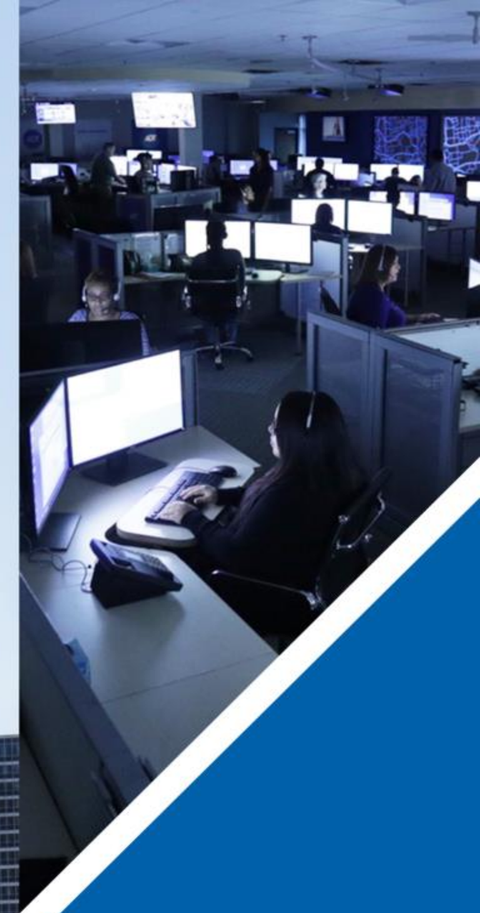


Q1 2018 Earnings Presentation

May 9, 2018

Forward Looking Statements

ADT has made statements in this presentation and other reports, filings, and other public written and verbal announcements that are forward-looking and therefore subject to risks and uncertainties. All statements, other than statements of historical fact, included in this document are, or could be, "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and are made in reliance on the safe harbor protections provided thereunder. These forward-looking statements relate to anticipated financial performance, management's plans and objectives for future operations, business prospects, outcome of regulatory proceedings, market conditions and other matters. Any forward-looking statement made in this press release speaks only as of the date on which it is made. ADT undertakes no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future developments or otherwise. Forward-looking statements can be identified by various words such as "expects," "intends," "will," "anticipates," "believes," "confident," "continue," "propose," "seeks," "could," "may," "should," "estimates," "forecasts," "might," "goals," "objectives," "targets," "planned," "projects," and similar expressions. These forward-looking statements are based on management's current beliefs and assumptions and on information currently available to management. ADT cautions that these statements are subject to risks and uncertainties, many of which are outside of ADT's control, and could cause future events or results to be materially different from those stated or implied in this document, including among others, risk factors that are described in the Company's Annual Report on Form 10-K and other filings with the Securities and Exchange Commission, including the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" contained therein.

Q1 Performance Highlights

Strong quarter with positive momentum across all areas of our business

Continue to Reduce Attrition	▪ Improved attrition by 90 basis points year-over-year, to 13.6% LTM gross customer revenue attrition ▪ Achieved our best month ever of attrition during Q1
Acquire New Customers More Efficiently	▪ Continued to optimize Subscriber Acquisition Costs, with LTM Revenue Payback multiples improving by 0.1x year-over-year to 2.5x
Maintain Solid Revenue Growth	▪ Total Revenue increase of 5% year-over-year, driven by improved customer retention and higher revenue in commercial and multi-site accounts
Optimize Adjusted EBITDA and Cash Flow	▪ Adjusted EBITDA increase of 7% year-over-year ▪ Strong Free Cash Flow before special items of $187 million in the quarter
Grow Commercial Business	▪ Best Commercial sales production month since the P1 merger ▪ Expanded our Commercial team and capabilities with Aronson and Acme acquisitions
Innovate Around Trusted "ADT" Brand	▪ Launched ADT Go in Q1, extending security from the premise to the person ▪ Executing our eCommerce platform initiative, to be launched in 2018 ▪ Continued progress on partnership strategy with numerous active discussions

Our Operating Focus is Centered on Three Core Objectives

Key Levers and Objectives

Management Attributes

- Data and daily management are core to how we manage the company
- Fluent in and integrated with field employees 'day-to-day'
- Customer at the center of everything we do
- Manage to outliers not averages ("Variance Performance Management")
- Culture that rewards 'discretionary effort'

1 Retain Our Existing Customers

2 Acquire New Customers More Efficiently

3 Optimize Adj. EBITDA

Our Focus Is on Cash Flow Growth

Further Drivers of Revenue Growth

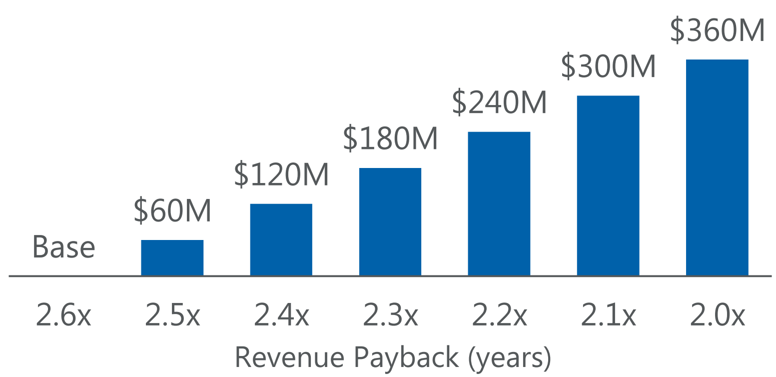
- New partners and services (ADT Go, Cyber, DIY)
- Commercial market growth
- Network & cybersecurity growth
- Total addressable market growth

By Balancing Our Three Core Objectives, We Are Focused On Optimizing Long Term Cash Flow Generation

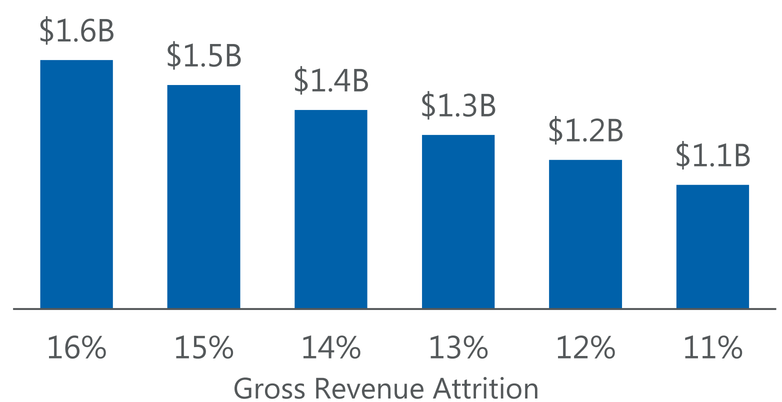
Subscriber Acquisition Cost (SAC) Efficiency: Significant Opportunity for Continued Improvement

- **Lower attrition and improved revenue payback multiple enable reduced SAC**[1]
  - To generate cash flow and/or fund revenue growth
- **SAC efficiency improvements come from 4 key areas:**
  - Sales and marketing efficiencies
  - Labor cost productivity
  - Reduced equipment cost
  - More up-front revenue / commercial mix
- **1 pt attrition = ~$100M; 0.1x revenue payback = ~$60M**

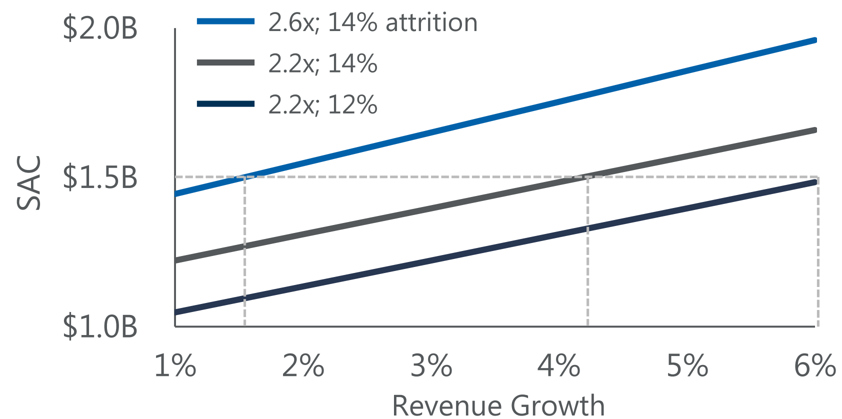
Illustrative SAC Reduction from Revenue Payback Multiple Improvement[2]



