PRESS RELEASE

Paris, March 26, 2024

Qiara's new-generation smart alarm system proposed to Freebox subscribers



Qiara – the French start-up that has revolutionized home security – is proposing its new-generation smart alarm system to Freebox subscribers[1] as of today. Qiara's products are state of the art, have sleek designs, are ultra easy to install, and are offered at fair, transparent prices, on a no-contract basis. The Qiara solution is a perfect fit with Free's DNA, and Freebox subscribers will get an exclusive 20% reduction for the purchase of Qiara's Essential Pack and for the Qiara Plus and Ultra services.

Qiara – the new-generation home security solution

With its ultra simple and affordable new-generation smart alarm system, Qiara has placed innovation at the heart of its business model, choosing to incorporate the latest technologies in its products. Thanks to its embedded AI, the alarm can detect events in a smarter way for more precise recognition, minimizing false alerts and enhancing responsiveness.
To guarantee optimal security, the Qiara smart alarm system also includes a leading-edge IoT network so that the system stays switched on even if there is an electricity outage or a disruption to Internet service.

The Qiara Essential Pack comprises five connected objects:

- **A smart full HD surveillance camera that enables video to be logged both day and night, guaranteeing constant home surveillance.** The camera includes an anti-intrusion technology – it has a privacy shutter that automatically closes and the microphone switches off so as to protect subscribers' private lives.

- **A movement detector: its infrared sensor enables it to detect movement in the room where it is installed, within a six-meter range, and it can tell the difference between human presence and pets.** Users are immediately warned in the event of an intrusion.

- **A sensor placed on each window and door so that all of the home's entry points are protected, with warnings issued immediately if any are opened.**

- **A powerful alarm siren (105 dB) to deter intruders: it goes off if any movement or opening is detected to signal an intrusion and provide real-time notification.**

- **A digital keypad offering full, personalized and intuitive management of the system, which can be used to switch the alarm on or off in all circumstances.**

Easy to install and easy to use

Qiara's watchword is simplicity. User experience is the central component of Qiara's ecosystem. In practice, once a subscriber receives their pack, installation is super easy and ultra-quick thanks to the Qiara mobile app. The app guides you through each stage of the process, ensuring a completely smooth experience.

A dedicated app that manages everything

The Qiara app is intuitive and very user friendly, giving an unrivaled mobile app experience. It makes it ultra easy to control the system, wherever you are, and in just one click. Each of the app's functions – from configuration to surveillance – is easy to access, making the system extremely flexible and intuitive so as to meet users' daily requirements.



A sleek design

Qiara stands out for the design of its products, which are carefully thought out to blend seamlessly with the interior of any home. This quality edge is the result of a unique combination of the expertise of Qiara's founding team and more than three years of research and development. In recognition of its design excellence, Qiara has won the iF Design award and the Red Dot Award – the most prestigious design awards in the world.

A fair price and a transparent, no-contract offering

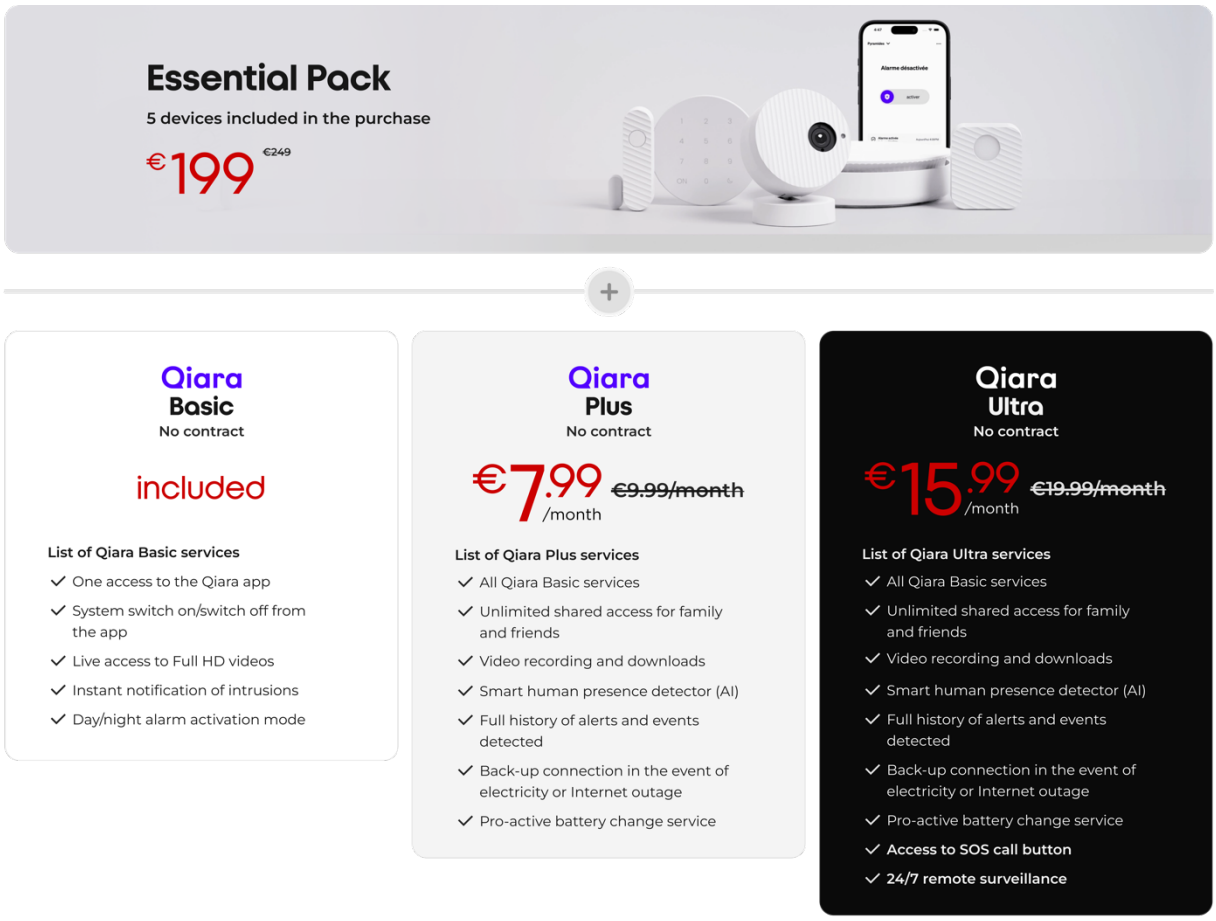
With its new-generation smart alarm system that's Made in France[2] Qiara is revolutionizing the home security market with its ultra simple, no-contract offering. It is committed to proposing a fair price with no strings attached. Unlike the market's traditional offerings, which often require subscribers to lock into long-term contracts, Qiara is flexible, letting users choose the level of protection that best suits their needs, without being tied into a restrictive contract.

