

BIANNUAL NEWSLETTER

October 2025 EDITION

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Welcome from the Managing Director

I hope this message finds you well and that you've all had an enjoyable summer. The past six months have been nothing short of remarkable for SmartSec Solutions, a period marked by growth, recognition, and incredible teamwork across every part of our business.

When I last wrote, we shared plans for 2025 that focused on strengthening our operations, deepening our social impact, and continuing to evolve as a people-first organisation. I'm delighted to say that so many of those ambitions have now been realised, and it's all thanks to the hard work, professionalism, and passion of all of you, our SmartSec family.

In September, we successfully mobilised Westminster Cathedral, one of our most high-profile contracts to date, situated in the heart of Central London. It's a truly iconic landmark, and I'm proud to say that the transition has been smooth, professional, and has received outstanding feedback from the client. Our Operations Director, Dele Ogunlaru, led the mobilisation, accompanied by Security Manager Ali Aslam Khan and Mobile Department Manager Marcos De Jesus, who together ensured that our new team members were warmly welcomed and well-supported from day one.

It's been wonderful to see so many new faces join us in recent months. In fact, since the start of the year, we've welcomed more than 180 new colleagues across several new sites. To each of you, I extend a very warm welcome to the SmartSec family. You have joined a company built on trust, teamwork, and excellence, and I'm thrilled to have you with us.

This sense of community was evident at our SmartSec Summer Party 2025, held at our Head Office in July. It was a wonderful day filled with laughter, delicious food, and the chance for many colleagues to meet in person for the first time. Events like these remind us of the importance of connection, especially as we continue to expand. My sincere thanks go to Leyre Martinez Moreno, our HR Manager, and Sharan Kaur, our Finance Manager, for organising such an enjoyable and well-managed celebration.



Our growth and success have not gone unnoticed. I'm delighted to share that SmartSec Solutions has been shortlisted in an incredible nine categories at the Security & Fire Excellence Awards 2025, including Security Guarding Company of the Year (Under £35M Turnover), Best Company to Work For, Diversity and Inclusion Champion, and ESG Initiative of the Year. We're also proud to celebrate individual nominations for Security Manager of the Year, recognising our colleagues Faruque Miah and Linda Ruck for their outstanding leadership. These achievements reflect the dedication, professionalism, and commitment that each of you brings to your roles every single day.

Adding to these accolades, we were honoured to receive the ESG Company of the Year (Turnover over £10M) award at the Fire & Security Matters Awards. This win is particularly meaningful, as it highlights our ongoing commitment to sustainability, innovation, and responsible business practices. It's a testament to our collective effort to do what's right for our clients, our people, and the communities we serve.

Our HR Team has also continued to lead by example, earning a place as a finalist for the Inspiration in HR Award. Their dedication to supporting our colleagues and championing our culture is unparalleled. I want to thank the entire HR Team for their tireless work behind the scenes. The difference you make is felt by all of us.



To support our ongoing growth and rising client demand, we have expanded our sales team with the addition of a Bid Manager. This role boosts our ability to handle multiple opportunities simultaneously and improves our capability to deliver personalised, high-quality proposals. This additional resource puts us in good standing to maintain our growth and further increase our presence in the London marketplace.

In the last newsletter, I mentioned our storytelling initiative, “What SmartSec Means to You”, and I’m thrilled to say that it’s now complete. Over the course of 13 weeks, we heard directly from our colleagues about what it means to be part of SmartSec, and the result was both powerful and inspiring. We’ve captured your words in a unique word cloud that now hangs proudly in our Head Office, a daily reminder of our shared values and sense of purpose.

A huge thank you to everyone who took part. Building on this success, we’re now preparing two new weekly video series: Why Security? and Why Front of House? These projects will explore the stories, motivations, and experiences of our people, highlighting the professionalism and pride that define SmartSec.

Community engagement remains a cornerstone of who we are, and I’m delighted to share some recent highlights. Through our SmartSec Match It Scheme, we continue to support charitable and grassroots initiatives that matter to our colleagues. One remarkable story comes from our colleague Benjamin Darko, who raised funds for Bendee Sporting Club in Ghana, a youth football academy dedicated to developing young talent and creating opportunities for local children. SmartSec was delighted to contribute to the funds raised, enabling the club to purchase brand new footballs, away kits, and equipment for all five youth squads. This partnership has grown into a long-term sponsorship, and we were deeply touched to learn that the players sent a special delivery of signed shirts and photos as a token of appreciation, which we proudly display at our Head Office.