Illustrative SAC Required to Replace Attrition[3]



Illustrative Growth Enabled by Revenue Payback Multiple and Attrition Improvement[4]



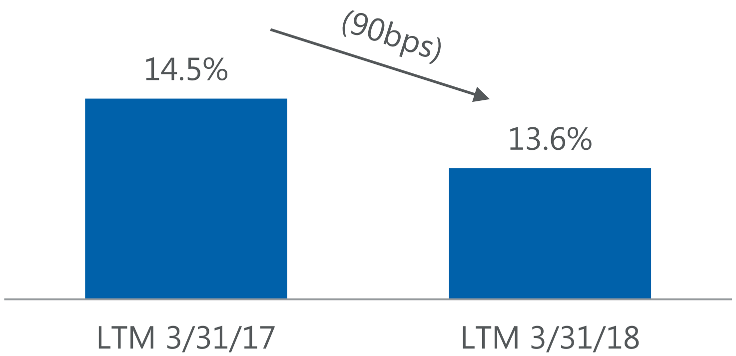
Notes

1. Costs of acquiring new revenue and installation expenditures, net of installation revenue
2. SAC reduction from revenue payback improvement = change in revenue payback * recurring revenue additions
3. SAC required to replace attrition = recurring revenue * gross revenue attrition * revenue payback
4. SAC required for growth = (% growth less ~1% price escalations) * recurring revenue * revenue payback plus SAC required to replace attrition

Q1'18 Key Performance Indicators

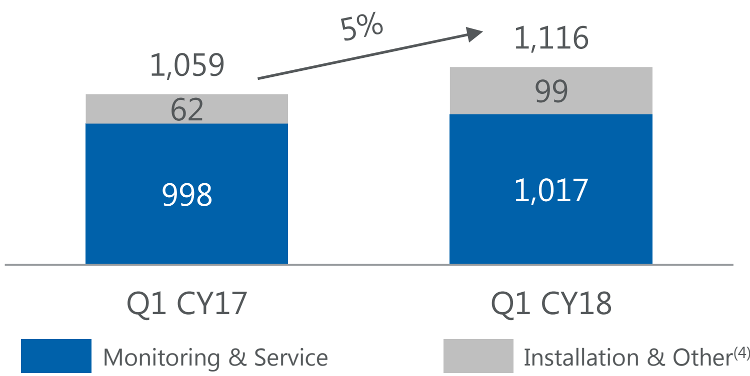
1 Retain Our Existing Customers and Drive Revenue Growth

Gross Customer Revenue Attrition(1)(2)
%



Revenue(3)
$MM

Excluding impact of newly adopted revenue recognition standard, Q1'18 monitoring & service revenue is $1,019M and installation & other revenue is $97M



Attrition down 90 basis points

- High quality customer selection and improved service levels providing continued improvement
- Achieved our best single month of attrition at ADT during the quarter

Revenue increase of 5%

- Growth in Monitoring and Service Revenue due to improving attrition and higher average price
- Growth in Installation and Other is primarily attributable to growth in commercial/multi-site sales, reflecting successful execution of our commercial growth strategy

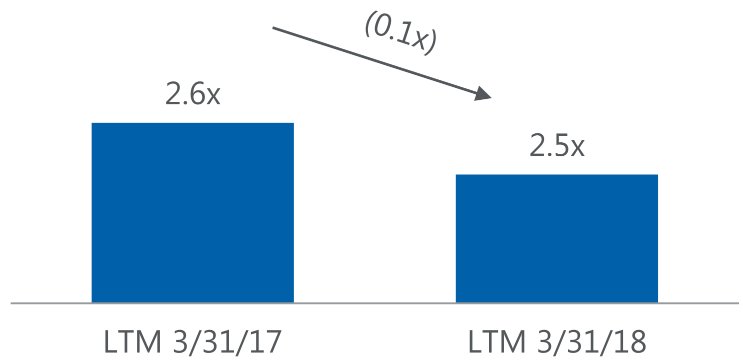
Notes

1. Recurring revenue lost as a result of customer attrition net of dealer charge-backs and reinstatements
2. Excludes wholesale customers who outsource their monitoring to ADT
3. Includes impact of newly adopted revenue recognition standard (ASC 606)
4. Split between installation revenue and deferred installation revenue recognition is available in Appendix

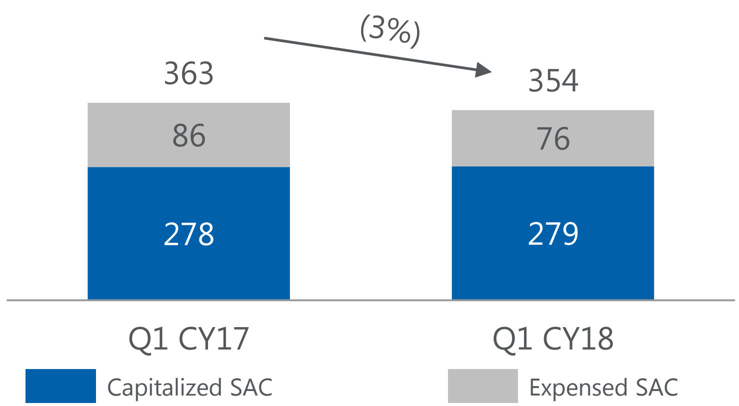
Q1'18 Key Performance Indicators

2 Acquire New Customers More Efficiently

Customer Revenue Payback[1]
Years



Net Subscriber Acquisition Costs
$MM



Revenue Payback improves 0.1x

- Reduced installation costs and higher installation revenue result from variance performance management
- Sales and marketing spend improvement as we drive more efficient growth

Spend down 3%

- RMR additions of $12M[1], up 5% vs. prior year
- Expensed SAC reduction driven by higher margin on outright sales and other efficiencies

Notes

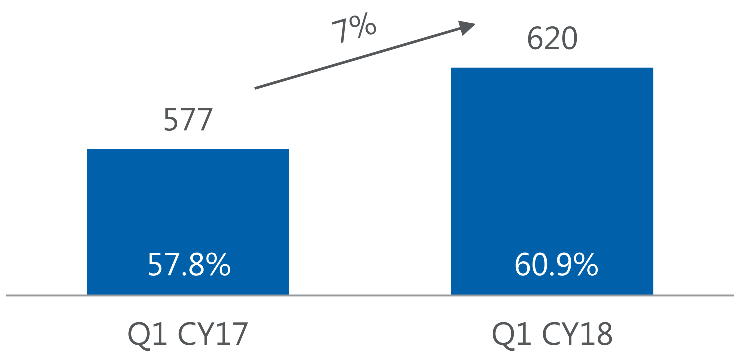
1. Excludes wholesale customers who outsource their monitoring to ADT

Q1’18 Key Performance Indicators

3 Optimize Adjusted EBITDA

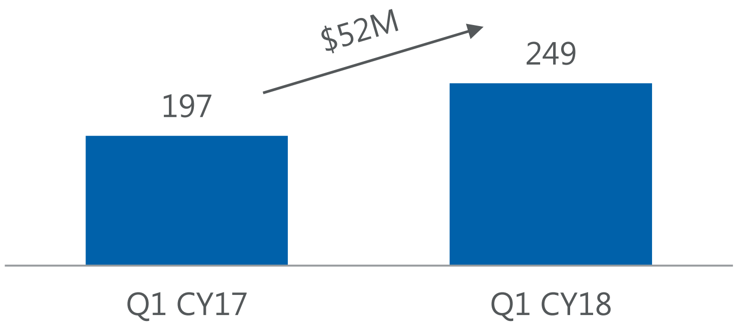
Adjusted EBITDA & Margin %(1)

$MM



Adjusted Net Income(2)

$MM



Adjusted EBITDA increase of 7%

- Adj. EBITDA growth is driven by higher monitoring and service revenue, lower expensed SAC, and reduced G&A expenses
- Adj. EBITDA of $620M includes approximately $15M of net benefit, primarily driven by a deceptive sales practices settlement

Adjusted Net Income up $52M

- Measure of Adj. EBITDA less capitalized SAC, cash interest and cash taxes
- Driven primarily by $43M increase in Adj. EBITDA
- Adj. Net Income per share of $0.34

Notes: Reconciliations from GAAP to non-GAAP financial measures can be found in the appendix

1. Adj. EBITDA margin is calculated as a percentage of monitoring and service revenue
2. Adjusted net income was referred to as cash net income in the prior quarter. There has been no change in the calculation of the measure.

