

SECU4 Bags™



Who is taking care of your valuables?



- Alarm
- Distance



November, 2011

Who are we?

Created in 2007

Based in Switzerland

International brand (SECU4)

References:



Why are we in business?

175'000

laptops are forgotten, lost or
stolen every year in the top 8
EMEA airports

624'000

laptops are forgotten, lost or
stolen every year in all US airports

Study from Ponemon Insitute for Dell, 2008

Mission

No worries !

... our mission is to ease everyday life.

Vision

In 5 years, the SECU4 brand will be recognized as the leader for quality and innovative wireless products in the valuables, people-protection and wellness markets.

SECU4 will do what Logitech did in the mass market of PC Peripherals!

Scope

We will realise our mission by providing families of SECU4connection wireless solutions:

- ***SECU4protection offers the safety of an active protection against the theft or loss of personal valuables, loved ones and four-legged friends.***
- ***SECU4home offers the convenience of wireless connection to a multitude of home automation devices.***
- ***SECU4wellness remedies nagging everyday woes.***

SmartPhones (Units) Worldwide

Région	2011	2012	2013	2014
Total Africa	6'374'910	7'203'470	9'164'650	11'278'910
Total Central & Eastern Europe	20'135'230	21'855'650	26'054'800	30'374'200
Total Middle East	15'650'370	16'693'960	19'470'870	22'760'120
Total Western Europe	97'223'190	107'868'290	118'987'340	130'377'850
Total EMEA	139'383'700	153'621'370	173'677'660	194'791'080
Latin America Total	27'842'460	32'954'760	38'892'820	44'796'140
North America Total	109'463'240	126'192'210	142'398'440	159'303'140
Total Americas	137'305'700	159'146'970	181'291'260	204'099'280
Asia Pacific Total	141'041'350	191'882'950	254'763'850	323'121'420
Total WW Units Smartphones	417'730'750	504'651'290	609'732'770	722'011'780

Region/ Units	2011	2012	2013	2014
Latin America	7%	7%	7%	7%
North America	26%	25%	25%	25%
Total Americas	33%	32%	32%	32%
Asia Pacific	34%	38%	38%	38%
Europe & MEA	33%	30%	30%	30%
Total World	100%	100%	100%	100%

Study from Canalys & SECU4 in 2011

SmartPhones (Units) W. Europe

W Europe	2011	2012	2013	2014	2011 %
Austria	2'610'020	2'922'100	3'232'140	3'458'490	3%
Belgium	1'667'370	1'897'680	2'182'940	2'449'270	2%
Denmark	2'311'120	2'501'670	2'816'190	2'988'280	2%
Finland	1'316'840	1'499'390	1'661'790	1'724'770	1%
France	13'760'340	15'231'510	17'260'850	19'225'410	14%
Germany	15'376'620	17'241'230	19'113'680	21'086'300	16%
Greece	1'354'710	1'497'450	1'735'820	2'008'610	1%
Ireland	1'461'800	1'817'280	1'943'930	2'073'190	2%
Italy	8'882'370	9'651'210	11'264'260	12'913'560	9%
Netherlands	4'041'640	4'550'020	4'992'530	5'446'760	4%
Norway	2'706'960	2'835'830	3'007'180	3'213'970	3%
Portugal	1'461'550	1'729'700	2'032'200	2'376'460	2%
Spain	9'918'620	10'427'790	12'161'270	13'728'670	10%
Sweden	2'717'640	3'116'010	3'308'330	3'477'490	3%
Switzerland	2'839'230	3'039'010	3'302'910	3'588'990	3%
UK	24'796'360	27'910'410	28'971'320	30'617'630	26%
W Europe	97'223'190	107'868'290	118'987'340	130'377'850	100%

Study from Canalys & SECU4 in 2011

SmartPhones (Units) Americas

Country / Region	2011	2012	2013	2014	%
Argentina	3'529'320	4'158'610	4'811'660	5'362'190	13%
Brazil	7'178'400	8'378'630	9'709'610	11'077'860	26%
Chile	1'998'450	2'305'800	2'732'400	3'312'700	7%
Colombia	1'975'570	2'564'240	3'187'620	3'708'090	7%
Ecuador	624'910	814'350	1'036'770	1'232'090	2%
Mexico	7'487'980	8'594'650	10'056'620	11'486'670	27%
Peru	1'060'770	1'337'950	1'620'830	1'945'640	4%
Venezuela	1'662'340	1'960'330	2'281'030	2'619'380	6%
Rest of Latin America	2'324'720	2'840'200	3'456'280	4'051'520	8%
Canada	8'236'770	9'475'700	10'635'580	11'600'570	8%
United States	101'226'470	116'716'510	131'762'860	147'702'570	92%
Total Americas	202'452'940	159'146'970	181'291'260	204'099'280	100%

