.



Specialist skills within each geographic region have been enhanced in order to increase the dialogue with different groups of customers. Local support and interaction with the municipal rescue and ambulance services are still important to ensure safety in everyday and crisis situations for local residents.

Four service areas have been formed, 112/Emergency preparedness, Rescue services, Healthcare and Safety, Call-out and Security Services.

The market situation can be described as stable. The great majority of SOS Alarm's services are based on long-term contracts with the Government, county councils and municipalities. Competitive procurement occurs on all markets where SOS Alarm is active. In 2010 SOS Alarm lost assignments with the county councils in Uppsala, Södermanland and Västmanland as well as Gotland municipality, which created a new situation for the collaboration and demarcation of responsibility when deploying resources.

Quality issues are emphasised in the dialogue with the customers. An important strategic move has been to establish a Healthcare council for development issues surrounding the future of pre-hospital care.

More long-term development issues are included in an increasing number of customer contracts. Greater importance has been given during the year to such interaction with the customers and in contact with research.

For SOS Alarm sustainable development is closely linked to the work "For a safer society". Sustainability issues permeate the business and cover the entire chain from customers, employees, the environment and the long-term development of services. During the past year, the company's environmental certification according to ISO has been approved.

SOS Alarm's service areas

The service areas 112 and Emergency preparedness, Rescue and Healthcare, which are entirely public assignments, form the core of SOS Alarm's activities. These services currently represent 2/3 of activities.

The service area Safety, Call-out and Security comprise different security and alarm mediation services, such as automated alarms, personal alarms and call-out

services. Today these services are a growing share of SOS Alarm's activities with customers in municipal, county and business sectors.

112 - Save lives, save property

Every second is precious with a 112 call. The average response time for a 112 call at most must be 8 seconds according to SOS Alarm's agreement with the Government. The response time is the security factor that the person seeking help values the most when making a 112 call. The average response time in 2010 was 6.7 seconds.

Handling a 112 call is the basis of the SOS operator's work. SOS Alarm has therefore developed a new tool - 112-index - which shall further ensure quality in the very first part of the interview.

112-index is a system support for the SOS operators and covers activities related to 112 call - healthcare, rescue and the forwarding assignments that SOS Alarm performs.

SOS Alarm also has responsibility for informing the public about the 112 emergency number. Prioritised target groups are children and youngsters, immigrants and the elderly.

Emergency cooperation is a key focus area

SOS Alarm's role in the emergency management system is becoming increasingly important so that the community can



efficiently interact in different activities. SOS Alarm's well-developed network-based organisation across Sweden with good contacts with the police, rescue services, ambulance services, etc. means that the company can act on many levels of society. At SOS Alarm there are alarming channels between the general public and all the community's emergency resources. This allows SOS Alarm to gather together all relevant information to get a good picture of the situation in many parts of the rescue service, ambulance and police cases.

During the year, the part of the alarming agreement related to the company's participation in the community's emergency preparedness has been strengthened within SOS Alarm's organisation. A function for alarming the authorities' Officer On Duty has been established and a supplementary agreement has been offered primarily to the Swedish Civil Contingencies Agency to give a uniform solution for all central and regional government authorities with the possibility for counties and municipalities to sign up in a similar way. SOS Alarm's emergency preparedness function follows and analyses in real-time what is happening in Sweden and has as a base the whole SOS Alarm's operative input from the 18 SOS centres.

Rescue: Good cooperation gives efficient alarm call-outs

Today SOS Alarm has agreements with almost all municipal emergency services. SOS Alarm calls out the rescue services to approximately 98 percent of the Swedish population.

SOS Alarm's co-operation with the rescue services has during 2010 continued

per county within the framework for common development and quality groups. This continuing cooperation has resulted in a number of new procedures such as pre-alarms, digital alarm call-out technology and now rescue index – procedures that simply lower alarm times.

Call-out times for the rescue services have also fallen by 30-50 per cent since the development of the quality groups began in 2006. The successful cooperation on the development of the alarm process will therefore result in a new quality development programme, now for the years 2009-2011.

In 2010 SOS Alarm launched a web map – a new Internet based service for the rescue services. The web map allows the rescue services to monitor its own resources in real time.

Healthcare: An integral part of the ambulance service

SOS Alarm alarms and directs the country's ambulances and in doing so makes up an integrated part of the ambulance service. In addition, SOS Alarm shall, through prioritisation and coordination, contribute towards the effective utilisation of the ambulances.

Focus has moved from transport towards medical treatment at the accident site or during transport. The assignment of SOS Alarm is to link up with the ambulance services as a strategic resource for the entire medical service. This means collecting the right patient at the right time, with the right resources and the right skills and deliver the patient to the right medical department with the right level of care.

Within healthcare SOS Alarm is affected by the increasing demands on expertise. Greater medical ability when prioritising ambulance cases and improved skills for ambulance routing are being demanded by more and more counties. This requires increased investments and efforts within the whole field of expertise.

MOBILE POSITIONING

Positioning of mobile phones is one of the most efficiency-enhancing measures that has been introduced in recent years within the 112 alarm process. Today a positioning request provides a hit in 90 percent of cases.



SOS Alarm works continuously to develop its skills within the ambulance sector. For example, SOS operators are being specially trained to become certified ambulance dispatches. Certified dispatches give uniformity and an improved logistics function, which in turn can contribute to higher medical safety in the ambulance service.