Strong Q1 Free Cash Flow Generation of $187 million

	For the quarter ended		
($ in millions)	**Mar 31,2018**	**Mar 31,2017**	**Y/Y Change**
Adjusted EBITDA	**620**	**577**	**43**
Less: Capitalized SAC Expense	(279)	(278)	(1)
Less: Cash Taxes	2	(2)	4
Less: Cash Interest	(94)	(79)	(15)
Less: Preferred Interest	0	(21)	21
Adjusted Net Income	**249**	**197**	**52**
Less: Capital Expenditures	(29)	(28)	(1)
Less: Working Capital & Other	(32)	5	(37)
Free Cash Flow (before special Items)	**187**	**175**	**12**

Note: Reconciliation from GAAP to non-GAAP financial measures can be found in appendix. Amounts may not add due to rounding

Capital Allocation and Capital Structure

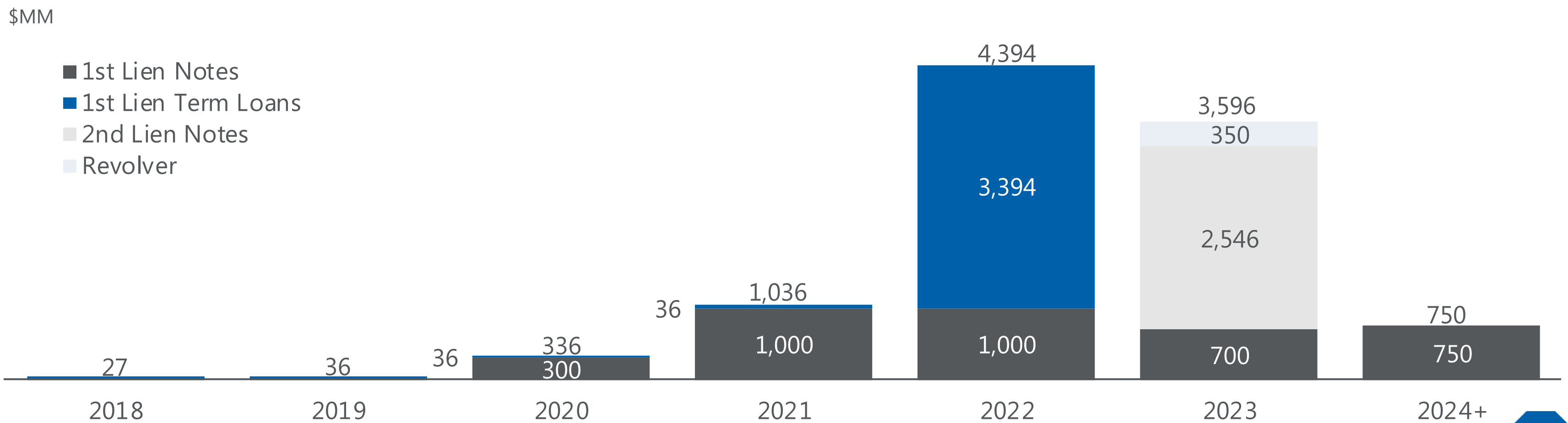
Capital Allocation Framework

- **Organic Growth:** target growth capex that supports stable growth and margin accretion
- **M&A Opportunities:** seek to expand customer reach and capabilities, primarily in commercial market
- **Debt Redemption:** regularly evaluate potential for additional debt pay-down; will redeem Koch preferred securities in July, 2018
- **Return of Capital:** paid cash dividend of $0.035 per share in April, 2018; declared 2nd dividend on May 9, 2018

Capital Structure

$MM	12/31/17	3/31/18
First Lien Term Loan	3,536	3,527
First Lien Notes	3,750	3,750
Capital Leases	41	39
Total First Lien Debt	**7,327**	**7,316**
Second Lien Notes	3,140	2,546
Preferred Securities	795	820
Total Debt + Preferred Securities[1]	**11,262**	**10,681**
Cash	(123)	(258)
Restricted Cash (Koch)	-	(750)
Net Debt + Preferred Securities	**11,139**	**9,673**
LTM Adjusted EBITDA (Post-SAC)	**2,353**	**2,395**
Net Leverage Ratio	**4.7x**	**4.0x**

Pro Forma Debt Maturity Profile[2]

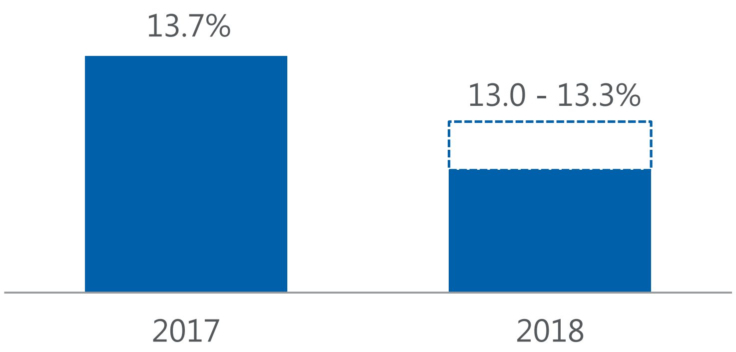


Notes

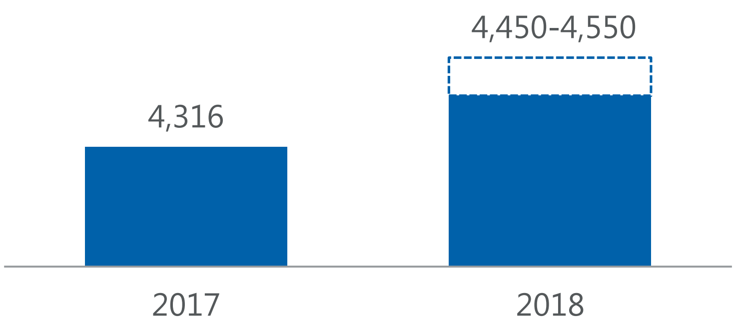
1. As of 3/31/18, floating rate debt is 26% of total debt excluding Koch preferred securities and including interest rate swaps
2. Excludes Koch preferred securities and capital leases