Study from Canalys & SECU4 in 2011

SmartPhones (Units) Asia Pacific

	2011	2012	2013	2014	% 2011
Australia	9'230'440	12'176'520	15'366'210	17'516'910	7%
Hong Kong	4'898'850	5'001'410	5'137'890	5'269'580	3%
India	10'559'690	17'980'470	27'934'460	38'571'970	7%
Indonesia	7'572'880	12'086'660	18'441'140	26'039'550	5%
Japan	20'744'800	24'649'370	28'527'530	32'302'180	15%
Malaysia	4'118'360	6'303'170	9'423'720	12'594'080	3%
New Zealand	638'240	821'290	921'630	1'031'900	0%
China (mainland)	46'617'660	60'028'900	75'990'190	95'084'900	33%
Philippines	2'457'040	4'411'480	7'679'630	10'569'850	2%
Taiwan	4'033'130	5'327'290	6'947'410	8'434'670	3%
Singapore	2'912'370	3'138'750	3'249'020	3'291'220	2%
South Korea	16'725'670	24'926'220	33'245'410	40'947'900	12%
Thailand	4'361'980	6'416'430	9'499'260	13'242'660	3%
Vietnam	2'001'430	3'070'880	5'166'520	8'845'610	1%
Rest of A.P.	4'168'810	5'544'110	7'233'830	9'378'440	3%
Total Asia Pacific	141'041'350	191'882'950	254'763'850	323'121'420	100%

Study from Canalys & SECU4 in 2011

Smartphones Operating Systems WW Market Share (Units)

SmartPhone Operating System	2011 Market Share	2015 Market Share	2011 – 15 Unit CAGR
Android	38.9%	43.8%	23.7%
BlackBerry OS	14.2%	13.4%	18.3%
Symbian	20.6%	0.1%	-68.8%
Apple iOS	18.2%	16.9%	17.9%
Windows 7 / Windows Mobile	3.8%	20.3%	82.3%
Others	4.3%	5.5%	27.6%
W Europe	100%	100%	20.1%

