



PRINCETON
GROUP

Multifaceted Risk Management



Princeton is focused on providing risk-management solutions that integrate both technology and manpower, offering our clients peace of mind to go about their daily business.

Security Risk-management Specialists for Residential, Industrial and Corporate Sectors

The Princeton Journey

Since 1999 Princeton has developed from a two-man operation into a leading services business. It started off in the retail security sector and has successfully grown into a retail specialist with all the experience to successfully serve all fields in the industry.

With its vast experience, Princeton has evolved as a brand in the past two decades and is now moving forward with a strategic push when it comes to service quality, agile performance and delivery. We continually strive to integrate new technology-driven solutions to combat crime and risk in order to better serve our clients.

Our vast client base, ranging from domestic and residential units to large government healthcare institutions, puts Princeton at the forefront as a preferred business partner. With a BEE level 2 rating we can offer premium services with all compliance levels achieved. With a solid foundation and very strong leadership team, Princeton is a competitive, premium service provider for all our clients.

Our management team and workforce are well trained and loyal, and Princeton looks after employees and clients alike. Princeton is a proven leader in technology solutions. We are investing in infrastructure, knowledge and systems to provide a First World service to our clients.



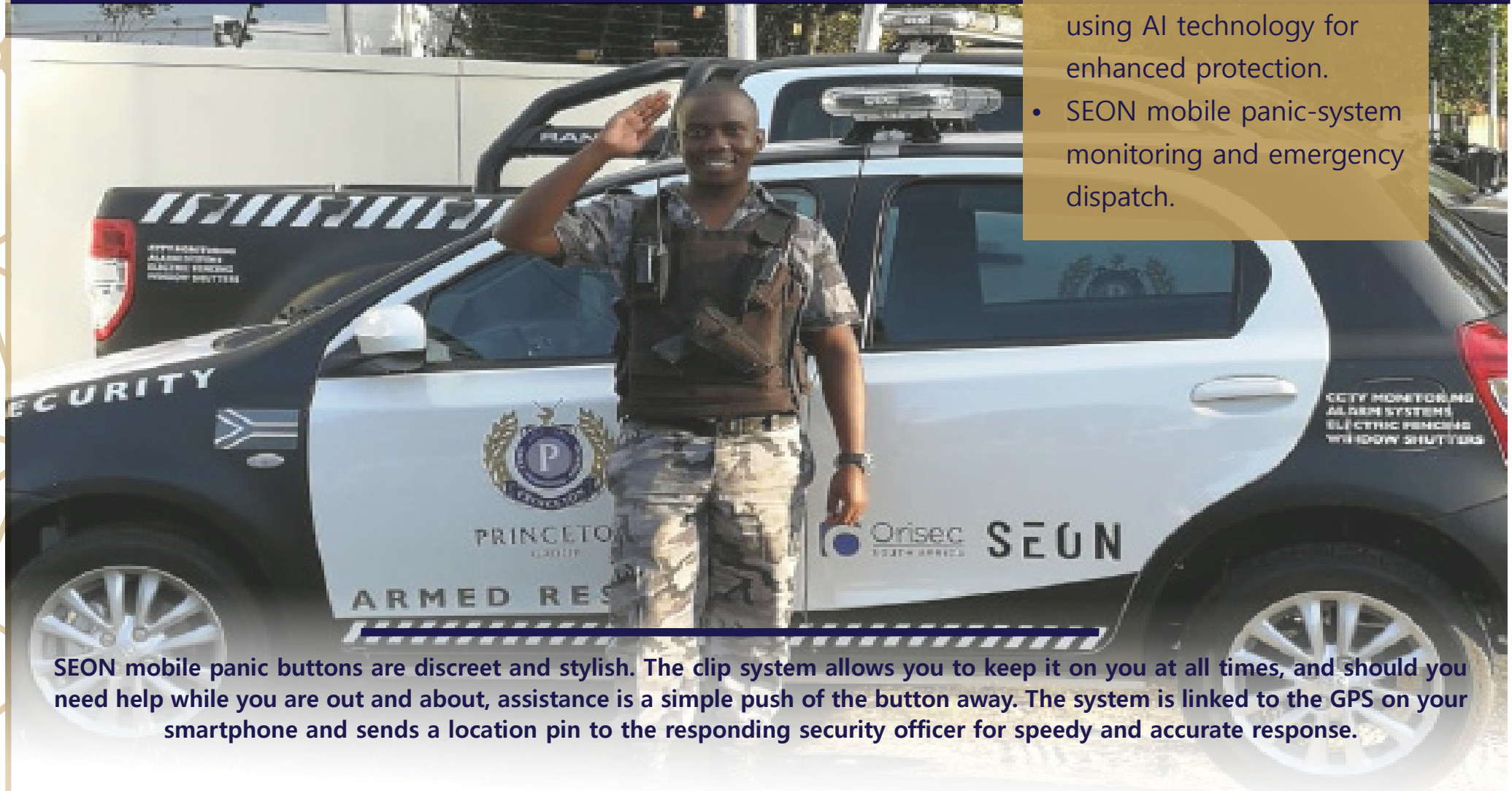
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Armed Response

Based within the Southern Suburbs of Cape Town, Princeton Armed Response services more than one thousand, eight hundred homes and business from Wynberg to Rondebosch. We are dedicated to offering the highest quality service through our centrally located control room, in-house technical-support team and, of course, the highly skilled professional team on the ground

Tech Savvy

- Alarm, electric fencing and CCTV installations.
- Off-site monitoring and armed response.
- Off-site CCTV monitoring using AI technology for enhanced protection.
- SEON mobile panic-system monitoring and emergency dispatch.



