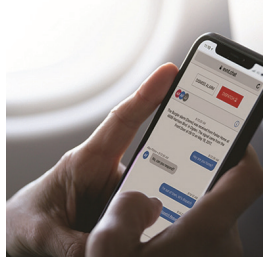


A publication for the valued customers of all our outstanding brands.

Another Tool to Manage Your Security System

While we introduced Alarm Chat over a year ago, many customers are still unfamiliar with this beneficial feature. Alarm Chat automatically invites you—and your emergency contacts—via text into a secure group chat with our monitoring agent in the event of an alarm. It allows you to conveniently request police dispatch, identify false alarms, or share other information.



Goodbye False Alarm Fees

Providing a means to discuss an alarm event in real-time from anywhere, Alarm Chat helps reduce the chances of a dispatch being made to your home or business by mistake.

Easy as Typing A Text

Even when you are in a meeting or only have a moment to respond, you can easily identify the source of the invitation to chat and communicate with your account contacts.

Convenient Communication

Communicate with employees, co-workers or family members when an alarm goes off. If a child returns home from school early and forgets to disarm the system, he or she can easily inform you of why the alarm has triggered.

Faster Help When You Need It

By simplifying the monitoring process, Alarm Chat reduces the time it takes to manage an alarm event by up to 90 percent! That means when a real emergency occurs, help arrives much faster.

Calls from an Unknown Number

Statistics say you won't answer calls from unfamiliar numbers, causing you to miss emergency-related calls. Alarm Chat helps reduce the number of steps it takes to manage an alarm event and improves response rate.

Alarm Chat is automatically added to all Security accounts and is completely free. Please call 1-888-349-3455 or email us at service@mountainalarm.com for more information or to opt out of the service.

PRESIDENT'S MESSAGE

Our Family has Grown in Northern Nevada

On August 19, 2020, we acquired Burgarello Alarm in Reno, Nevada. Burgarello Alarm, founded by Louie Burgarello in 1972, is a full-service alarm integrator with more than 40 team members and over 7,000 monitored customers in Northern Nevada.



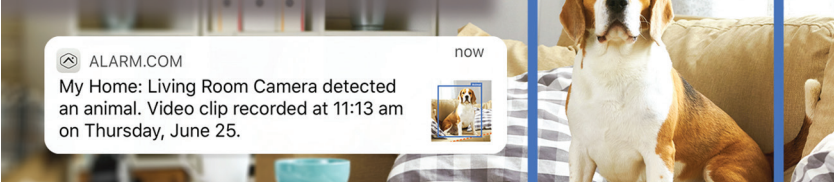
I have admired Burgarello Alarm for many years. They have a reputation as one of the area's premier alarm companies and are the largest alarm company in Northern Nevada.

I am honored that Louie has entrusted his company's amazing legacy to Mountain Alarm. Louie expressed, "After dedicating the last 48 years of my life to my customers, it has been a difficult decision to sell. I chose Mountain Alarm because I believe they will do a great job taking care of the Burgarello Alarm customers and team members. I'm excited to see Mountain Alarm continue to grow the business in Northern Nevada."

On behalf of the Mountain Alarm family, I welcome each Burgarello customer and team member. I look forward to getting to know you. We are enthusiastic about taking care of all your life-safety needs, providing a great customer experience, and introducing you to additional technology and service offerings that will improve your quality of life. It has been our passion since 1952.

Sincerely,
Eric Garner
CEO & President

Get Valuable Surveillance Insights with Video Analytics



If you currently have video as part of your security system, but not the analytics service, you may be missing valuable insights.

Video analytics uses artificial intelligence for enhanced surveillance. This amazing technology can tell whether a detected object in your driveway is a person, an animal, or a vehicle.

This powerful tool can be simply accessed through our Alarm.com app, providing real-time perspectives including:

- Know when a vehicle stops outside your home, but not when one simply drives by.
- Get a video alert if someone lingers by your front door, but not when mail is delivered.
- Know if your pet is napping on the couch while you're at work (or if your neighbor's dog pays an unwelcome visit to your lawn.)

Call your local branch today to learn more about this feature or to discuss adding video surveillance to your system.

Friends and Family Unhappy with Their Security Provider?

Tell them about our easy, affordable takeover program

Do you know someone who has a security system from a company other than the one you enjoy? Are they unhappy with the outdated technology, lack of customer service, or the high cost? We can easily and affordably "take-over" almost any security system.

We'll make it easy for them to switch from their current provider to our state-of-the-art system. In most cases, we can save them money by simply integrating their equipment into the industry's best system, offering the highest-quality security, monitoring, remote access and automation.



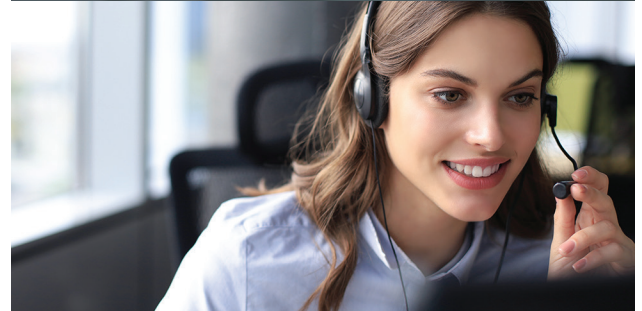
Many of our customers come to us from competitors who failed to meet their expectations or didn't deliver on promises made. We have the advantage of offering the latest products, services, and technology while retaining our personalized customer care.

Have them contact us today to find out how easy and affordable it is to switch. We'll make it a seamless, affordable and beneficial transition to better protecting their home or business.

And make sure they provide your name as the one who referred them. You'll earn a \$100 gift card for each new-customer referral!

Customer Experience Department Sets the Standard for Service

Eric Garner, our third-generation CEO and President, challenges our teams to "make every customer feel like he or she is our only customer." That approach was bolstered in 2017 when we committed to further elevating every customer interaction by creating the new Customer Experience Department.



Our Customer Experience Department is centrally located in Ogden, Utah, in order to best serve all of our brands. Our CED agents go through a rigorous interview and comprehensive training process, so we employ the best of the best to meet our customers' needs.

The sole focus of this specialized department is to give our customers the best experience possible. To do so, we committed to lower hold times, to provide fast, accurate troubleshooting, and to quickly schedule service calls. CED works hard to take care of all of our customers' needs and provide service quickly. By centralizing our call center team, we are better able to provide quality control, training and team synergy. Each month we talk to around 14,000 customers, providing support and individualized care for their security, life-safety, and automation systems.

Our company was built on the foundation of offering the highest quality customer service. Evolving and improving on a unique customer experience is a core value. Our leadership team works directly alongside our agents to resolve and mitigate any service issues. Every single employee is empowered to do what is right by our customers, focused on serving their needs and taking care of them just as our founder would—like family.

••• Call 1-888-349-3455 for customer service and remember to test your system monthly. •••