Closer to home, our support for AEK Youth FC’s U17s continues, and the team recently secured a remarkable 10–0 victory in the Middlesex Cup. Their success perfectly captures the spirit of teamwork, dedication, and community that we strive to foster at SmartSec.

Alongside our sporting partnerships, we continue to participate in Crime Prevention Awareness Days with our clients and the City of London Police. These events aim to raise awareness of personal safety, business security, and fraud prevention, and it was inspiring to see so many people engaging in meaningful conversations about building safer communities. Initiatives like this remind us that security isn’t solely about protection; it’s about education, collaboration, and trust.

Our commitment to excellence was once again recognised in our most recent SIA Approved Contractor Scheme (ACS) assessment. The four-day audit, which included site visits and interviews with employees and clients, resulted in an overall score increase of four points, an exceptional outcome that reaffirms our dedication to quality and consistency. My thanks go to our Operations Director, Dele Ogunlaru, who coordinated the audit, and to everyone involved for upholding the standards that define SmartSec Solutions.



We also continued our efforts to support and inspire future talent and young people through our Security Careers Workshops, run in partnership with Ingeus. Our second session, held in June, welcomed 20 participants who learned about the opportunities and pathways available in the security sector. With insights from our Senior Account Manager, Robert Farmer, and Lewisham Council Security Manager, Linda Ruck, as well as leadership from Operations Director, Dele Ogunlaru, the session provided valuable advice on building a successful career. It demonstrated once again how our Social Value Programme helps create real opportunities for people from all walks of life.

I'm also proud to congratulate Dele Ogunlaru on his recent achievement as a Lifetime Certified Member of the Institute of Strategic Risk Management (M.ISRM). This prestigious recognition reflects Dele's expertise and strengthens our ability to deliver informed and innovative risk management solutions for our clients. It's an incredible personal milestone and a professional asset for SmartSec as we continue to build our leadership in this space.

On a personal note, I'm deeply honoured to share that I have been appointed as Chair of the London Region of the City Security Council, effective from 1st January 2026. I look forward to working closely with industry colleagues, partners, and frontline teams across private security guarding providers to continue driving the Council's mission of raising standards, promoting inclusivity, and ensuring that the voices of security professionals remain central to the sector's future. I am genuinely excited about the journey ahead and grateful to the City Security Council for the trust they have placed in me.

As we look ahead to the final months of 2025, our focus remains on innovation, growth, and people. We're continuing to explore how Artificial Intelligence (AI) can enhance our operations, from optimising scheduling and reporting to improving the flow of information between our teams and clients. The goal is straightforward: to optimise our systems so our team can concentrate on adding value and providing excellent service.

Looking back on the last six months, I am incredibly proud of our collective achievements. Each award, contract, and community project showcases your dedication and effort. The ongoing success of SmartSec depends on its team, and I appreciate the professionalism, positive attitude, and enthusiasm you contribute every single day.

Here's to closing out 2025 on a high and to another exciting chapter in our journey together!

All the best,

Helmy El-Aasar





Happy Easter



This year, our teams went above and beyond by adding thoughtful touches to client sites, including festive decorations and delightful treats for building users to enjoy. These efforts not only brightened the spaces but have also fostered a warm and welcoming atmosphere that resonated with everyone who visited.

A huge thank you to our incredible team for your creativity, care, and dedication in bringing it all to life. Your attention to detail and commitment to enhancing the client experience truly set us apart. It's inspiring to see how each of you contributes your unique talents and energy, turning these sites into vibrant environments filled with joy and community spirit.



HI Visibility Day

We are immensely proud to have participated in HI! Visibility Day on April 24, 2025. An engaging event organised by The City Security Council in close partnership with the City of London Police. The day was a tremendous success, uniting our teams and strengthening collaboration through joint initiatives across the City.

Representing our team were Senior Account Managers Stefania Romanazzi and Robert Farmer, alongside Operations Support Manager Shahzad Zaib, who visited several of our flagship client sites. Working closely with our dedicated front-line colleagues, they conducted enhanced high-visibility patrols and engaged with the public to promote safety awareness. This proactive approach not only reinforced security measures across our client locations but also provided a valuable platform to address questions and concerns from tenants and community members.



Fire & Security Matters Awards 2025

We're thrilled to announce that SmartSec Solutions has been named ESG Company of the Year (Turnover over £10M) at the Fire & Security Matters Awards!



This award represents not only recognition but also a tribute to our unwavering commitment to sustainability, pioneering innovation, and excellence within our industry.

Our Head of Strategy & Major Accounts, David Taylor, was there to proudly accept this award, marking a defining moment that reflects the dedication and hard work of every team member.

A huge congratulations to the entire SmartSec team for making this achievement possible.