SOS Alarm's role in pre-hospital care is being developed based on the healthcare provider's needs and requirements. It is e.g. increasingly common that SOS operators who prioritise healthcare/ambulance cases also need to be nurses.

In 2010, SOS Alarm's technical development centre for ambulance alarm call-outs and pre-hospital care (TUCAP) was opened at the research centre Lindholmen Science Park in Gothenburg. TUCAP's activities will mainly focus on developments within communications and information technology to support and streamline ambulance alarming and pre-hospital care. The activities also represent a completely new research field on an international stage.

Safety, Call-out and Security services: Fundamental security

The market for Safety, Call-out and Security services continues to grow as interest for security in the form of surveillance and alarming grows.

Help and alarm mediation services will increase in the future. Basic automated alarms will be replaced by more intelligent solutions. Using IP-based alarm transmis-

900,000 AMBULANCE CASES A YEAR

In 2010 SOS Alarm was responsible for all ambulance cases in the country, about 900,000. SOS Alarm was also responsible for so-called overseas coordination so that ambulance transport over greater distances is possible to coordinate. Today there are around 900 ambulances in the whole country.

sions automated alarms can be improved yet further, for example, with SOS Alarm's security service IP alarm – alarm via the Internet. Fire alarms, burglar alarms and operating alarms will be faster and safer because alarm transmissions can be monitored where any interruptions are detected. Interest is also growing for the use of IP technology to connect fire, operating and burglar alarms.

SOS Alarm is the market leader in Sweden within fire alarms. The company has a third of all burglary alarms and is the leader within personal alarms. To meet the demand SOS Alarm continues to invest in partnerships with alarm installers.

SOS Alarm already offers advanced Call-out services including e.g. property call-outs, electrical call-outs, contractor call-outs, insurance company call-outs and community call-outs. The company manages qualified call-out services for municipalities, property companies and businesses. These are services that are characterised by high delivery reliability and good quality.



Production areas North, Midlands and South with SOS centres.

SOS Alarm's service Security service allows for many elderly and disabled people to remain living in their own homes. When needed they can send an alarm at any time of the day to SOS Alarm.

SOS Alarm has long worked with social care alarms and has during the year strengthened its position in the market and now has over 34,000 alarms. Nearly 2 million calls were handled in 2010.

SOS Alarm's technology

With SOS Alarm's Zenit technology system all SOS centres are connected in a network, which facilitates cooperation. When one centre is conducting interviews neighbouring counties can begin alarming resources. Zenit provides a system for better resource management and for straightforward cooperation. The technology makes it possible to achieve a service without borders as all available skills are collected in a database.

Rakel - digital radio system

Development and implementation of the new radio communications system Rakel has continued. Counties and municipalities have focused efforts on the introduction of

Rakel. There has been a strong emphasis in this field for the entire company in close cooperation with customers and the Swedish Civil Contingencies Agency.

Rakel - the new digital radio system primarily for blue light organisations is now built out throughout the country. Rakel is Government owned and managed by the Swedish Civil Contingencies Agency.

In the agreement with the Government, SOS Alarm has received a clear assignment when it comes to Rakel. SOS Alarm should be able to administer, develop and provide coordination services related to Rakel for the Government, counties and municipalities.

SOS Alarm's subsidiaries

SOS Alarm also operates activities through its subsidiaries YouCall and Rescue Electronic.

YouCall is one of the leading contact centre companies within remote telephony and customer service with customer assignments all over Sweden. Rescue Electronic is the market leader when it comes to equipment for alarming personnel within ambulance and rescue services.

INCOME STATEMENT 2010

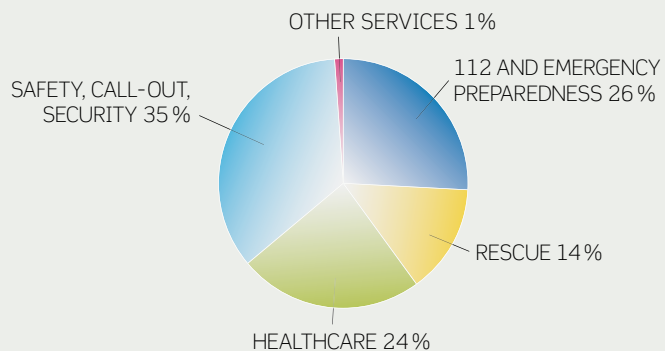
Net sales	822 064	(807 863)
Income before taxes	5 605	(22 033)


BALANCE SHEET 2010

Balance sheet total	543 383	(519 910)
Fixed assets	262 086	(234 312)
Adjusted equity	169 409	(174 028)
Solidity	31 %	(33 %)

Amounts in SEK thousands.
Within parenthesis refer to 2009.

SOS ALARM'S SALES IN PER CENT DISTRIBUTED PER SERVICE SECTOR





SOS Alarm's mission is to work for a safer society.
The business concept, which covers all activity areas, is to develop, offer and provide services that lead to a safer society.

The company's vision is to become the European leader in services for a safer society. The ambition is not to be the largest, but to be at the forefront of technology, expertise and methods.

SOS Alarm's three core values – the ability of employees to empathise, unique SOS expertise and the capacity to focus – shall permeate the activities.

 **SOS Alarm**[®]
For a safer society

Visiting address:
Humlegårdsgatan 17
Post address: Box 5776,
SE-114 87 Stockholm, Sweden
Telephone +46-8-407 30 00
Fax +46-8-611 63 36
www.sosalarm.se