SEON mobile panic buttons are discreet and stylish. The clip system allows you to keep it on you at all times, and should you need help while you are out and about, assistance is a simple push of the button away. The system is linked to the GPS on your smartphone and sends a location pin to the responding security officer for speedy and accurate response.

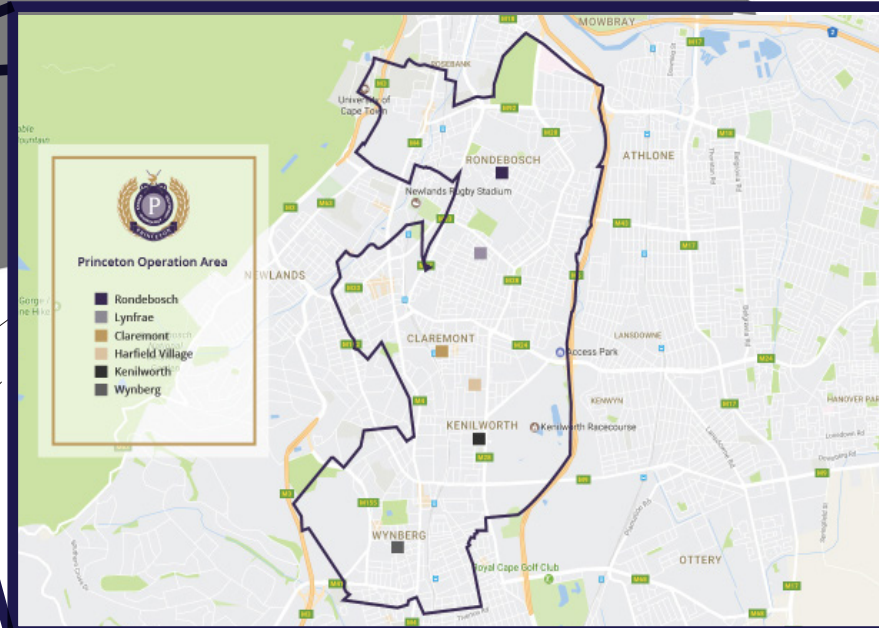
All about Geographics

WESTERN CAPE

Our headquarters are tucked within the leafy green suburb of Claremont, in the heart of our armed-response area.

From here we not only monitor and respond to alarm activations but also deploy guards to more than 100 sites across the Western Cape via our on-site control room

