

Delivering customer focused solutions

Our business model is market led; everything begins with the customer. We seek to understand our customers' strategic and commercial objectives so that we can design and deliver security solutions which support them.

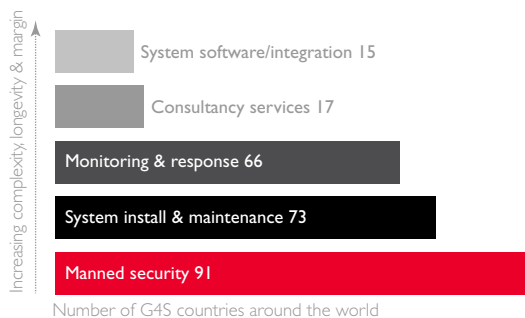
Customer relationships and contacts

G4S has a very diverse contract portfolio. The duration of contracts varies from annual sporting events to 25-year contracts. In cash solutions, most contracts are annual, with those contracts requiring

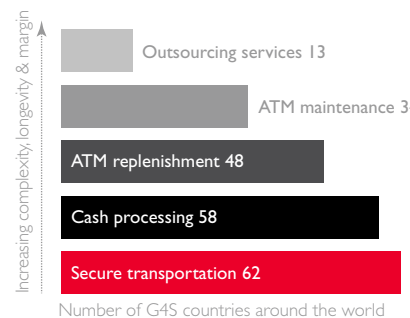
a higher capital intensity being usually five years in duration or longer. In practice many annual contracts lead to long-term relationships.

Service excellence	We foster a high performance culture which focuses on service excellence, operational management and financial performance. High performance leads to strong customer relationships, motivated employees and achievement of strategic goals – critical elements of delivering sustainable, profitable growth.
Solutions design	By analysing customers' existing and future complex security needs and bringing together our expertise in market sectors, technology, project management and service delivery we design solutions which help our customers to manage risks, improve service, protect people and assets and achieve their own organisational objectives.
Customer understanding	Understanding customer needs is central to our success. This enables us to align our organisational objectives to those of the customer and means we can help our customers to be successful. See pages 2 to 4 for an overview of our service lines.
Market Demand	We build customer understanding through involvement in industry bodies and academic institutions, strategic work with customers, customer service assessments and feedback.
Scale and capabilities	There is positive demand for our core services around the world. See page 10 for a discussion of some of the market growth drivers.
Scale and capabilities	With 623,000 dedicated employees and operations in over 110 countries, our ability to deploy skilled staff on a global basis to support local and international customers is central to our business model. This coverage means we can share learning and experiences across our markets to the benefit of our customers and our business. We work in line with relevant international standards and strive to achieve consistent high quality employee engagement, health and safety, training and ethical business practices across our operations.

G4S Secure solutions: positioned for future development



G4S Cash solutions: unique breadth and reach



A key element of our growth and customer service strategy is to leverage the opportunity to design, sell and deliver more sophisticated, complex solutions in more countries. Such services tend to have longer contract terms and higher margins than manned security alone.