Reiterating FY 2018 Guidance

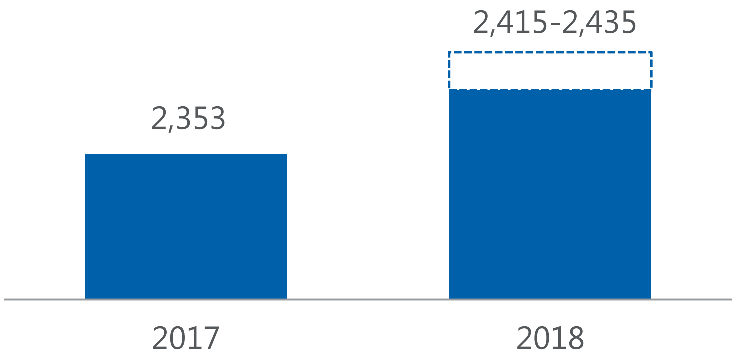
Gross Customer Revenue Attrition [1]
%



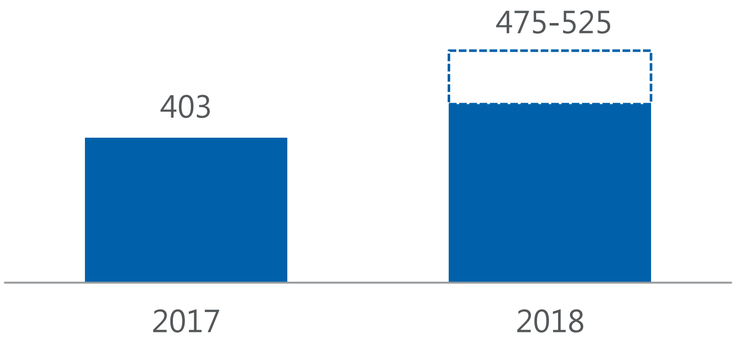
Total Revenue
$MM



Adjusted EBITDA [2]
$MM



Free Cash Flow [2][3]
$MM



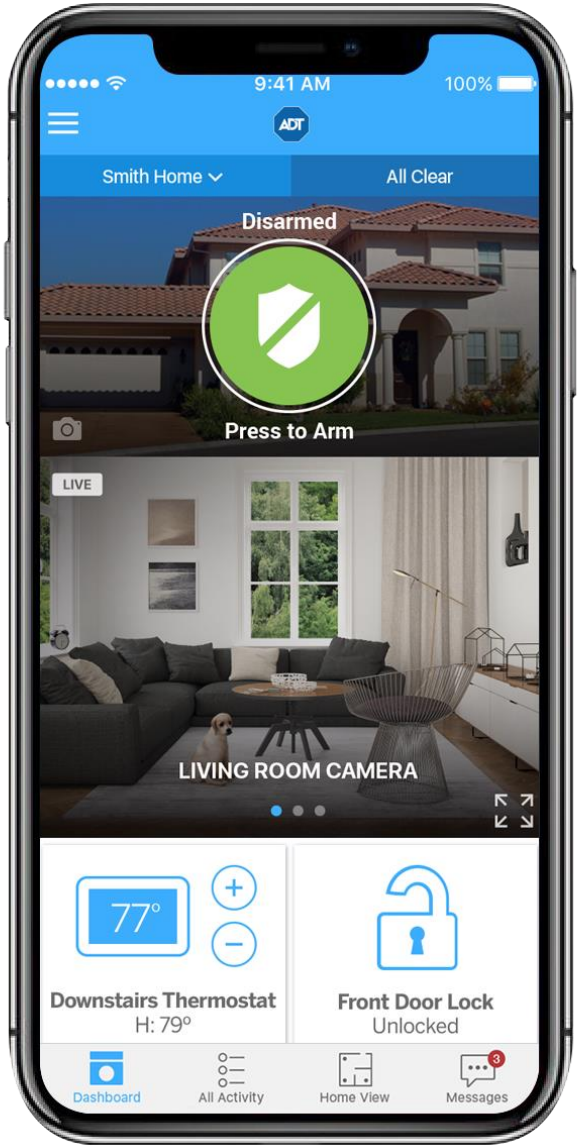
Notes
1. Excludes wholesale customers who outsource their monitoring to ADT
2. Reconciliations from GAAP to non-GAAP financial measures can be found in the appendix
3. Before special items and Koch redemption

DIY Market Differs From Professionally Installed Systems… Opportunity + Market Expansion

	Professional Installation	DIY Installation Market
Market Participants	ADT, Comcast, MONI Smart Security, vivint.	ADT / Samsung SmartThings, nest, ring, SimpliSafe, canary, amazon, Frontpoint, iSmartAlarm, scout, iris by Lowe's, abode
Market Penetration	~20%	~1%[1]
Primary Customer	Homeowner (and business for ADT)	Renter / DIY / Tech savvy
Marketing Approach	Security focus; consultative/educational	Access to home; less sophisticated system
Typical System	Multiple devices (15-30); life safety	Few devices
Pricing	Lower upfront fee to customer; higher monthly fees	Higher one-time; lower monthly fees
Included Services	Maintenance, on-site service, support	None or limited

Notes
1. DIY market penetration estimated from Barnes Associates, 2018

ADT is Already at the Center of the Connected Home



Existing Pulse Products and Features

- Control your lights from almost anywhere, including dimming.
- Lock and unlock smart locks from your phone.
- Adjust and schedule your thermostat remotely.
- Get immediate alerts on your smartphone if one of your sensors is triggered.
- Open, close and monitor your garage door from anywhere.
- Monitor for water leaks in your home and get alerts if one is detected.
- See, hear and speak to anyone at your door.
- Set up automatic alerts if someone triggers a window or door sensor, then check via your cameras to see who
- Transform your lighting, electronics and small appliances into smart devices you can control remotely.
- View live video from any of your cameras or watch clips of triggered events.

Pulse Integrations

amazon alexa | ring | Kwikset | Z-WAVE | nest

Yale | Linear | NETGEAR | SCHLAGE

Q&A

Appendix:
GAAP to Non-GAAP Reconciliations

Statements of Operations

	For the Three Months Ended March 31, 2018	2017
Monitoring and related services	$ 1,017	$ 998
Installation and other[1]	99	62
Total Revenue	1,116	1,059
Cost of revenue (exclusive of depreciation and amortization shown separately below)	248	219
Selling, general and administrative expenses[2]	305	353
Depreciation and intangible asset amortization	484	461
Merger, restructuring, integration, and other costs	8	21
Operating income	71	6
Interest expense, net	(174)	(181)
Loss on extinguishment of debt	(62)	(1)
Other (expense) income	—	4
Loss before income taxes	(165)	(172)
Income tax benefit	8	32
Net loss	$ (157)	$ (141)
Diluted EPS before special items[3]	$ (0.03)	$ (0.08)
Net loss per share:		
Basic and Diluted	$ (0.22)	$ (0.22)
Weighted-average number of shares:		
Basic and Diluted	729	641

Notes: amounts may not add due to rounding

1. Includes amortization of deferred installation revenue of $17M and $9M for Q1'18 and Q1'17, respectively
2. Includes amortization of deferred commissions of $13M and $10M for Q1'18 and Q1'17, respectively
3. Non-GAAP measure, reconciliation can be found on the following slide

Net Loss and Diluted EPS Before Special Items[1]

(in millions)	For the Three Months Ended March 31, 2018	2017
Net loss	$ (157)	$ (141)
Merger, restructuring, integration, and other costs	6	13
Financing and consent fees	—	55
Foreign currency losses / (gains)	1	(2)
Loss on extinguishment of debt	47	1
Radio conversion costs	1	2
Share-based compensation expense	37	2
Other	2	17
Tax specials[2]	39	—
Net loss before special items	$ (25)	$ (53)

(in millions, except per share data)	For the Three Months Ended March 31, 2018	2017
Diluted EPS (GAAP)	$ (0.22)	$ (0.22)
Impact of special items[1]	0.18	0.14
Diluted EPS before special items	$ (0.03)	$ (0.08)
Diluted weighted-average number of shares outstanding	729	641

Notes: amounts may not add due to rounding
1. Items have been presented net of tax where applicable
2. Represents the one-time non-deductible tax impact on share-based compensation expense related to the Class B Units in Ultimate Parent

Q1 Free Cash Flow Before Special Items

(in millions)	For the Three Months Ended March 31, 2018	2017
Net cash provided by operating activities	$ 505	$ 412
Dealer generated customer accounts and bulk account purchases	(160)	(144)
Subscriber system assets	(138)	(152)
Capital expenditures	(33)	(34)
Free Cash Flow	174	82
Financing and consent fees	—	62
Restructuring and integration payments	6	12
Integration related capital expenditures	4	6
Management fees and other payments	2	7
Radio conversion costs	2	5
Free Cash Flow before special items	$ 187	$ 175