 Princeton Managed Areas



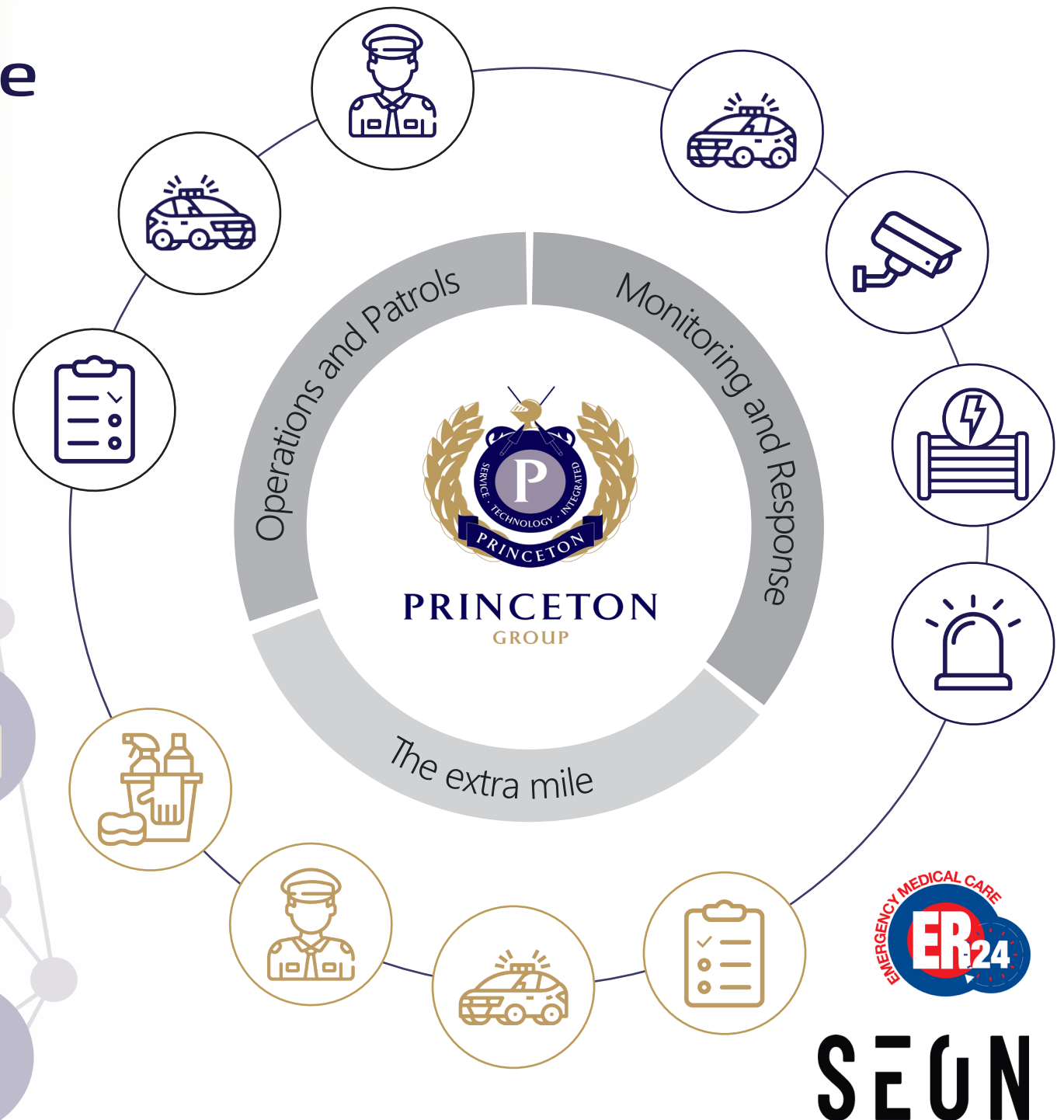
Control Room functionality

- Guard postings and communication
- Alarm-system monitoring and response
- CCTV monitoring integrated with AI technology
- SEON personal security system
- Monitoring and response
- Medical-assistance dispatch via ER24

Armed Response Service Pillars

Princeton is proud to have more than seven years' experience in managing residential and business security systems, responding to alarm activations with great success while simultaneously assisting local law enforcement to curb the crime rate within our dedicated response areas. We pride ourselves on delivering the highest standard of service by being completely immersed in our local area. Our services include:

- Ongoing day and night operations and patrols.
- Joint operations with other industry players and local law enforcement.
- Electric fencing, CCTV and alarm-system monitoring.
- Dispatch of armed and medical emergency response teams.
- Medical response via ER24.
- Meet-and-greet service.
- Jumping over walls to check properties thoroughly (with client authorisation, of course).
- SEON medical and armed response.
- Bin San-i-tize, a new introduction to our service bouquet.



SEON

Princeton

San-i-tize

Bin Sanitizing Service

With decades of experience in corporate cleaning and sanitising, we are bringing this expertise to our residential clients, who in turn will benefit from biweekly bin disinfecting by our dedicated teams.

Throughout our journey in residential security, we realise that bin days are notorious for bringing unwanted attention to homes all over the Southern Suburbs. By including this service we can:

- Increase visibility in our response areas on area-specific bin days;
- Offer our clients the value-added service of bimonthly wheelie-bin sanitising;
- Reduce loitering and bin-picking in our response areas;
- Reduce litter by reducing bin-picking; and
- Improve overall neighbourhood cleanliness.



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FREE
to Princeton
Armed Response
clients*

Terms and Conditions apply*

Guarding

Professional, Reliable and Sharp placements across the Western Cape.

We have more than 20 years of experience in placing security professionals around the Western Cape, and have identified essential criteria that allow us to place the ideal security officer at your premises.

We service a multitude of industries, including hospitality, retail, healthcare and education. With this wealth of experience, we understand that each post has a special set of requirements for the posting to be successful. Through screening and training we can meet all these requirements with ease.

Our management levels allow for focused attention on each one of our sites, with a team of Directors who, with their hands-on approach, are dedicated to ensuring the business runs effectively and smoothly. Assistance or support is simply a call away.

By integrating our valuable technical solutions, we can provide flexible solutions.

- Access control
- Patrol systems
- CCTV and AI technology
- Online monitoring and management



Experienced, Compliant and Dedicated Service

A PROUDLY



GOLD MEMBER



PSiRA
Private Security Industry Regulatory Authority

Our Clients



One&Only

Pick n Play
Inspired by you

 **STONEHURST**
MOUNTAIN ESTATE
fine living - naturally

 **STEENBERG**
YOUR CONVENIENT
SHOPPING EXPERIENCE *Village*

Our Mission

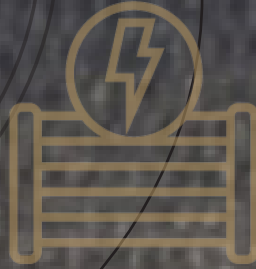
Since 1999, Princeton has strived to be one of the best security companies in the Western Cape. This is in line with our future plan, which is to continue to reduce our clients' security risks by offering sound and tailored solutions using advanced technology as well as manpower.