A comprehensive home security solution with remote surveillance

To guarantee the safety of its subscribers and give them absolute peace of mind, Qiara uses the services of SOTEL, France's leading remote surveillance company, specialized in monitoring business premises and high-risk sites. Users can opt to subscribe for a remote surveillance service operated by several centers that are APSAD P5 certified – France's highest level of certification for surveillance services. Thanks to the expertise of its professional, licensed security agents, rapid action can be taken in the event of any suspicious activity or a potential intrusion, therefore ensuring the safety of Qiara's users.

A special offer for Freebox subscribers

As of today, Freebox subscribers can get an exclusive 20% reduction. This means they can purchase the Qiara Essential Pack at a special price of €199 (instead of €249) and get a 20% discount when signing up to the Qiara service of their choice, with or without remote surveillance, on a no-contract basis.



Both new and existing Freebox subscribers can get their special price on the Essential Pack and the Qiara Plus and Ultra services as of today, via their online subscriber space or by signing up at www.free.fr, over the phone by calling 1044 (France only) or in a Free store.

Alexis Bidinot, Founder of Qiara, said: *"For several years now, the remote surveillance market has been locked in by a small number of players. Since the launch of Qiara in January 2023, we are changing the name of the game by offering a new-generation smart alarm system that makes life easier for our users and meets their needs. I'm very proud of the trust that Xavier Niel and Free have placed in us, which testifies to the engagement of our teams and the high quality of their work. This unprecedented partnership represents a major milestone towards our objective of equipping one million homes over the next five years".*

Nicolas Thomas, CEO of Free stated: *"Qiara and Free share the same DNA: enabling as many people as possible to get the best and most innovative, simple products and services on a no-contract basis and, above all, at a fair price. We're delighted to be proposing Qiara's solutions at a special exclusive rate for our Freebox subscribers".*

About Qiara

Founded in 2022, Qiara has quickly become a leading player in the home security and remote surveillance sector, revolutionizing the market with its new-generation smart alarm system that's ultra simple, transparent and comes with a no-contract service. With an initial investment of €14 million and several industrial sites established in France, Qiara is shaking up an oligopolistic market, proposing an innovative and much more accessible alternative to customers who want an intuitive offering and products that are highly innovative, sleekly designed and easy to install. Headed by Alexis Bidinot, a former Deputy CEO of the iliad Group, Qiara brings together a team of experts – from Free and other leading tech companies. In 2023, Qiara's smart alarm system was named new service of the year by Unabiz.

To find out more visit **qiara.co**

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About Free

Free – the inventor of the world's first triple-play box – is a Fixed and Mobile Ultra-Fast Broadband operator in France, standing out for its innovative, straightforward and attractive offerings. At end-December 2023, it had 22.4 million retail subscribers (15 million Mobile subscribers and 7.4 million Fixed-line subscribers). Free is a subsidiary of the iliad Group, which was created in France in the early 1990s and now also operates in Italy under the iliad brand and in Poland under the Play brand. In March 2021, the iliad Group launched its BtoB business in France under the Free Pro brand.

www.free.fr

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[1] Except Freebox Crystal and Freebox One subscribers
[2] All of the connected objects are designed and made in France, except the camera lens.

Qiara: a separate offering taken out directly with Qiara, applying the Freebox reduction for the purchase of the Essential Pack and for the Qiara Plus or Ultra services. Only available for Freebox Ultra, Ultra Essential, Pop, Revolution Light and mini 4K subscribers. For any new subscriptions to a Qiara offering, subject to subscribing within a month following the Freebox subscription. Reductions applicable one time only per Freebox subscription. If a subscriber cancels their Freebox subscription, their Qiara services will subsequently be billed at the standard price without the reduction. The Qiara subscription can be canceled at any time at qiara.co.

Offer subject to terms and conditions. Access to Qiara's services only available with a Qiara Pack and only for individuals aged over 18 who reside in Metropolitan France. App available on Android and iOS, subject to the use of a compatible mobile phone. The app can be downloaded free of charge, with customers paying the cost of the mobile data connection.

Remote surveillance: law enforcement officers called out only after the cause of the alarm activation has been verified, in accordance with Article L.613-6 of the French Interior Security Code. Remote surveillance center: APSAD P5-certified Siège L'Union no. 029.88.31 | Bruges no. 196.06.31 | Gentilly no. 207.09.31. This certification attests that formalization of the remote surveillance service, the continuous provision of surveillance resources, the protection and confidentiality of information, the processing of messages and alarm data, and the organization's personnel and the organization itself are regularly controlled by CNPP Cert. (CS22265 – F 27950 Saint Marcel – www.cnpp.com)