Note: amounts may not add due to rounding

Historical Combined Free Cash Flow

(in millions)	For the Years Ended December 31, 2017	2016[1]	2015[1]
Net cash provided by operating activities	$ 1,592	$ 1,143	$ 1,659
Dealer generated customer accounts and bulk account purchases	(653)	(583)	(572)
Subscriber system assets and deferred subscriber installation costs	(583)	(690)	(759)
Capital expenditures	(131)	(101)	(106)
Historical Combined Free Cash Flow	225	(231)	221
Merger costs	3	354	41
Radio conversion costs	13	78	59
Management fees, Financing fees, and other	91	43	1
Restructuring and Integration activities	46	70	14
Integration related capital expenditures	25	17	-
Free Cash Flow before special items	403	331	336
Cash Interest	661	511	280
Unlevered Free Cash Flow before special items	$ 1,065	$ 842	$ 616

Note: amounts may not add due to rounding

1. Represents Historical Combined Free Cash Flow which is the mathematical additions of free cash flows of the Company and The ADT Corporation, where applicable, for the period presented

Adjusted EBITDA Reconciliation to Net Loss

(in millions)	For the Three Months Ended March 31, 2018	For the Three Months Ended March 31, 2017	Twelve Months Ended March 31, 2018
Net (loss) income	$ (157)	$ (141)	$ 327
Interest expense, net	174	181	726
Income tax benefit	(8)	(32)	(740)
Depreciation and intangible asset amortization	484	461	1,886
Merger, restructuring, integration and other costs	8	21	52
Financing and consent fees	—	62	2
Foreign currency losses / (gains)	1	(3)	(20)
Loss on extinguishment of debt	62	1	65
Other non-cash items	—	13	—
Radio conversion costs	1	4	9
Amortization of deferred subscriber acquisition costs	13	10	54
Amortization of deferred subscriber acquisition revenue	(17)	(9)	(55)
Share-based compensation expense	49	2	58
Management fees and other charges	9	7	30
Adjusted EBITDA	$ 620	$ 577	$ 2,395
Adjusted EBITDA Margin (as percentage of M&S Revenue)	*60.9%*	*57.8%*	*59.2%*

Note: amounts may not add due to rounding

Historical Adjusted EBITDA

(in millions)	For the Years Ended December 31, 2017	2016[1]	2015[1]
Net income (loss)	$ 343	$ (285)	$ (281)
Interest expense, net	733	750	769
Income tax benefit	(764)	(119)	(189)
Depreciation and intangible asset amortization	1,863	1,574	1,591
Merger, restructuring, integration and other costs	65	86	33
Financing and consent fees	64	5	-
Foreign currency (gains) / losses	(24)	16	-
Loss on extinguishment of debt	4	28	-
Other non-cash items	13	16	-
Radio conversion costs	12	68	60
Amortization of deferred subscriber acquisition costs and revenue, net	5	6	1
Share-based compensation expense	11	10	28
Management fees and other charges	28	20	19
Adjusted EBITDA	$ 2,353	$ 2,177	$ 2,031

Notes: amounts may not add due to rounding

1. Supplemental Pro Forma

Adjusted Net Income

(in millions, except per share data)	For the Three Months Ended March 31, 2018	2017
Adjusted EBITDA	$ 620	$ 577
Capitalized SAC	(279)	(278)
Cash taxes	2	(2)
Cash interest	(94)	(100)
Adjusted net income	$ 249	$ 197
Adjusted net income per share	$ 0.34	$ 0.31
Diluted weighted-average number of shares outstanding	729	641

Note: amounts may not add due to rounding

Non-GAAP Measures

To provide investors with additional information in connection with our results as determined by generally accepted accounting principles in the United States ("GAAP"), we also disclose the following non-GAAP financial measures: Adjusted EBITDA, Adjusted EBITDA margin, Free Cash Flow, Adjusted Net Income, diluted earnings per share ("EPS") before special items, and leverage ratio. These measures are not financial measures calculated in accordance with GAAP and should not be considered as a substitute for net income, operating income, or any other operating performance measure calculated in accordance with GAAP, and may not be comparable to a similarly titled measure reported by other companies.

We believe that the presentation of Adjusted EBITDA is appropriate to provide additional information to investors about certain non-cash items and about unusual items that we do not expect to continue at the same level in the future, as well as other items. Further, we believe Adjusted EBITDA provides a meaningful measure of operating profitability because we use it for evaluating our business performance, making budgeting decisions, and comparing our performance against that of other peer companies using similar measures.

We define Adjusted EBITDA as net income or loss adjusted for (i) interest, (ii) taxes, (iii) depreciation and amortization, including depreciation of subscriber system assets and other fixed assets, amortization of dealer and other intangible assets, (iv) amortization of deferred costs and deferred revenue associated with subscriber acquisitions, (v) share-based compensation expense, (vi) purchase accounting adjustments under GAAP, (vii) merger, restructuring, integration, and other costs, (viii) financing and consent fees, (ix) foreign currency gains/losses, (x) loss on extinguishment of debt, (xi) radio conversion costs, (xii) management fees and other charges, and (xiii) other non-cash items.

There are material limitations to using Adjusted EBITDA. Adjusted EBITDA does not take into account certain significant items, including depreciation and amortization, interest expense, income tax expense, and other adjustments which directly affect our net income or loss. These limitations are best addressed by considering the economic effects of the excluded items independently, and by considering Adjusted EBITDA in conjunction with net income or loss as calculated in accordance with GAAP. The Adjusted EBITDA discussion above is also applicable to its margin measure, which is calculated as Adjusted EBITDA as a percentage of monitoring and related services revenue.

We define Free Cash Flow as cash from operating activities less cash outlays related to capital expenditures. We define capital expenditures to include purchases of property, plant, and equipment; capitalized costs associated with transactions in which we retain ownership of the security system; and accounts purchased through our network of authorized dealers or third parties outside of our authorized dealer network. In arriving at Free Cash Flow, we subtract cash outlays related to capital expenditures from cash from operating activities because they represent long-term investments that are required for normal business activities. As a result, subject to the limitations described below, Free Cash Flow is useful measure of our cash available to repay debt, make other investments, and pay dividends.

Free Cash Flow adjusts for cash items that are ultimately within management's discretion to direct, and therefore, may imply that there is less or more cash that is available than the most comparable GAAP measure. Free Cash Flow is not intended to represent residual cash flow for discretionary expenditures since debt repayment requirements and other non-discretionary expenditures are not deducted. These limitations are best addressed by using Free Cash Flow in combination with the GAAP cash flow numbers.

Adjusted Net Income is a non-GAAP measure that we present to provide additional information to investors about our operating performance. We define Adjusted Net Income as Adjusted EBITDA less (1) capitalized subscriber acquisition costs, (2) cash taxes, and (3) cash interest paid, including interest on our preferred securities. Given our capital intensive business model, high debt levels, and the fact we are a low cash income tax paying Company due to our significant net operating loss, the Company uses this measure to reflect the cash portion of such adjusted items mentioned above to further evaluate our operational performance. There are material limitations to using Adjusted Net Income. Adjusted Net Income does not take into account certain significant items, including depreciation and amortization, interest expense, income tax expense, and other adjustments which directly affect our net income or loss. These limitations are best addressed by considering the economic effects of the excluded items independently, and by considering Adjusted Net Income in conjunction with net income or loss as calculated in accordance with GAAP.

