

INTRODUCING THE NEW

MONI

FAQs

| Why did you change your name?

The new name is more contemporary and reflects our enhanced commitment to deliver an ever-evolving suite of products and services. We will work with you to present a stronger “ingredient brand,” and to become the preferred provider of security monitoring. “MONI” is a logical and natural progression for our identity: it’s short, approachable, contemporary—and it’s what our dealers, employees and many customers already call us. Our name change underscores and leverages the evolution of our business to serve customers better than ever before.

| Why Now?

Now is the right time: we are pivoting to address consumers directly, to add value to our service and to create a more compelling service for dealers to sell. We are creating a company that offers what consumer research tells us our customers want most: the fastest response times coupled with comprehensive solutions and attentive customer service. A company that is more appealing to consumers is a stronger solution for dealers.

| What does this mean regarding the history of Monitronics?

These changes are not a way to re-write our past. We honor Monitronics and the 20+ year journey that got us here. We are proud of where we’ve come from, as it is from those experiences that we have defined the new MONI brand.

This is an evolution – we are growing, changing and evolving for a brighter, faster, more exciting future in the home security and smart home industry. There will be changes to the way you’re used to doing business with us, but these changes are for the better. We will be a stronger brand, company and partner, helping you to grow and succeed, and making you proud to say the MONI name.

| How will this help us?

Dealers will see increased value as we bring you more robust lead generation, provide yard signs at our cost (a savings

to you of \$5 per new customer signed), improve customer communication with increased outreach campaigns, deliver additional smart home products, and improve response time to be the industry’s fastest by deploying ASAPer technology.

With ASAPer technology, launching in December 2016, we connect customers in an alarm event ten times faster than the industry average. ASAPer simultaneously contacts everyone on your emergency list during an alarm event in the way they want to be contacted: web, phone, text or email. Our commitment to speed extends to customer care, installations and problem resolution.

Our investment in our own brand will create a stronger “ingredient brand” for you; a stronger reputation and better products and services create a stronger package to sell.

| How will this affect my daily operations?

Day to day operations will remain the same. Your support, funding, and account teams are still in place. It’s business as usual, just better!

MONI is not competing with you or asking you to abandon your own brand-building; we are working to create a more appealing “ingredient brand” to your sales efforts while pursuing more direct lead-gen that we will all benefit from.

| What’s expected of me?

We’re excited about the new brand, and we hope you are, too. You are important in making MONI a success. To help in this endeavor, this is what we need from you:

- We ask you to place MONI yard signs and window decals on new customers’ properties, which we will provide at no cost to you.
- We ask you to introduce MONI in your sales conversations and will be measuring this through our customer survey when buying accounts and additional verification methods.
- We ask that you comply with MONI brand standards and promote the name and branded products.

FAQs (continued)

| How does this make us more competitive with strong industry players like ADT, Vivint, the telecoms and cable cos?

Our developing brand is aligned with what customers and prospects tell us they most want—fast, comprehensive and personalized—and we're totally focused on delivering. Our competition is good, but we're better!

| How will we handle all of the extra customer questions and calls?

We are planning to phase in our customer communications in order to minimize impacts on the call center. We want to keep our trending customer satisfaction measures moving up.

| What else are you doing to help MONI succeed?

We actively continue cleaning up MONI's online reputation with multiple initiatives underway to improve customer's brand awareness and positively reinforce our company. These include new social media campaigns highlighting employee achievements (#MONImoment), online ratings and reviews initiatives, new customer satisfaction measurements and goals, and customer incentive programs.

BRAND FAQs

Why the new core values?

Our new core values incorporate our legacy values with the new brand attributes of fast, close and comprehensive. Even more important, the new values statements are designed to suggest corporate and individual behavior; they should be values we can all "live out."

Why the focus on "branding?"

Our industry is full of opportunity. We have a strong track record, world-class monitoring, and a great team. Branding is our way of telling our story clearly, convincingly and persuasively to the world. We want our company to be as well-known and well-liked as America's favorite companies, and our brand work is designed to support that.

What does the customer research show?

Several key takeaways from the customer research got everybody's attention and shaped the brand strategy:

- Customers want the smart home features, but they are buying them for security. We're a security company and we're great at it.
- Monitronics is very little known even by our own customers. We're going to build a name for ourselves as a leading security company.
- Customers really value "fast." When we deploy ASAPer technology late this year, we'll claim the fastest response times in the industry.
- Customer service is everything. How we treat our customers means more than anything else in how they value our service.
- Along with fast, customers want broader solutions and more personalized service. We're building that into our product and service roadmap and into our messages to team members, customers, dealers and prospects.