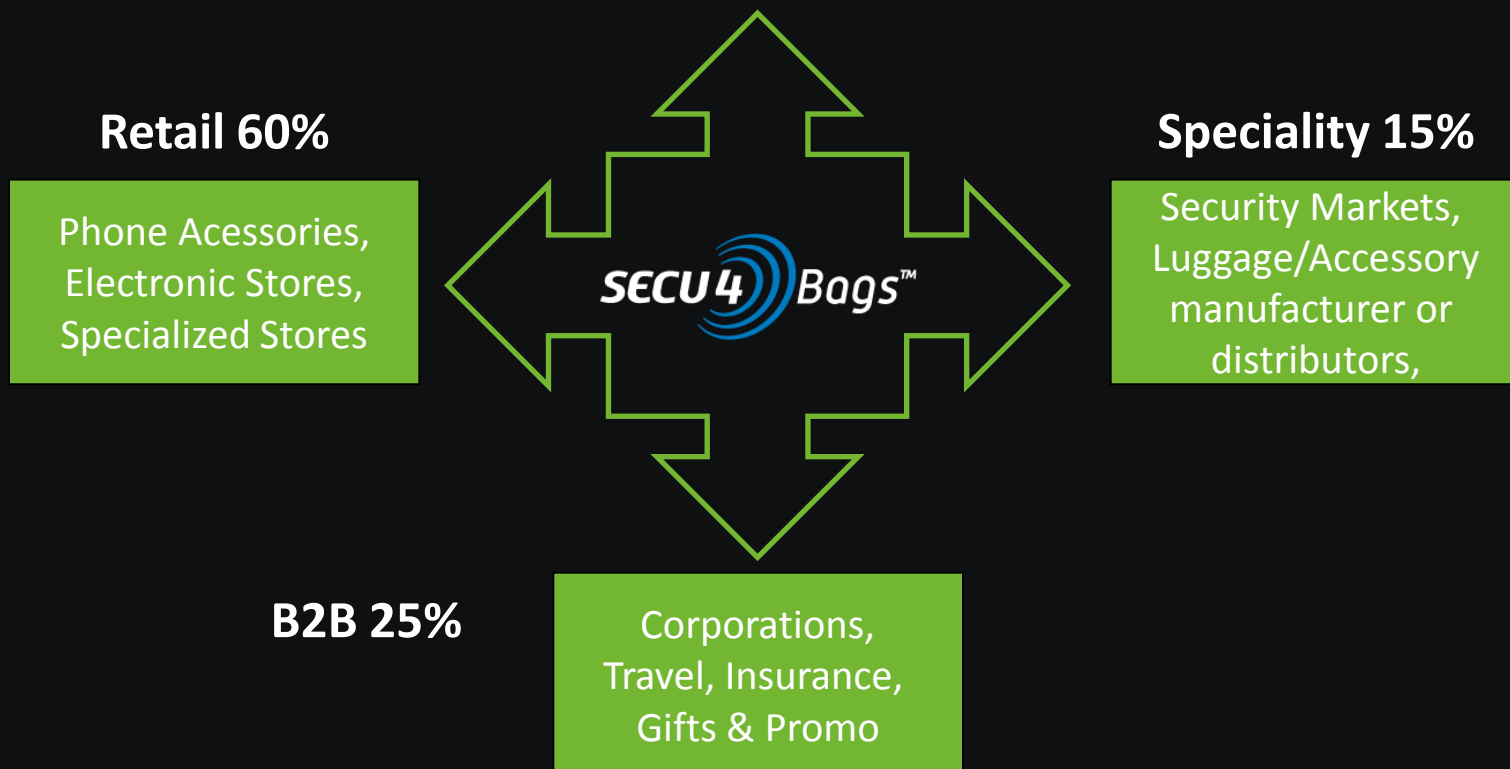
Study from IDC, June 2011

Smartphones WW Market Share (Units)

Smartphone Vendor	Q3 2010 Market Share	Q3 2010 Units Millions	Q3 2011 Market Share	Q3 2011 Units Millions	Growth Y-to-Y
Samsung	9.3%	7.5	23.8%	27.8	x 3.7
Apple	17.4%	14.1	14.6%	17.1	+ 21%
Nokia	32.7%	26.5	14.4%	16.8	- 37%
Others	40.6%	32.9	47.3%	55.3	+ 68%
Worldwide	100%	81.0	100%	117.0	44.4%

Study from Strategy Analytics, October 2011

Distribution Strategy



How it works ?



- Distance
- Alarm
- Sound level
- Delay





**1 MOBILE
1 APPLICATION
1 DEVICE**

Advantages

- ▶ Works on most *mobile phones*
- ▶ **Security level adaptable** (distance, sound level, etc.) to the context of use
- ▶ Easy & simple **Interface**



What does it do?

I FORGOT IT !

Transport, Public Places – Risk: MEDIUM



CHILD PROTECTION

Shopping mall, Parks – Risk: AVERAGE



AGAINST THEFT

Metro, Airport, Train – Risk: HIGH



SECU4Bags: Compatibility

Available on:



Available on the
App Store



Get it at BlackBerry
App World.



Available on the
Android™ Market



Available on the
Windows Mobile™
Marketplace

symbian

See complete compatibility list on: www.secu4.com/phonesupport

Official iPhone Accessory



Made for



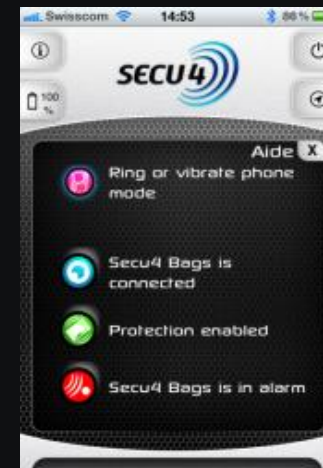
iPhone



iPad



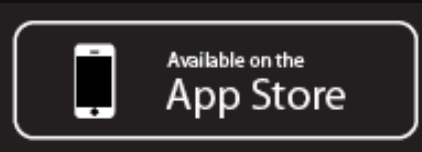
SECU4Bags Application



Easy installation process

One SMS text message

Send SMS «Bags»
+44 762 480 0482



OR...