Diluted EPS before special items is a non-GAAP measure that may be used from time to time and should not be considered a replacement for GAAP results. Diluted EPS before special items is defined as earnings per diluted share adjusted for (i) share-based compensation expense, (ii) purchase accounting adjustments related to fair value of deferred revenue under GAAP, (iii) merger, restructuring, integration, and other costs, (iv) financing and consent fees, (v) foreign currency gains/losses, (vi) loss on extinguishment of debt, (vii) radio conversion costs, (viii) management fees and other charges, (ix) other non-cash items, and (x) the impact these adjusted items have on the effective tax rate. The difference between net income or loss and diluted EPS before special items and net income or loss and diluted EPS (the most comparable GAAP measures) consists of the impact of the special items noted above on the applicable GAAP measure. The Company believes that diluted EPS before special items is one of several benchmarks used by analysts and investors who follow the industry for comparison of its performance with other companies in the industry, although our measure of diluted EPS before special items may not be directly comparable to similar measures reported by other companies. The limitation of this measure is that it excludes the impact (which may be material) of items that increase or decrease our reported operating income, operating margin, net income or loss and EPS. This limitation is best addressed by using the non-GAAP measure in combination with the most comparable GAAP measure in order to better understand the amounts, character and impact of any increase or decrease on reported results.

The leverage ratio may be presented as the ratio of Adjusted EBITDA to total debt. The leverage ratio is a useful measure of the Company's credit position and progress towards leverage targets. Refer to the discussion on Adjusted EBITDA for a description of the differences between the most comparable GAAP measure. The calculation is limited in that the Company may not always be able to use cash to repay debt on a dollar-for-dollar basis. The Company is not providing a quantitative reconciliation of our non-GAAP financial outlook, if presented herein, to the corresponding GAAP information because the GAAP measures that we exclude from our non-GAAP financial outlook, other than those described above, are difficult to predict and are primarily dependent on future uncertainties. The GAAP measures excluded from our non-GAAP financial outlook for which we do not prepare a reconcilable GAAP forecast include the factors described above, where applicable.

Appendix: Supplemental Investor Materials

Service is Our Business and Our Key Competitive Advantage

Our Expansive National Footprint

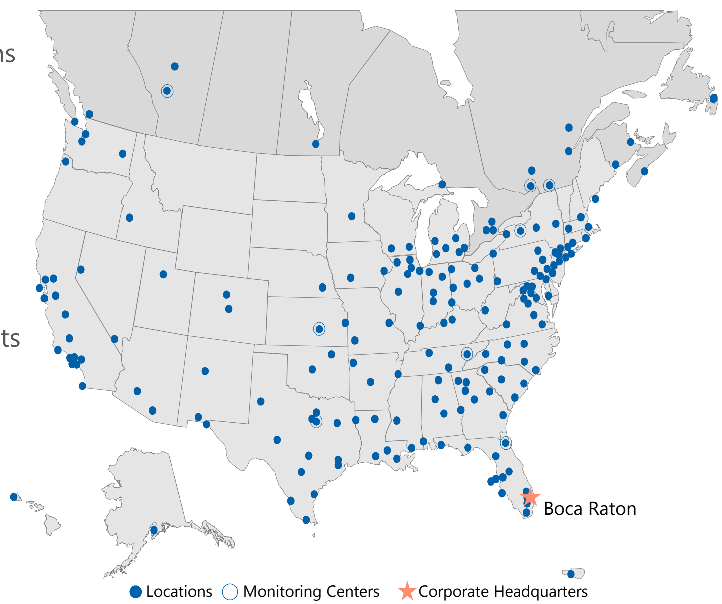
200+
Branch Locations

~7.2MM
Customers [2]

~2MM+
Annual Service Visits

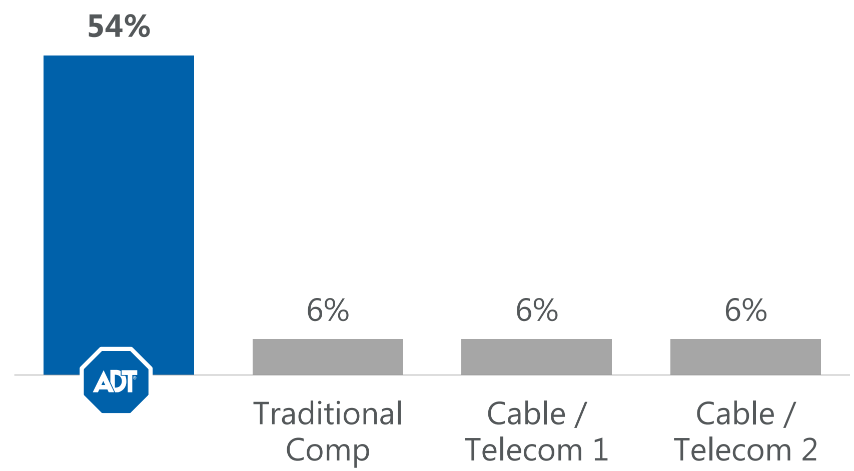
~18,000
Total Employees

~4,600
Technicians



Iconic Brand with Unparalleled Recognition

% of Consumers Surveyed Who Viewed ADT as the Best Brand vs. Other Competitors [1]



ADT *is the* Trusted Security Provider and Service is Our Biggest Competitive Advantage and Differentiator

Protect

- ✓ Intrusion
- ✓ Life safety / fire
- ✓ Video & access control
- ✓ PERs
- ✓ Cybersecurity

Connect

- ✓ Interactive platform
- ✓ ADT Go
- ✓ Technology partners

Delivered Via ADT Services

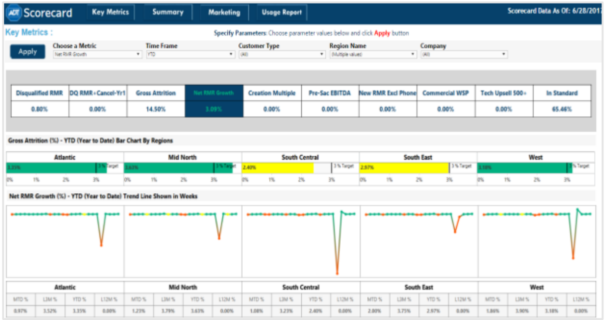
- ✓ Installation and same day service
- ✓ Fire inspection and maintenance
- ✓ Monitoring and analytics
- ✓ IoT device installation and maintenance
- ✓ Video / Mobile / Wearables

Notes

1. Harris Brand Tracking Research, January 2017
2. Presented as of 12/31/2017; excludes wholesale customers who outsource their monitoring to ADT. We service ~8MM customers, which include ~7.2MM owned and ~0.8M contracts monitored but not owned. Contracts monitored but not owned are primarily part of legacy P1 wholesale business

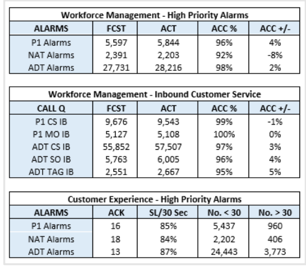
Daily Measurement Is Core to How We Manage the Company and Serve Our Customers…

Daily Scorecard



- Daily access to prior day transactions across the business with 13-month trended data and drill down capabilities

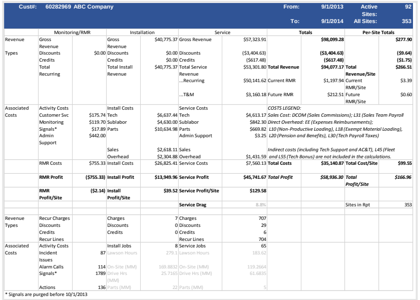
Total Cost of Ownership & Call Center Report



Workforce Management - High Priority Alarms				
ALARMS	FCST	ACT	ACC %	ACC +/-
P1 Alarms	5,597	5,844	96%	4%
NAT Alarms	2,391	2,203	92%	-8%
ADT Alarms	27,731	28,216	98%	2%