With new technology becoming available daily, our teams are always on trend, and with the use of the latest technology we can effectively integrate different solutions to suit your different needs.

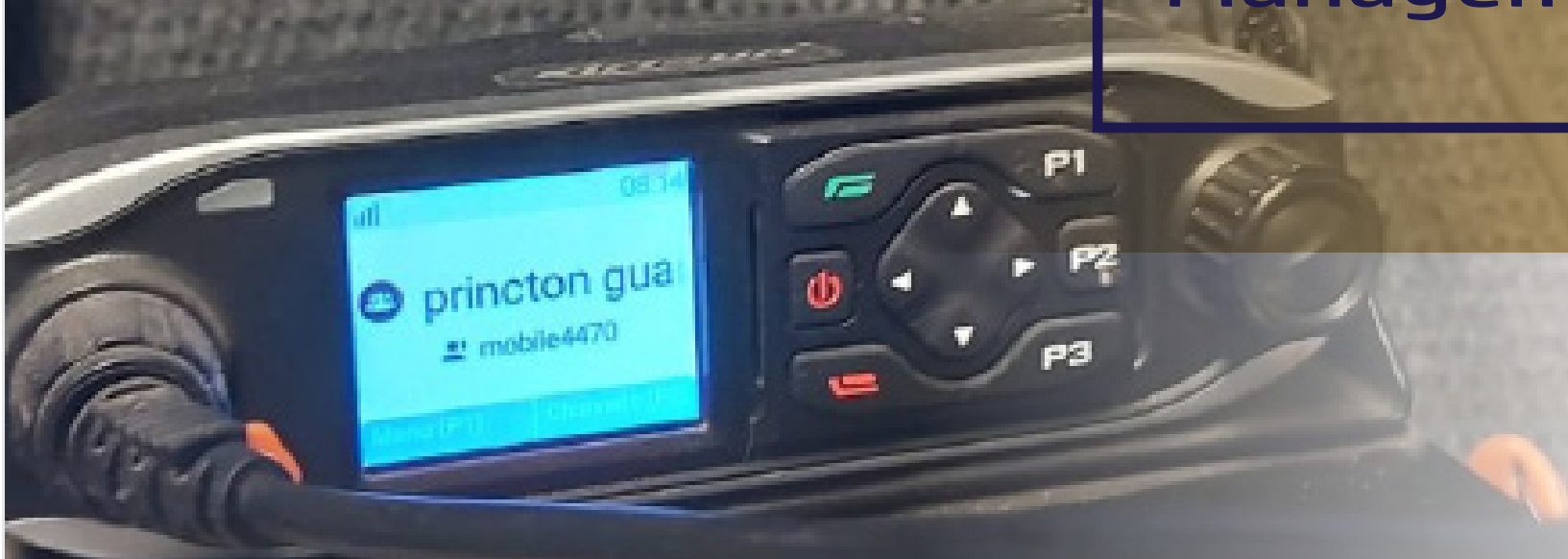
In addition to this, we use our very own online management system, meaning that communication from the ground up and back to our clients is clear and punctual.



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Technology and Risk Management