Welcome Host Training

June 13th, 2025, was a fantastic day at the SmartSec Solutions Academy. We hosted a training session led by "Welcome Host" that catered to a diverse group, including management, receptionists, security officers, and even some clients.

David Taylor, our Head of Strategy, attended the session. As a former trainer himself, he shared his insights, stating, "I appreciate a good course when I see one, and I can fully recommend the 'Delivering Customer Excellence' training to anyone. The content is spot on, and Jo's delivery was one of the best I have seen."

At SmartSec, we will continue to roll out this course to all employees to motivate and encourage confidence within our workforce, ultimately enhancing our ability to deliver exceptional customer service.



World Chocolate Day!

On World Chocolate Day, our fantastic reception teams spread a little extra joy by offering chocolates to clients and tenants across our sites.

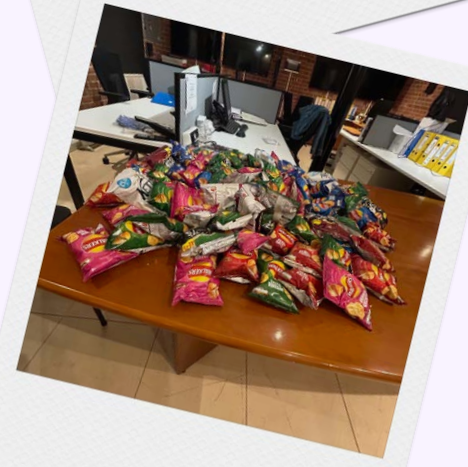
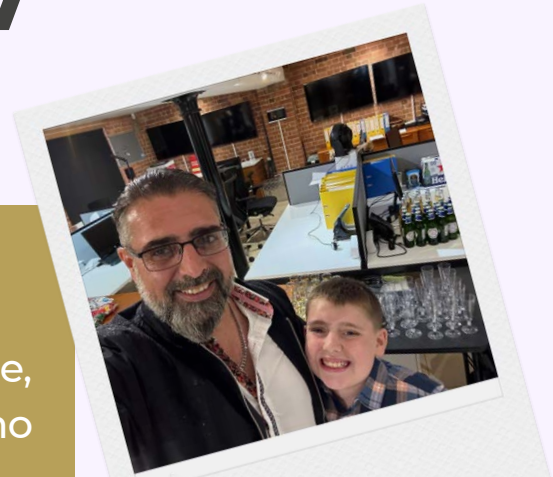
It was a small but heartfelt gesture designed to brighten everyone's day and bring smiles all around. A big thank you to our dedicated front-of-house teams for consistently going above and beyond to create memorable experiences for all who visit.



SmartSec Summer Party 2025

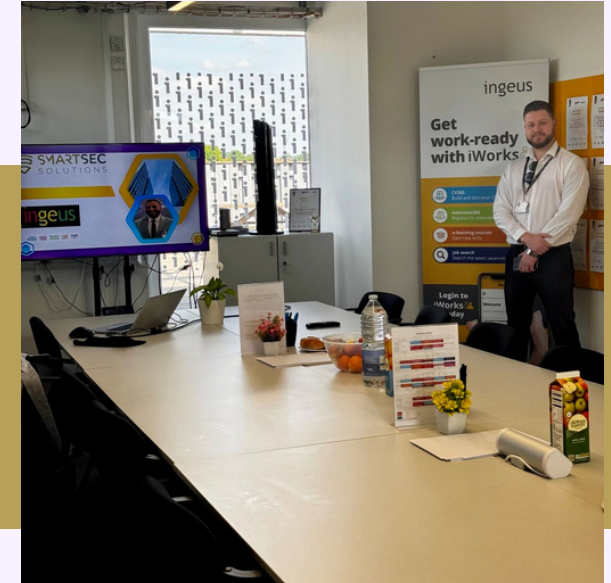
SmartSec hosted their Summer Party at the SmartSec Head Office, and what a fantastic day it was! A huge thank you to everyone who attended and helped make it such a memorable event.

It was great to see so many colleagues reconnecting and meeting for the first time, especially as we've welcomed over 180 new team members since January 2025 across several new sites. It's moments like these that remind us how strong our SmartSec community truly is.



Career Workshop

In June, SmartSec Solutions held its second security careers workshop, following the great response to the initial session in February. Led by Operations Director Dele Ogunlaru, the event attracted 20 participants, some with experience in security and many new to the industry, for a candid discussion about the opportunities a career in security can offer.



Our Senior Account Manager, Robert Farmer, joined us to share his career journey, emphasising the various routes into the sector and the importance of persistence and growth.

