

MEDIA RELEASE

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Richard Kelleway to stoke Tyco fire business in Asia-Pacific

On October 1 2008, Richard Kelleway was appointed president of *Tyco Fire Protection Services Asia-Pacific*, a new division within leading fire protection solutions and electronic security company Tyco Fire & Security, which incorporates well-known Australasian brand Wormald.

The move is set to unite and re-energise the fire businesses across Australia, New Zealand, Fiji and Asia with Kelleway charged with encouraging the previously disparate teams to work more collaboratively, share research and development, and strengthen Tyco's fire businesses as regional industry leaders.

"By streamlining our fire businesses into the one division, Tyco can now offer its Asia-Pacific customers a more unified team dedicated to the delivery of exceptional fire protection services and innovation within the industry. While Tyco's renewed focus will certainly reinvigorate the Australasian business, I envisage that this new direction will also allow us to significantly enhance our profile and offering in the growing Asian sector," he said.

"Another benefit of the restructure will be our ability to provide a cohesive and complete service to Australian customers looking to employ Tyco for their Asian operations."

Tyco Fire Protection Services Asia-Pacific incorporates 15 countries including India, Pakistan, China, Singapore, Hong Kong, Korea, Malaysia, Thailand, Philippines and Taiwan. While Australia and New Zealand currently accounts for nearly half of the Asia-Pacific fire business, the potential growth markets in Asia are likely to result in an increased proportion of the business being generated by Asia over the next few years.

Initially, India and China will be the main focus for the business, with India boasting the biggest emerging market and China offering a significant growth market. India's key strengths lie in the vertical markets such as power and automotive buildings, while China also has a large power base as well as a wealth of minerals businesses.

Tackling these two markets will not be without a number of challenges, namely labour and Tyco's competitors. Kelleway's team will need to garner a good understanding of the locals and their business methodologies before adding to its staff. Furthermore, Tyco needs to continuously communicate its expertise and the benefit of using a one-stop-shop for design, installation, commissioning and service and maintenance in order to compete with other multinationals operating in the region.

The new structure will enable Asia to take a number of key learnings from the well-established and highly successful Australasian market which they can then adapt for their own marketplace. At the same time, the Australasian team will be encouraged to review the Asian businesses and adopt identified best practices.

"We're likely to see a few varying technologies being employed in Asia which will make the Australasian team critique their own products and processes and evaluate if they can do anything differently," said Kelleway.

"At the same time, we hope that the Asian businesses will learn from the Australasian installation, service and maintenance expertise as well as the high standards it attains. The ANZ business is by far the most regulated market in the region and while Standards exist in Korea, Singapore and India, there is potential for proactive involvement in further regulatory development across the Asian region."

Note to Editors: Richard Kelleway started at Tyco Fire & Security in 2003 as the head of Wormald Australia and New Zealand. In April 2006, he became the Chief Operating Officer of Tyco Fire & Security and later that same year he was promoted to Managing Director.

Prior to joining Wormald, Kelleway worked as a civil engineer for 20 years working in the UK, North Africa, the Middle East, South East Asia and Australia. Kelleway was educated in Civil Engineering in London.

Media Enquiries:

Juliet Fisher or Corrina Frankham, Write Away Communication + Events

Ph: 02 9978 1400 Email: juliet@writeaway.com.au, corrina@writeaway.com.au

Claire Hartley, Wormald

Ph: 02 9947 7550 Email: clhartley@tycoint.com

ABOUT TYCO FIRE & SECURITY

Tyco Fire & Security, a major business segment of Tyco International Ltd., provides electronic security and fire protection solutions in more than 100 countries. With \$11 billion in annual sales and 90,000 employees, its products and services are used to safeguard firefighters, prevent fires, deter thieves and protect people and property. In Australia and New Zealand, Tyco employs more than 5,000 people, supplying products and services to leading businesses and households. Its brands include Wormald, Exelgard, GAAM Emergency Products, Simplex Fire Products and ADT Security. For further information about our products and services, please visit us at www.tycofireandsecurity.com.au.