Visual Technology Access Control/Patrol Systems Online Management



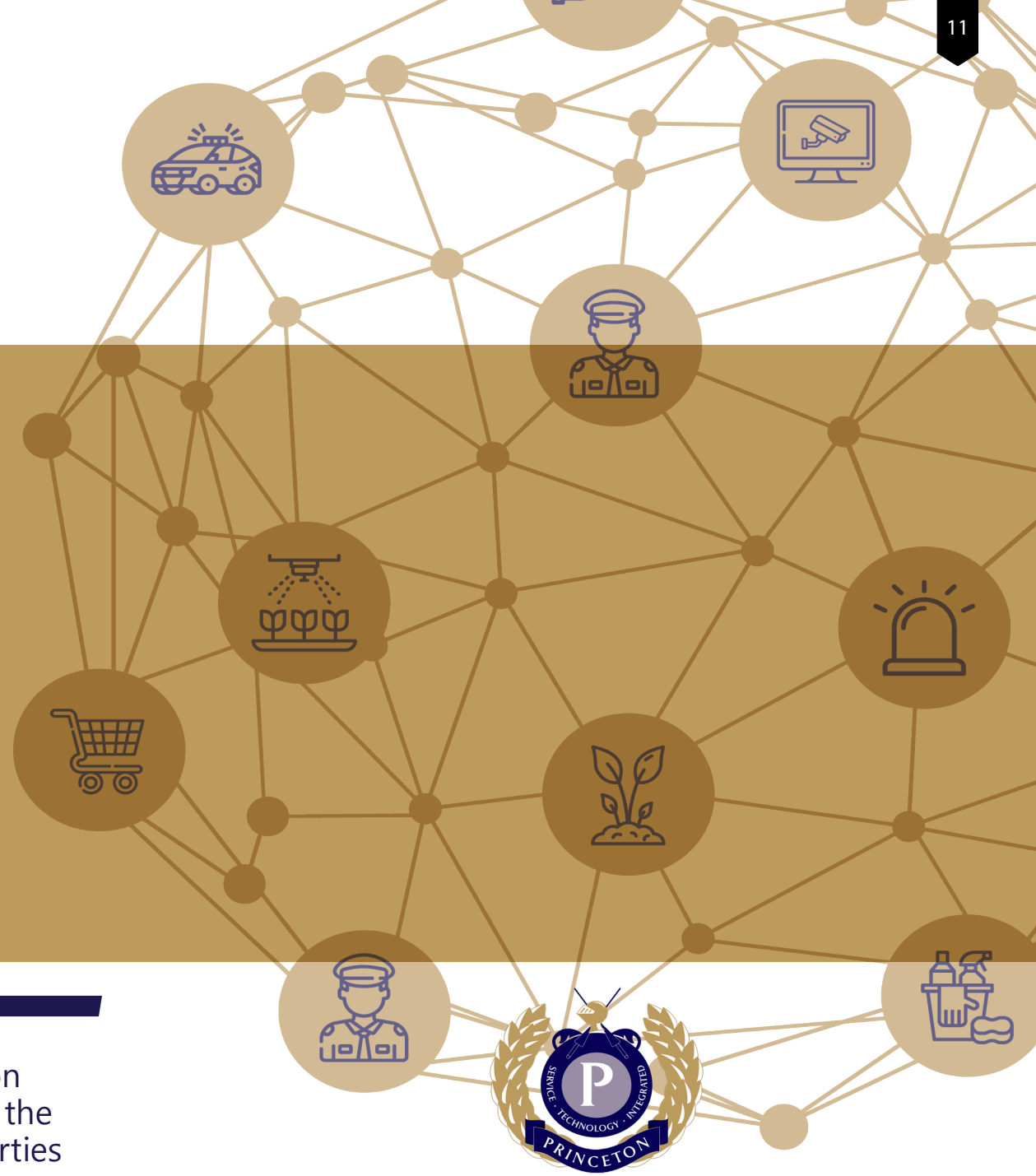
Princeton proudly makes use of the leading online management system, ensuring we always have total control over staff and operating procedures and are able to keep clients informed.



Our control room, based at HQ, integrates AI technology with our CCTV monitoring systems. It serves as the command centre and helps us to better manage the flow of threat detection from identification to dispatch.



By linking our multiple access points to your security system, we can manage incidents efficiently and precisely.



Princeton is focused on growing our expertise on an ongoing basis, allowing our clients access to the latest security technology to protect their properties confidently and accurately.



Technology Solutions

Princeton remains at the forefront of multifaceted security solutions, and by making use of the newest technology at our disposal we can create and manage the ideal risk-management systems for the needs of our clients.



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ATG DIGITAL
Driving Change

Transformational Products, Customised Solutions, Powerful Insights
At The Gate, At Reception, On The Scanner



Access/Egress Control

“At the Gate/Reception”

products offer our clients peace of mind that the access control of their properties and buildings is managed with the utmost precision. Making use of a speedy and easy-to-implement vehicle-licence and driver's licence scanner, this system stores data safely on the cloud and gives real-time notifications with regard to suspicious or unauthorised attempts to gain access to your property, in addition to other exciting customisable functions!



Patrol Systems

By incorporating “**Push to Talk**” patrol and radio systems we can streamline communication between our on-site security officers and our control room. In addition to this, the system implements:

- Audible patrol start and end reminders;
- Real-time tracking;
- Real-time reporting;
- An emergency/panic button; and
- Sequential/random patrol routes.



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Electric Fencing

Electric fencing remains one of the leading perimeter-protection methods and is widely used in residential, corporate as well as industrial sectors. Our highly skilled technical teams make use of only high-quality materials, increasing your investment's longevity and functionality. In addition to this, our control room can monitor your electric fence to allow a prompt response should someone attempt to gain access to your property or tamper with the fence in any way.



Residential and Commercial Alarm Systems

With decades of experience installing high-quality and reliable intruder alarm systems for residential and commercial spaces, we understand the importance of having the right hardware in the right environment to best manage our clients' risks. We maintain our high level of service delivery by always integrating the latest detection technology with our systems, which includes anti-masking and anti-cloaking technology for both indoor and outdoor systems.



Visual Technology

By closely following the newest audiovisual trends, we can design and implement security systems to perfectly suit our clients' needs. From reception facial recognition and infrared capabilities to perimeter protection systems, our skilled team can create, install and manage them all! Princeton boasts cutting-edge AI technology to accurately identify risks, as well as 24-hour monitoring to appropriately and swiftly action incidents. Our **AI programming** reduces false positives, thanks to its on-premise object detection and human/vehicle filter, which identify and prioritise threats in real time. This allows us to dispatch the right response units and provide live-situation analysis.



