## 1.1.1. Business environment

The creation of safe spaces in which societies can develop is an essential basis in the strategy of any modern government. Therefore, security will always be a priority and will imply a high volume of investment. However, resources, both public and private, are not unlimited. As such, efficient management must be imposed which, among other things, requires close public-private collaboration.

In this context, Prosegur believes that it has a proposal of value to offer the market. The company's work is based on solid foundations that it wants to take advantage of to continue creating a history that is at least as successful as the journey it has been on for over forty years.

However, the company cannot ignore the fact that the world is becoming more and more complex. A reality that has an undeniable impact on security issues. New environments open the door to numerous opportunities, but they also expose new risks and new threats.

Like any other company, Prosegur faces a paradigm shift on how to generate value and how it should relate to its customers. In the current framework, and always based on concept of

broad collaboration, the company is convinced that security intelligence is becoming more and more important.

Furthermore, in order to operate in line with this new blueprint, Prosegur must be agile and adapt to circumstances, which could change at any time. It must also have the necessary intelligence to operate with a certain level of comfort in these changing scenarios, with new players who can accommodate new social behaviours.

Prosegur wants to be an open company, constantly exploring, and with enough creativity to always have a new vision of its sector. All without losing sight of ethics in everything it does. Global security faces intense dynamics of transformation, and one of the paths that the company is starting to travel is that of predictive security. To respond to these issues, it is moving forwards in generating services in which different technologies are interrelated, a mix of Big Data, the Internet of things and artificial intelligence.

An exciting scenario that pushes Prosegur towards a different way of operating in the security business.