

**Monitronics International, Inc**  
Fact Sheet

**S C T Y**

**TICKER**

**OTCQX**

# Brinks Home Security

## QUICK REFERENCE

**Monitronics International, Inc.**

**Trading Symbol: SCTY**

Outstanding Shares: **22,500,000**

Website: [www.BRINKSHOME.com](http://www.BRINKSHOME.com)

## BUSINESS SUMMARY

Monitronics International, Inc. doing business as **Brinks Home Security**<sup>®</sup> is one of the largest home security and alarm monitoring companies in North America. Brinks Home Security secures over 900,000 residential and commercial customers through highly responsive, simple security solutions backed by expertly trained professionals. The company has one of the nation's largest networks of independent authorized dealers and agents – providing products and support to customers in the U.S., Canada, and Puerto Rico – as well as direct-to-consumer sales of DIY and professionally installed products.

## STRATEGY ALIGNMENT

- Consumers value home security. Professional 24 x 7 home security monitoring (e.g. video verification / analytics) will continue to serve as an entry point into the home to engage the customer and create opportunities for the broader ecosystem of SMART home enabled products and services anchored by home security
- Low customer satisfaction with Competitors has created a “White Space” where a competitive advantage may be created through delivering an innovative and premium customer centric experience across the entire enterprise and throughout the customer journey
- Customer interest in technology advancements will support the increasing penetration of interactive, home automation, and SMART security solutions and create opportunities for Brinks to create long-term and evolving engagement with its customers
- Confusing and rapid changes in technology will also produce opportunities for Brinks to deliver new and integrated products and services to new and existing customers—making the complex simple
- GTM strategy will be grounded on attracting a loyal persona that has high ability and willingness to pay, demands expert support, and ideally prefers professional installation, and demands lifetime excellence in support and timely service

## CONTACT INFORMATION

US Headquarters  
1990 Wittington Place  
Farmers Branch, TX 75234

Andrew Barwicki  
516-662-9461  
[Andrew@barwicki.com](mailto:Andrew@barwicki.com)

## Recent Press Releases *(Headlines and Excerpts)*

### **Brinks Home Security Announces Bulk Acquisition of Residential and Commercial Alarm Monitoring Contracts**

Dec. 24, 2020 -- Monitronics International, Inc. announced that it has acquired approximately 30,000 residential and small business and 8,000 large commercial alarm monitoring contracts from Select Security totaling approximately \$2.0 million in recurring monthly revenue. Brinks Home Security will take ownership of the alarm monitoring contracts through an earn out structure that includes a \$10 million upfront payment and a 50-month earn out period ("Earn Out Period").

Per the terms of the transaction, the seller will transfer title to all accounts to a Special Purpose Vehicle ("SPV"). Title to the Accounts will be transferred from the SPV to Brinks Home Security periodically during the Earn Out Period with title to all Accounts transferred by Month 50. In addition to the accounts, Brinks Home Security is retaining the majority of Select Security's Commercial Sales, Field Technicians, and Customer Service employees, as well as certain office locations to offer the highest level of service to these customers. For 90 days following close, the seller will provide certain transition services to Brinks Home Security, and following the transition period, Brinks Home Security will manage all aspects of the customer experience.

### **Brinks Home Security Reports Third Quarter 2020 Results**

Nov. 12, 2020 -- Monitronics International, Inc. announced results for the three months ended September 30, 2020.

#### Third Quarter Key Highlights1:

- Net revenue of \$130.9 million, up 8.3% year-over-year
- Net loss of \$19.2 million, as compared to net income of \$673.6 million in the prior year period, which included a one-time \$702.8 million gain from restructuring
- Adjusted EBITDA of \$68.5 million, up 9.6% year-over-year
- Successful integration of over 110,000 Protect America bulk buy accounts acquired in mid-June 2020
- William Niles named permanent CEO on September 30, 2020

#### Accounts Added

The Company added 17,111 customers in the third quarter of 2020, as compared to 21,228 accounts for the same period in the prior year. Both the Company's Dealer and the DTC Channels experienced year-over-year declines in customers added. The decline in the Dealer Channel was primarily due to the Company's election to cease purchasing accounts from two dealers in the fourth quarter of 2019 and restrictions on door-to-door selling and other impacts related to the outbreak of COVID-19. The decline in the DTC Channel production was primarily due to the Company's election to leverage more profitable organic leads. There were no bulk account acquisitions during the third quarter of 2020 or 2019.

### **Brinks Home Security Announces Appointment of William Niles as Permanent CEO**

Oct. 05, 2020 -- Monitronics International, Inc. announced that its Board of Directors appointed William Niles as Chief Executive Officer, effective September 30, 2020. Mr. Niles has served as the Company's interim CEO since February 2020.

Mr. Niles comes to the role of CEO following a long tenure with the Company. Mr. Niles joined Brinks Home Security in September 2019 as Executive Vice President and General Counsel and was named interim CEO in February 2020. Prior to this, Mr. Niles served as Chief Executive Officer of Ascent Capital Group, Inc., the former parent corporation of Brinks Home Security. Since 2010 Mr. Niles has worked in the Home Security industry and holds a wealth of experience with the Company's sales channels, capital markets, mergers and acquisitions and strategic partnerships. Mr. Niles was instrumental in establishing the Company's strategic rebranding to Brinks Home Security, played an integral role in the Company's 2019 restructuring and emergence and led the development and execution of the Company's go-forward strategic plan.

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# **[www.BRINKSHOME.com](http://www.BRINKSHOME.com)**

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Barwicki Investor Relations \* 30 Wall Street, 8 FL \* New York, NY 10005

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