In the second half, Linda Ruck, one of our Security Managers, shared insights into what our customers expect on the ground and how individuals can make a real difference in frontline roles.

This was delivered in partnership with Ingeus, whose work to enable better lives aligns with our commitment to creating access and opportunities as part of our wider Social Value programme.

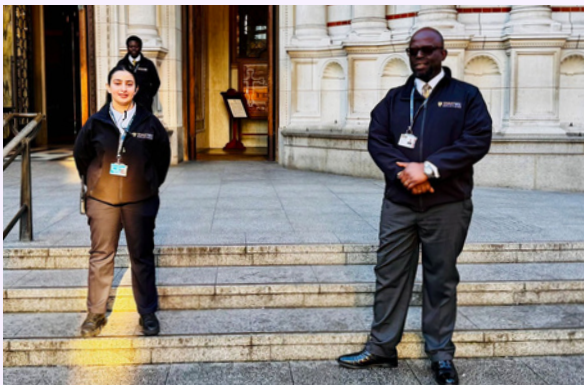


Westminster Cathedral Mobilisation

SmartSec Solutions proud to announce the successful mobilisation of Westminster Cathedral, a truly iconic location that we're honoured to support.



Our Operations Director, Dele Ogunlaru, was on site to oversee the launch, joined by Security Manager, Ali Aslam, and Mobile Department Manager, Marcos Jesus. Together, they personally welcomed our new colleagues to the SmartSec Solutions team and ensured a smooth mobilisation.



The transition has been seamless, with excellent initial feedback from our client, and we're excited for what lies ahead. A big thank you to everyone involved in making mobilisation a success, and a warm welcome to our new team members.



World Suicide Prevention Day

On World Suicide Prevention Day (September 10th), our colleagues, David Taylor, Helmey El-Aasar, and Dele Ogunlaru, were honoured to take part in a thought-leadership event hosted by the Consortium for the Prevention of Suicide in London.

We are proud to support the Consortium's work and its mission to drive collaboration across industries, amplifying the collective impact of suicide prevention initiatives. We believe that by working together, sharing knowledge, and learning from each other, we can create safer, more supportive environments for everyone.

This year's theme, "Creating Hope Through Action," was a powerful reminder that hope isn't just something we talk about; it's something we build together through the actions we take every day.

It was a powerful reminder of how crucial it is to keep these conversations going and to support them with real, everyday action.

In the security industry, the demands of the job, long hours, lone working, and high-pressure environments can often impact mental wellbeing. That's why at SmartSec Solutions, we're dedicated to fostering a culture where people feel safe to speak out, supported in seeking help, and never have to face challenges alone.



Crime Prevention Day

SmartSec Solutions was honoured to participate in a Crime Prevention Awareness Day at one of our flagship sites in the heart of the City of London, an event focused on education, collaboration, and community safety.



In partnership with Newmark and the City of London Police, the day was dedicated to raising awareness about criminal activity and providing practical advice on:

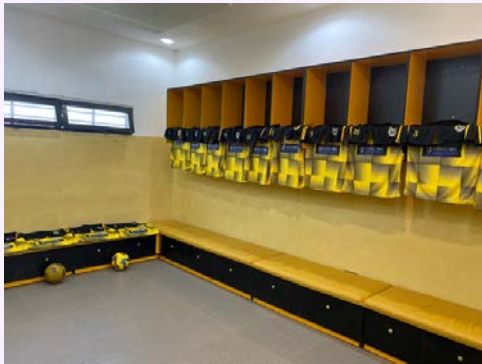
- ✓ Personal safety
- ✓ Business and property security
- ✓ Fraud and cybercrime prevention.

It's through initiatives like this that we empower individuals and organisations to take proactive steps in preventing crime, and more importantly, strengthen the ties between businesses, law enforcement, and local communities to establish safer environments for all.



Bendee Sporting Club

At SmartSec Solutions, we believe in backing our people and the causes they care about. That's exactly what our Match It Scheme is here for: to support our colleagues raising funds for charities, community initiatives, or local projects by matching the money they raise, pound for pound.



Recently, one of our team members, Benjamin Darko, took the initiative to support Bendee Sporting Club in his home country of Ghana. The club's mission? "With hard work and dedication, we search for young talents and build them to the top level of football."

Through Match It, SmartSec matched the funds raised, helping to make a meaningful contribution. The result?

- Brand new footballs for all five youth squads
- New away jerseys for the upcoming season
- A growing, long term sponsorship commitment



We're proud to continue providing support over the coming years to help Bendee SC develop young talent and foster a sense of community spirit through sport.

A big thank you to Benjamin for organising this opportunity, and to everyone who supported him along the way.





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