Landscaping



Cleaning



Trolley Management



Our staff are employed on a permanent basis and we encourage them to become “site-specific”, ensuring that a high standard of training, loyalty, reliability and productivity is achieved

Facilities



Trolley Management

Our team of experienced leaders and managers are passionate about delivering the highest quality of service to several retail chains around the Western Cape. This includes recruiting and managing staff; management of your trolley fleet; hygiene and cleaning; as well as general repairs



Landscaping

We are dedicated to creating gorgeous gardens in pursuit of professionalism and excellence. With a strong focus on the environmental needs of the region, our expertise in this field allows us to create water-wise gardens while not sacrificing aesthetics



Landscaping Services

Sports-turf maintenance
Tree felling
Irrigation
Compost and top dressing
Contract mowing
Crash cleaning
Herbicide applications



Cleaning Services

Hospitality
Education
Bin San-i-tize
Corporate
Retail



Why Princeton?

Princeton was established in 1999, and over the past 21 years has strived to delivery high quality service across all sectors with in the Western Cape with regards to risk management and sanitation.

Vision:

To be Industry leaders in risk management, sanitation and technology.

Mission:

To remain agile, progressive, innovative and dynamic while we grow across all business units, through the use of artificial intelligence, analytics, machine learning and IOT. We will do this via established partnerships with world leaders in technology. We will always stay committed to our social responsibilities to the community we serve.

- Established in 1999
- Locally owned and managed
- Rated the top service provider by our clients
- Full statutory and industry accreditation compliance (Refer to Company Profile)
- BEE Level 2
- Technologically driven
- Price and service competitive
- Full range of facilities services (Refer to Company Profile)
- Social responsibility
- People focused

Princeton Group Organogram



David Peacock
 Founder Member
 Executive Financial Director
 Princeton Group

Colin Maree
 Founder Member
 Executive Managing Director
 Princeton Group

Mark Le Roux
 Executive Director of Operations
 Trolley Management, landscaping and cleaning

Cassie Carstens
 Executive Director of Operations
 Guarding, Armed Response and Technology

Samora Biko
 Director
 Marketing

Laetitia Ross
 Finance and Admin
 Manager

Lindi Pillay
 Personal Assistant

Ashley Heydenrych
 Operations Manager

Ricardo Pieterse
 Operations Manager

Michael Manus
 Operations Manager

Anton Von Molendorff
 Operations Manager

Erika Behr
 Group Marketing
 Manager

Darrell Friggens
 Business Development
 Manager

Michael Saville
 Area Manager

Harry Du Plessis
 Area Manager

Juandre Dickens
 Area Manager

Melissa
 Blankenberg
 Human
 Resources
 Manager

Shirley Logan
 Administration and
 Accounts

Kurt Marx
 Armed Response/Area
 Manager

Shaleen Feun
 Technical Manager

Andre Bester
 Contract Manager

Ashtrid Oliver
 Human
 Resources
 Assistant

M Jacobs
 Supervisor

F Gidwa
 Supervisor

LM Wolfgang
 Supervisor

Armed Response
 Officers

Technicians
 Theodore Jules
 Malibongwe Nohesi

Inspectors
 E Rongwana
 F Ngodwana
 M Joka
 J Arndt
 F Daniels
 F Stoffberg

Heidi Felix
 Human
 Resources
 Assistant

Malissa Botha
 HR Admin
 Assistant

Control Room
 Operators
 Jodi Rhodes
 Barbara Marais
 Letisha Baker
 Lorrenthea Baartman
 Irene Rhyn
 Yolande Taylor

Security Officers



Our Workforce

The recruitment processes

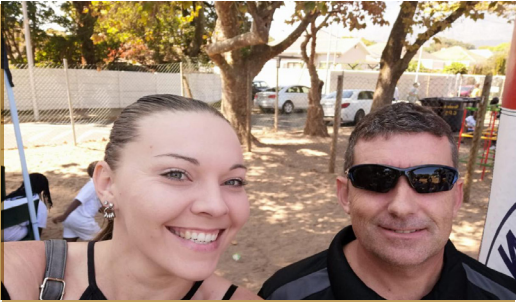


Princeton's mission is to provide our clients with integrated solutions that make use of both technology and manpower.



SCHOOL FUNDRAISERS

Princeton is invested in our local communities, and as our response area is based in the Southern Suburbs, we have numerous schools on our doorstep. We are always willing to make the time and effort to raise funds for a worthy cause!



COMMUNITY EVENTS

Our local neighbourhoods' schools and other institutions, specifically those within our armed-response area, regularly host several events, from planning and crime-management meetings to markets and fundraisers. We absolutely love being part of these, and continually strive to add as much value as possible.

Giving Back

Princeton is dedicated to keeping the communities and clients we service safe and well taken care of, and from time to time this requires us to go beyond the call of duty.

Striving to build a shiny future with you

Princeton is always on the lookout for projects and initiatives that not only serve our communities but also add value and increase safety for the people we work with. If you know of a project, please send details through to enquiries@princeton.co.za and we will see how we can help!



LOCAL VICTIM SUPPORT

We have a special interest in taking care of those who have been through a traumatic experience, and through donations of books, toys and nonperishable items to local trauma centres we are able to make a difference in people's lives when they need it most.

SOCIAL UPLIFTMENT

Our clients are often concerned about vagrants and people asking for money, and thanks to the ongoing support of our local night shelter and soup kitchen, we can confidently redirect these people to where they can get a helping hand.