SECU4 Bags™



*Your best protection
against theft and loss*

Made for
iPhone iPad

www.secu4.com

Efficient
&
visible
packaging

SECU4Bags' Packaging



Flat Pack



Pyramid

SECU4Bags POS material (1)

Floor stickers



BIG floorsticker 800x360mm



MED floorsticker 210x210mm



SMALL floorsticker 130x1840mm

Rotairs



400 x 400 mm



615 x 419 mm



615 x 419 mm

SECU4Bags POS material (2)

Poster



297 x 420 mm

Display Box (5)



325 x 163 mm

Digital Frame

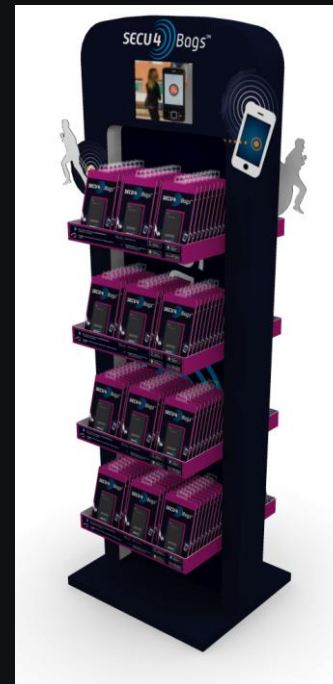


SECU4Bogs POS material (3)

Screen Display (upcoming)



Size to be confirmed



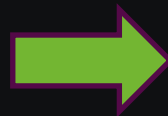
SECU4Bags Logistics

Inner Carton



5 x Flat Packs

5 units



Master Carton



10 x Inner Carton

50 units

SECU4Bags Logistics

SECU4Bags, Part Numbers, Packaging, EAN Codes & Customs Code

	Flat Pack / Pyramid <i>1 unit</i>	Inner Carton 5 x Flat Packs <i>5 units</i>	Master Carton 10 x Inner <i>50 units</i>	Pallet Euro 3 63 x Master <i>3'150 units</i>
Dimensions	H: 189 mm W: 116 mm D: 17 mm	H: 200 mm W: 125 mm D: 100 mm	H: 210 mm W: 260 mm D: 510 mm	H: 2'950 mm W: 1'200 mm D: 800 mm
Weight	84.88 g	525 g	5'544 g	267 kg
Volume Liters	0.4 Lt	2.5 Lt	28 Lt	Euro 3
Part Number	S4B01030	S4B01330	S4B01430	S4B01530
EAN Code	7640139260307	7640139260308	7640139260305	7640139260302
Customs Code	8531 1000	8531 1000	8531 1000	8531 1000

SECU4Bags

£ 59.-

€ 69.-

Frs 89.-

\$ 99.-

KeS 6,990.-

Street Price



The advertisement graphic features the SECU4 Bags logo at the top. Below it, a smartphone displays the app interface with icons for power, signal, eye, and speaker. To the left, a silhouette of a person with a suitcase is shown with a red target icon and signal waves. To the right, a smartphone is shown with signal waves. The text 'Your best protection against theft and loss' is repeated twice. A 'New' badge is in the top right corner. At the bottom, it says 'Made for iPhone iPad' and 'www.secu4.com'.

SECU4 Bags™

New

on/off

Your best protection against theft and loss

SECU4

Your best protection against theft and loss

Made for iPhone iPad

www.secu4.com



About SECU4 ...

SECU4, a Swiss company based in Sierre in the Valais canton of Switzerland, develops and commercializes mass market electronic security systems. SECU4 is hedging on quality innovative products in the valuables and people protection markets. SECU4's perceived competitive advantage lies in the mastering of the seamless connectivity of wireless devices using Bluetooth and other wireless protocols with all popular standard mobile phone or smart phone platforms such as Android, BlackBerry, iPhone, Symbian, Windows Mobile, etc. SECU4 was elected by RED HERRING in the USA as one of the top 100 most innovative start-ups showing the biggest growth potential.

Kindly refer to the demonstrations and videos on WWW.SEUC4.COM.



*SECU4 is proud to be represented in
Kenya and East Africa by*

KenITSol co.Ltd.

www.kenitsol.co.ke

