



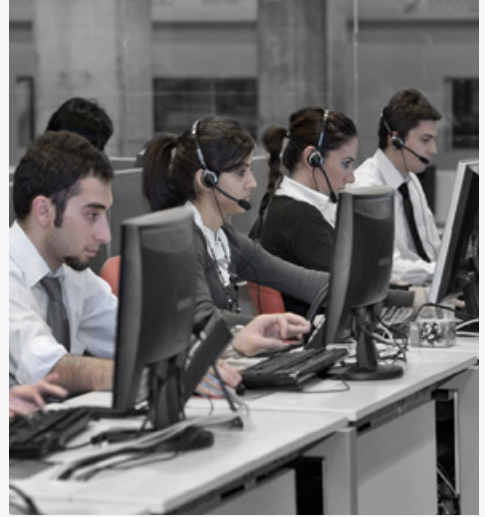
Security alarms and systems  
[www.pronet.com.tr](http://www.pronet.com.tr)

Acquired

**August 2012**

HQ

**Turkey**



### How we are creating value

Pronet is the leading Turkish provider of monitored security alarms serving residential and commercial customers, an underpenetrated market compared with the rest of Europe. Partnering with Pronet's founder and leadership team, Cinven is helping to introduce international best practices to bring operational efficiencies and improvements to internal procedures, controls and systems.

Our Portfolio team has worked closely with a strengthened management team to implement new KPIs, which have led to a more professionalised salesforce. The team has also helped attract a more loyal customer base and supported investment in aftersales and improved customer service capabilities. These initiatives have already improved customer sales and retention and the company has won several global customer service awards.

### Developments in 2016

Pronet improved a number of key metrics in 2016 driven by Cinven and management's focus on higher quality subscribers.

These achievements were made despite the unfavorable environment that prevailed throughout the year in Turkey – the unsuccessful coup attempt in July weakened the consumer environment, while the sharp depreciation of the Turkish lira placed pressure on new sales at Pronet as the company prices its alarms in US dollars.