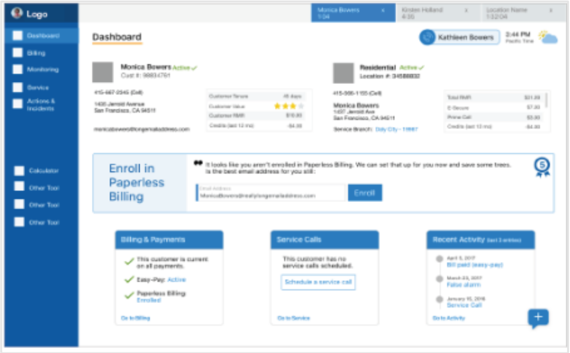
Workforce Management - Inbound Customer Service				
CALL Q	FCST	ACT	ACC %	ACC +/-
P1 CS IB	9,676	9,543	99%	-1%
P1 MO IB	5,127	5,108	100%	0%
ADT CS IB	55,852	57,507	97%	3%
ADT SO IB	5,763	6,005	96%	4%
ADT TAG IB	2,551	2,667	95%	5%

Customer Experience - High Priority Alarms				
ALARMS	ACK	SL/30 Sec	No. < 30	No. > 30
P1 Alarms	16	85%	5,437	960
NAT Alarms	18	84%	2,202	406
ADT Alarms	13	87%	24,443	3,773



- Cost to serve insight by customer
- Detailed call center performance metrics

Insite 2.0



- Detailed customer history to drive decision making and ensure personal experience with the customer

Variance Performance Management

- Detailed performance measurements identify outliers and best practices

…And a Vastly Improved Customer Experience Is at the Core of Our Transformation

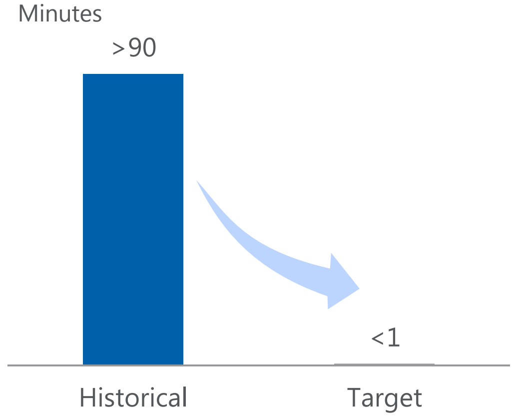
New Approach to Customer Care

- Engagement with the frontline

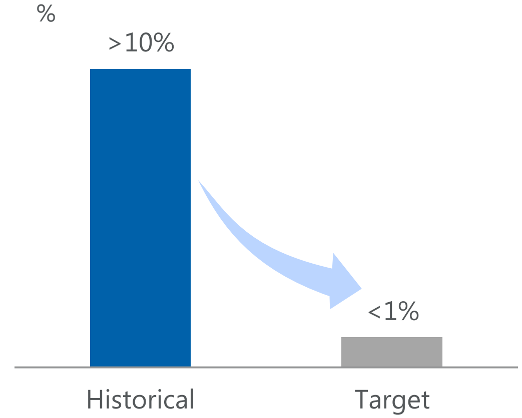
- Delivery of an exceptional customer experience

- Focus on daily management of the business

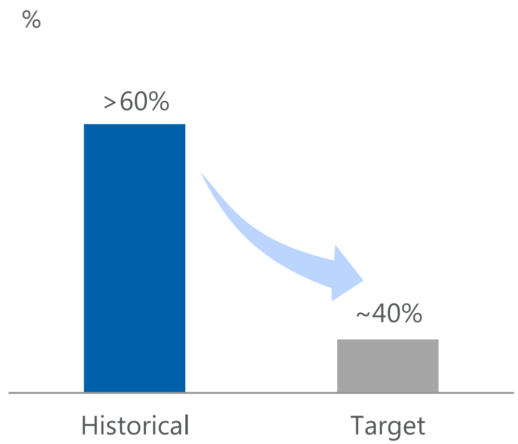
Longest Call Wait Time



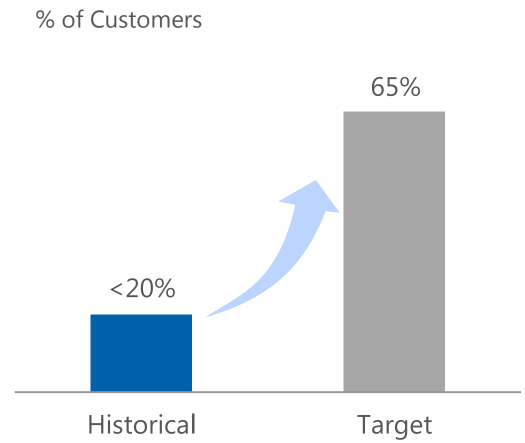
Call Abandonment Rate



Employee Turnover (1)



Same-Day / Next-Day Service (2)



Source Company Data

Notes

1. Call center employees only
2. For commercial customers, our expectation is same-day service. Some residential customers elect to receive next-day service

Customer Retention Has Improved Significantly

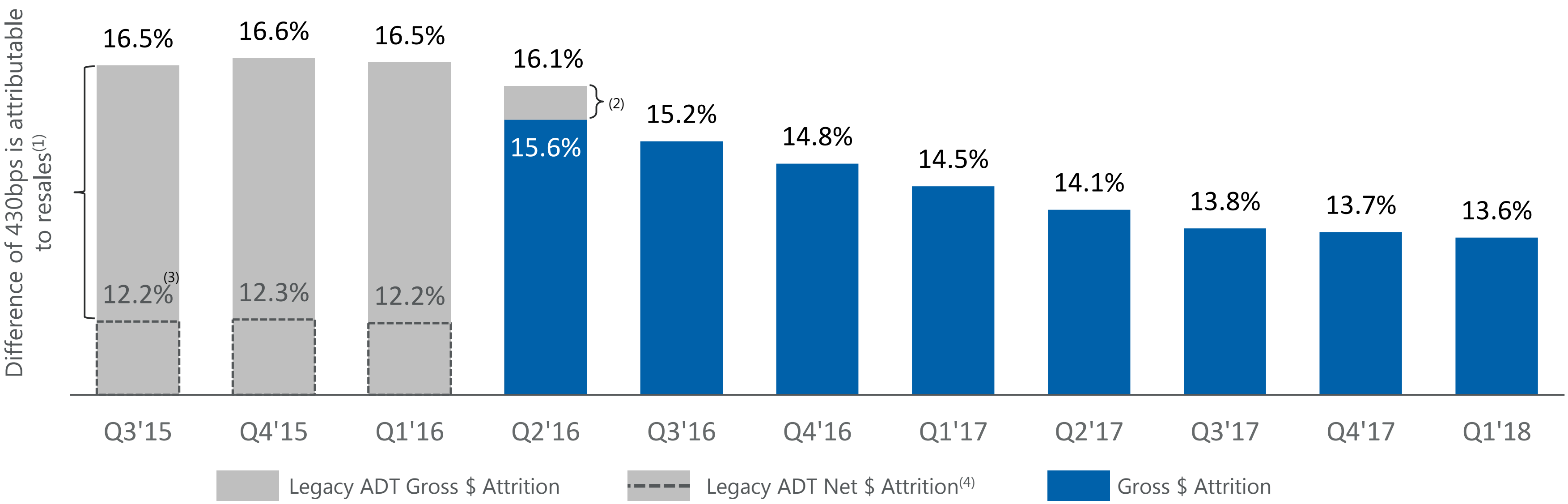
Retain our Existing Customers: Trailing 12-Months Gross Revenue Attrition

Our Key Metric is Gross Revenue Attrition

- Captures all customer loss and focuses management attention on improving the root causes of attrition
- Legacy ADT focused on Net Attrition, which starts with Gross Attrition and subtracts resales(1)

We Have Opportunity for Further Improvement

- Customer service initiatives are in the early stages
- Credit scoring has driven 1st year attrition improvement but will also result in a longer term high quality base
- Variance Performance Management is just taking hold



Every 100bps of attrition improvement drives ~$100M of additional cash flow (5)