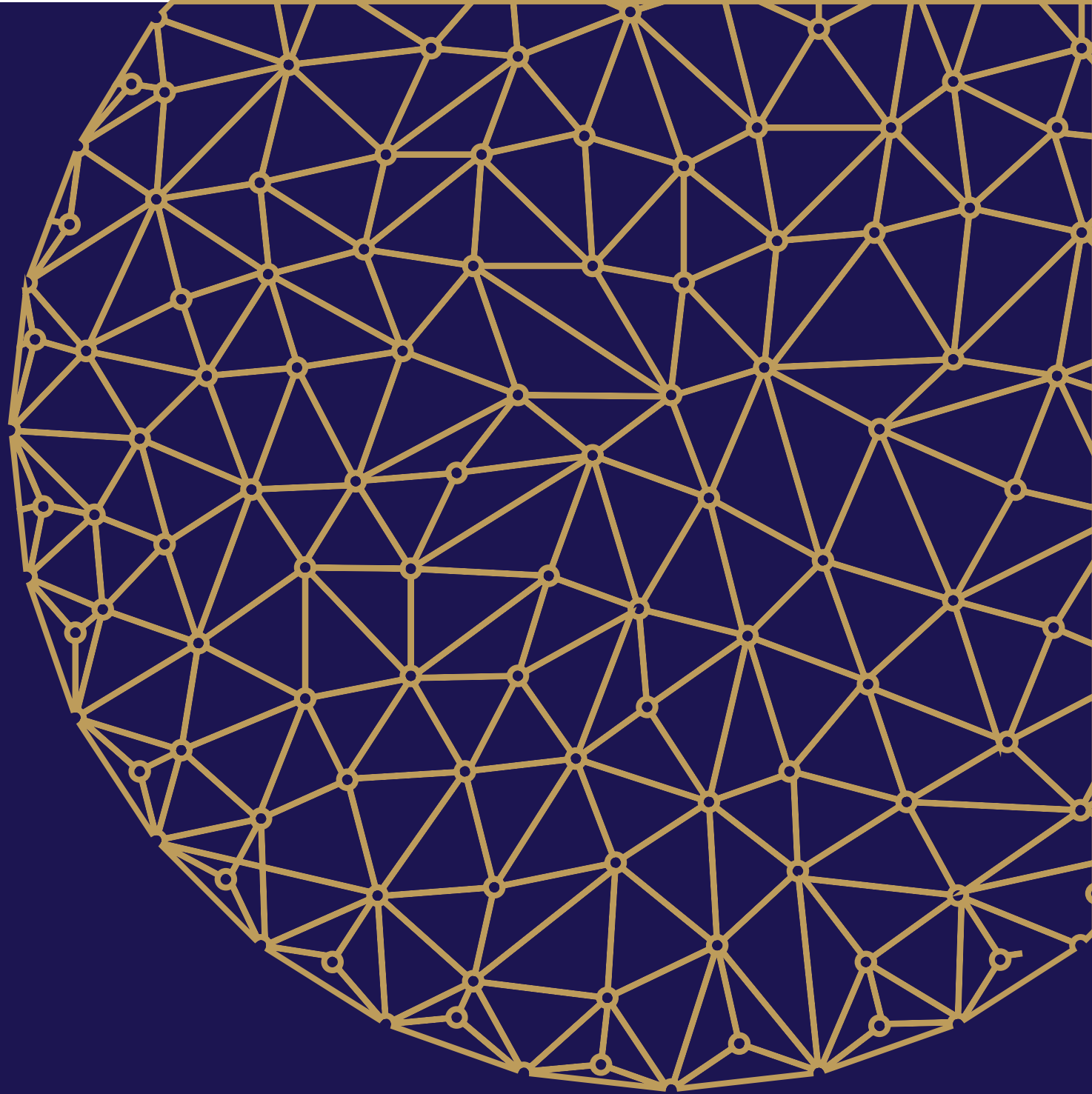


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Princeton Group

Telephone: 021 448 9030
Control Room: 0860 222 820
Email: enquiries@princeton.co.za

Princeton Group
21 Montrose Avenue
Claremont, Cape Town



Our People

Princeton is a big brand run by real people. We work in close-knit teams of highly skilled personnel, offering a hands-on management approach and maintaining dedication and passion across all levels of service.



