

PROSEGUR PROJECTS ITS VISION FOR THE FUTURE INTO ITS NEW CORPORATE IDENTITY AND PURPOSE

- The company presents its new brand positioning highlighting its commitment to the safety of people, businesses and society at large.
- Prosegur has redesigned its visual identity, which is simpler and more adapted to digital environments, to align it with its transformation process towards an innovative, agile and global company
- The update of the company's purpose and values is a result of the strong growth experienced in the past few years that has made it a reference in the private security industry worldwide.

Madrid, 12 November 2020 - Prosegur is launching its new corporate identity with the aim of reflecting the transformation that the company is undergoing and showing its vision as a leader in the security sector through innovation. The new identity also aims to strengthen the commitment of Prosegur with the safety of individuals, businesses and society at large.

This aspiration has been translated into a new company purpose: "**To make the world a safer place by taking care of people and companies, being at the forefront of innovation**". In addition, the company has emphasised its way of doing things and the fundamental role played by the different teams by updating its values.

Under the principle "**We care about people**", Prosegur shows its determination to protect society by focusing on anticipation, prevention, innovation and collaboration. In addition, "**Thinking positive**", inspires a learning model that looks to the past to obtain the necessary impetus to guide decision making in the future, in a constructive environment that enhances team achievements and learns from mistakes. Finally, "**We are unstoppable**", to anticipate new challenges and continue to move towards a better world, where technological progress and continuous improvement of processes will provide a safer and more efficient environment.

This change is also driven by the strong pace of growth of the company in recent years and the huge evolution of the solutions it offers. Prosegur's services are increasingly digital and innovative and have the reassurance of being provided by a company that is a reference in the industry, synonymous with quality and responsibility.



New visual identity

The company has `evolved` it's visual identity, simpler and more adapted to digital environments, to reaffirm its commitment to the transformation process towards a more agile and global organization.

At the same time, the company has redesigned its brand architecture to simplify it and ensure greater coherence of the business lines as a whole and between each other. In addition to the Foundation, the company has five different business lines under Prosegur's corporate brand: Prosegur Security, Prosegur Cash, Prosegur Alarms, Prosegur AVOS and Cipher.

For more information on Prosegur's new purpose and values, please visit <https://www.prosegur.com/sobre-nosotros/valores>