Notes

1. Resales are inactive customer sites that are returned to active service
2. Reduction of 50bps is a result of combining legacy ADT and legacy P1 companies
3. Legacy ADT net customer revenue attrition rate as disclosed in form 10-K for the fiscal year ended 9/25/2015
4. Legacy ADT net customer unit attrition for fiscal year 2015 was 12.2%, fiscal Q1'16 12.2%, and fiscal Q2'16 12.1%, as disclosed in public filings
5. $100M illustration based on the cost of customer replacement. Full year 2017 monitoring and service revenue of $4,029M * 100bps * LTM Revenue Payback of 2.5x

Our Efficient Customer Acquisition Approach

Net Subscriber Acquisition Costs ('SAC') are down substantially and Revenue Payback improved from 2.7x to 2.5x since 2015(1)

Customer Profile (2)

	Residential	Commercial	
		Small Business	Large / Multi-Site
Customer Count(3)	~6,500K	>500K	>200K
Ending RMR	$285M	$29M	$17M
New RMR	$42M	$5M	$2M
Revenue Payback	~2.6x	~2.4x	~1.5x
Gross Attrition	~14%	~15%	~9%-12%
Typical Revenue/Site	$40-$55	$50-$65	$50-$120+

	Residential	Small Business	Large / Multi-Site
Progress to Date	▪ Improved quality and efficiency of SAC with credit scoring, higher upfront install revenue and more efficient marketing	▪ Increased RMR base >10% since 2015 through new additions and penetration of existing customers	▪ Started to leverage the legacy P1 Commercial and Multi Site playbook and account base
Opportunity	▪ Build from a higher quality 'right-sized' base of RMR adds ▪ Enhance capabilities with new offerings and technology	▪ Opportunity for add-on RMR based services to small businesses including Video and Cyber	▪ Build out our sales and install workforce ▪ 'Tuck-in' acquisitions with operators that join the 'new ADT'

Our Focus on RMR

- Our focus is on adding high quality new recurring monthly revenue (RMR)
- New RMR can come from new customers or existing sites
- Attractive economics with differing return and attrition profiles across customer types

Illustrative Incremental $1M Investment

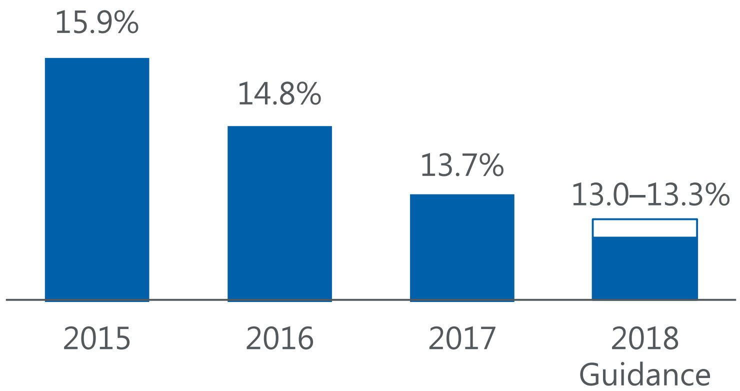
	Commercial / Multi-Site	Residential / Small Business
Investment (SAC)	$1M	$1M
Revenue Payback	1.5x	2.5x
RMR Added (4)	**$56K**	**$33K**
Gross Attrition	10%	14%
Unlevered IRR	**30%+**	**20%+**
New RMR per Site	$100	$50
Customers Added	556	667

Notes

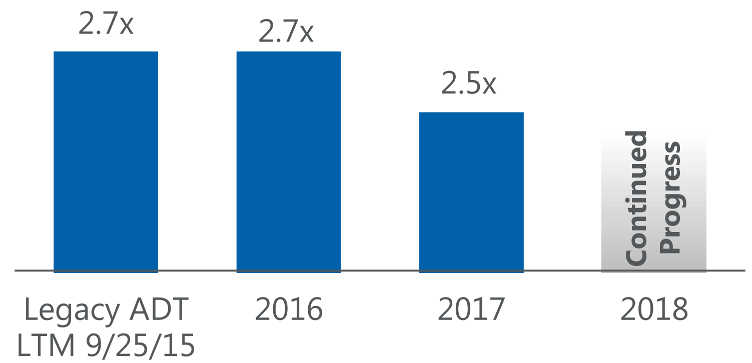
1. Comparing to pre-acquisition Legacy ADT for FY2015
2. Metrics are for the period ended Dec 31, 2017, excluding wholesale customers who outsource their monitoring to ADT
3. Total customer count of 7.2M as of Dec 31, 2017, which is comparable to reported Legacy ADT customer count of 6,565K and P1 customer count of 890K for a combined 7,455K as of Dec 31, 2015. Customer count excludes wholesale customers who outsource their monitoring to ADT. Customer count is defined as distinct count of sites with billed RMR
4. Recurring monthly revenue added = investment (SAC) ÷ revenue payback ÷ 12 months

ADT Has Achieved Significant Operational Improvements With Lots of Room to Go…..

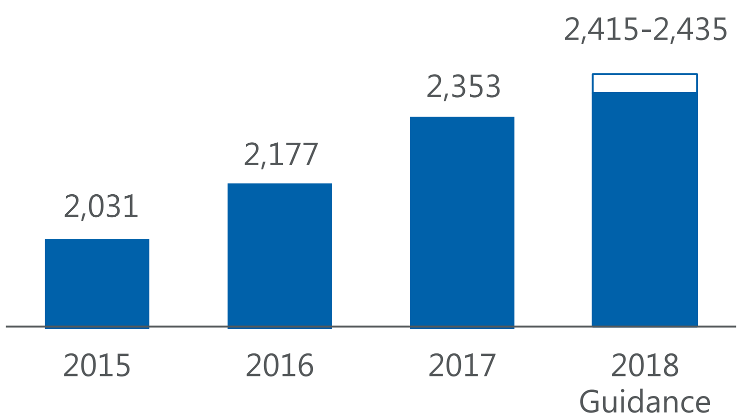
Gross Customer Revenue Attrition [1]
%



Revenue Payback [1]
Years

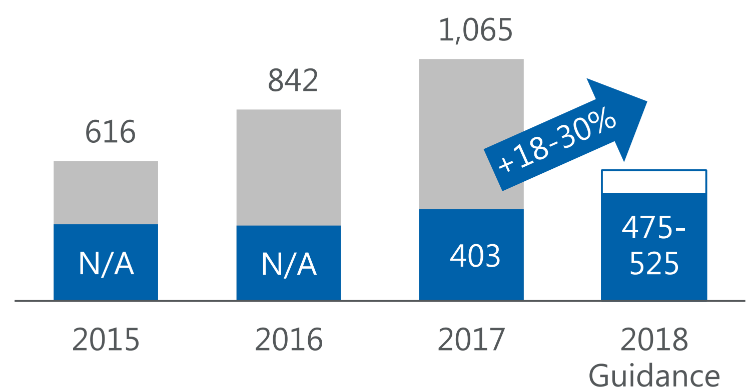


Adjusted EBITDA [2]
$MM



Free Cash Flow [2][3]
$MM

Levered FCF
Unlevered FCF



Notes
1. Excludes wholesale customers who outsource their monitoring to ADT
2. Reconciliations from GAAP to non-GAAP financial measures can be found in the appendix
3. Before special items and Koch redemption

.....While Strengthening Our Profile For Future Growth

Illustrative Revenue Growth Build

A Core Growth & Efficiency

Improving core operations with data and outlier management

- Continue to drive down attrition
- Grow RMR adds from a solid base following credit and spend efficiency initiatives in '16/17
- Continue to move towards more profitable customer mix

Net RMR Adds: ~25–35% of total

Price & Upgrades: ~20-30% of total

B Commercial Expansion

Building out Commercial and Multi-Site capabilities

- Leveraging our brand, footprint and proven organic playbook
- Accretive tuck-in acquisitions an accelerator to gain capabilities
- Higher growth in installation revenue

Comm/Mult-Site Growth:

~35% of total with upside

C New Markets/Market Growth

Positioning for opportunities in new and existing markets

- Cyber Commercial: Datashield strengthens our foundation
- DIY – well positioned with Samsung as DIY market expands

Upside Revenue Potential