Laetitia Ross
Admin
Manager



**Melissa
Blankenberg**
HR Manager



Heidi Felix
HR Admin



Colin Maree
Executive Director



David Peacock
Executive Director



Darrell Friggens
Business
Development
Manager



Ashtrid Oliver
HR Admin



Malissa Botha
Admin Assistant



PRINCETON
GROUP



Cassie Carstens
Director



Samora Biko
Executive Director



Mark Le Roux
Executive Director



Erika Behr
Sales and Marketing
Manager



Michael Saville
Guarding Area Manager



**Harry
Du Plessis**
Area
Manager



Andre Bester
Executive Area Manager



Lindi Pillay
Personal Assistant



Gideon Louw
Key Account
Manager Guarding



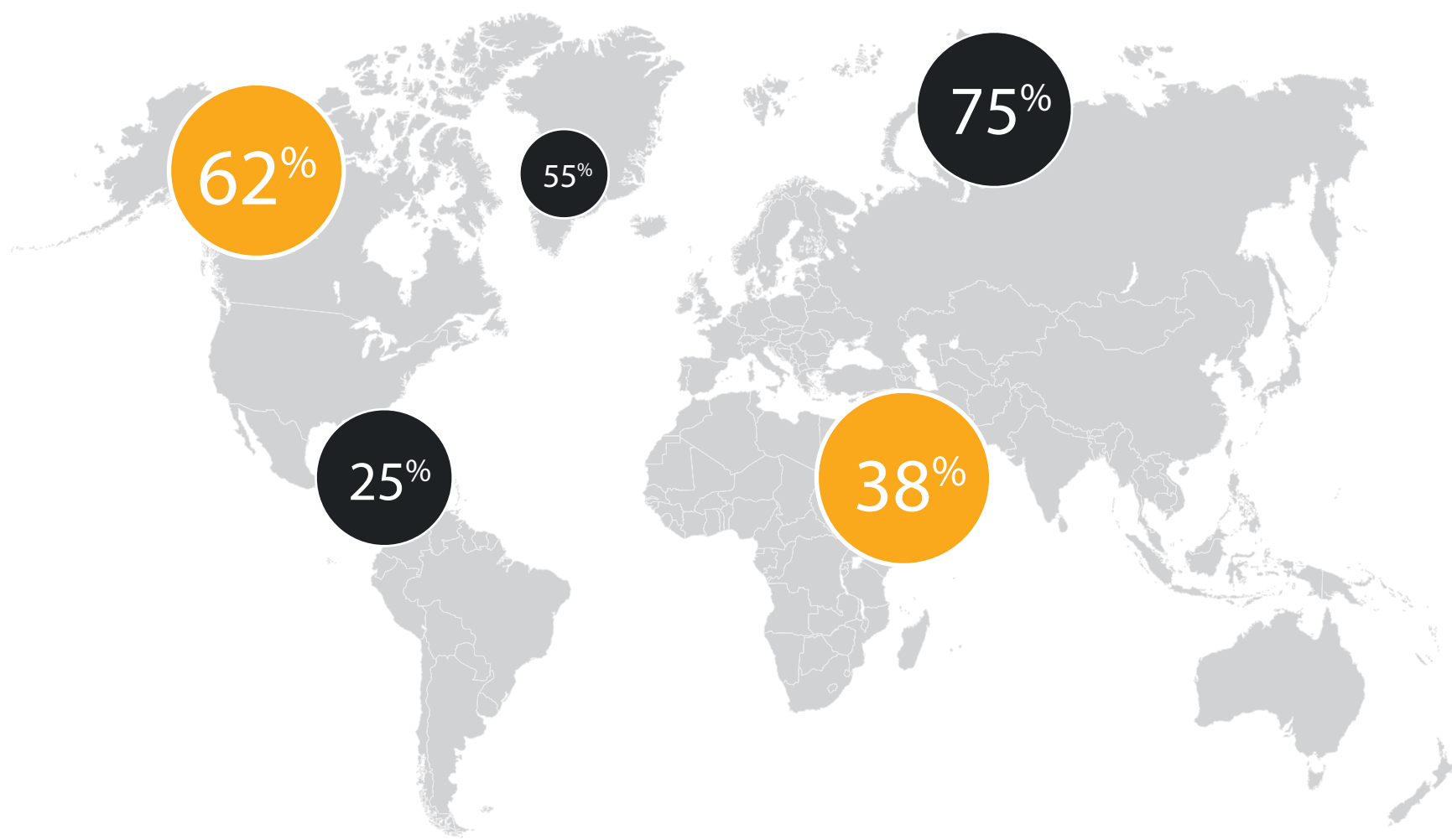
Kurt Marx
Guarding Area
Armed Response
Manager



**Shaleen
Feun**
Technical
Manager



**Juandre
Dickens**



235.212 \$

Subtitle here

certain intellectual property owned by others, none is individually considered material to our business.

235.212 \$

Subtitle here

certain intellectual property owned by others, none is individually considered material to our business.

755.212 \$

Subtitle here

certain intellectual property owned by others, none is individually considered material to our business.

52.212 \$

Subtitle here

certain intellectual property owned by others, none is individually considered material to our business.

2016 Balance Sheet

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

+1.37

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Table heading description	Heading	2012	2013
Data for a table in this box here something money	35,000	29,350	69,000
Another row for financial data	2.36%	25,000	17,025
Inhouse savings from across the group	52%	8,052	2,952
More data about the year	2.36	59,987	55
Another row heading displaying information	55	350	25
Alternating row colours for table heading	5.6	998	256
Sub totals for this section		25,000	299,255
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Totals for this year		25,000	299,255
Where we came from to get here		25,000	299,255
Sub totals for this section		25,000	299,255

*Some kind of footnote for one of figures given inside of this big table

