

# Barnes Buchanan Conference

## AGENDA

### THURSDAY, FEBRUARY 6

All presentations will take place in Ponce de Leon Ballrooms IV, V & VI unless otherwise noted.

- 9:00 a.m.**                    **Registration**  
Ballroom Foyer
- 1:00 – 1:05 p.m.**           **Welcome**  
Bryan Lawrence – Buchanan
- 1:05 – 2:15 p.m.**           **Tabletop Exercise: Cybersecurity Breach at XYZ Alarm Company**  
Facilitator:  
Michael McLaughlin – Buchanan  
Participants:  
Daniel Oppenheim – Affiliated Monitoring (XYZ's CEO)  
Scott Angelo – Buchanan / formerly Diebold's CIO (XYZ's CIO)  
Adam Wicks – Buchanan (XYZ's General Counsel)
- 2:15 – 2:45 p.m.**           **Company Presentations**  
Guardian Protection – Bryan Cipoletti  
Frontpoint Security – Don Hutchison  
Rob Jones – Moderator
- 2:45 – 3:15 p.m.**           **The PERS Roundtable**  
Henry Edmonds – Edmonds Group  
Geoff Gross – Medical Guardian  
Mary Ann Dunham – Moderator
- 3:15 – 3:45 p.m.**           **Break**
- 3:45 – 4:15 p.m.**           **Keynote Presentation**  
Pam Petrow – Vector Security
- 4:15 – 5:00 p.m.**           **Panel Discussion: Overview of the Fire Protection Industry**  
Barry Epstein – Vertex Capital  
Mike McLeod – RapidFire Safety & Security  
Will Schmidt – Fire Rover  
Bryan Lawrence – Moderator
- 6:30 – 9:00 p.m.**           **Cocktail / Dinner Party**  
Mediterranean Courtyard  
*Venetian Ballroom as back-up for inclement weather*

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## AGENDA (cont.)

### FRIDAY, FEBRUARY 7

All presentations will take place in Ponce de Leon Ballrooms IV, V & VI unless otherwise noted.

- 7:30 – 8:30 a.m.**            **Continental Breakfast**  
Ballroom Foyer
- 8:30 – 10:00 a.m.**        **Presentation: Alarm Industry and Market Overview**  
Michael Barnes – Barnes Associates
- 10:00 – 10:15 a.m.**        **Recognition of SDM's Dealer of the Year**  
Guardian Alarm
- 10:15 – 10:45 a.m.**        **Break**
- 10:45 – 12:15 p.m.**        **Presentation Continued: Alarm Industry and Market Overview**  
Michael Barnes – Barnes Associates
- Including: A View from Wall Street**  
Alper Cetingok – Raymond James
- 12:15 – 1:30 p.m.**        **Lunch**  
Front Lawn  
*Venetian Ballroom as back up for inclement weather*
- 6:00 – 7:30 p.m.**        **Cocktail Reception**  
Beach Club Patio  
*Dinner on your own*

### SATURDAY, FEBRUARY 8

MEET AT THE GOLF AND RACQUET CENTER FOR BOTH ACTIVITIES

- 8:30 a.m.**                    **Scramble Golf Tournament**
- 9:00 a.m.**                    **Pickleball Tournament**

*Since some of our panelists are officers of public companies, we ask that you note the following disclosure. During the course of the presentations, our panelists may make statements, estimates or projections that are forward-looking statements (as defined in Section 21E of the Securities Exchange Act of 1934, as amended). Please note that any forward-looking statements made by our panelists are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. You can identify these forward-looking statements by such words as "should," "anticipate," "estimate," "approximate," "expect," "target," "may," "will," "project," "intend," "plan," "believe" and other words of similar meaning and expression. You can also identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. Forward-looking statements are inherently subject to a variety of risks and uncertainties that could cause actual results to differ materially from those discussed. Although it is not possible to predict or identify all potential risk factors, certain possible risks include: general economic uncertainty and volatility; the threat of large-scale cyber-security incidents or data breaches; the ever-changing landscape of consumer protection statutes and other laws and regulations that govern the security alarm industry; the threat of product defects and potential exposure to large products liability or class-action lawsuits; rapid technological change impacting the products and services provided by these companies; the highly competitive industry in which these companies operate; customer attrition; dependence on third party providers and suppliers; or a natural disaster or other unplanned event causing a disruption in service or operation of monitoring facilities. We direct you to these public companies' SEC filings for additional risk factors. Our panelists, including our public company officers, cannot, of course, give any assurance that any goal, plan or target discussed today can be achieved; and our audience is cautioned not to place undue reliance on such statements, which speak only as of the time when made. Our panelists and their companies undertake no obligation to release publicly any revisions to forward-looking statements as a result of future events or developments.*