

June 30, 2015

**Nortek Security & Control Acquires Health and Wellness  
Technology Business from Numera  
FAQ Document – Key Customers**

**Question:** What happened?

**Answer:** Nortek Inc. acquired mobile personal emergency response system (mPERS) and telehealth business assets from privately held Numera Inc.

**Question:** What was acquired specifically?

**Answer:** Nortek Security & Control is acquiring the Mobile PERS business, including all associated products, services, brands and staff. Numera's current Social business is not part of this transaction

**Question:** When will the deal close?

**Answer:** June 30, 2015

**Question:** How will the acquisition impact Nortek's Current PERS business?

**Answer:** The acquisition will enhance Nortek's current market leading business by providing: an umbrella brand under which the business will fall, extends the current business with new technology and specifically adds mobile PERS and telehealth to the mix.

**Question:** What other leveragability is provided?

**Answer:** Numera products are immediately sellable to Nortek's Market leading PERS and Security customers.

Nortek Security & Control PERS products are immediately sellable to Numera's customers. .

In addition, the acquired business assets and technology will continue to fuel Nortek Security & Control's track record of innovative products and transformative smart control, monitoring and automation strategies.

***Nortek Acquires Numera Technology Business (cont'd)***

The company's most recent example is Nortek's 2GIG Home Control System, which strategically extended and expanded the Company's legacy smart sensor business. 2GIG delivered easier to install, expanded automation and device monitoring features, helping key customers begin to accelerate the evolution of the legacy pure alarm monitoring business (sensors and reporting) towards today's mass market smart home control business. Nortek's 2GIG system was an important catalyst for the transformation of the market (as well as for Nortek Security & Control), exemplified by the fact that 2GIG was propelled to be #1 with the largest installed-based of home control systems, according to Parks Associates January 2015, after acquisition by Nortek.

The addition of Numera to Nortek Security & Control, is aligned for a similar market opportunity, namely both the viability of the current PERS and mPERS markets, as well as to better leverage the advantages of such Health and Wellness technology as it becomes increasingly accessible and integrated into home control systems.

**Question:** How is this different than many other previous Nortek acquisitions?

**Answer:** 1) This is different than most other acquisitions by Nortek. It is not just a revenue / distribution oriented asset acquisition. It is a technology acquisition that can be leveraged strategically within other businesses like 2GIG, for example.

2) While the Numera acquisition includes a best of class mobile PERS device, the purchase is primarily driven by the strength and flexibility of Numera's cloud-based health and wellness software platform with the strong potential to be extended to support other Nortek Security & Control products lines like –2GIG.

***Nortek Acquires Numera Technology Business (cont'd)***

3) It represents a pivot for Nortek that is important... because of #1 and #2, it is strategic and is about today but also about future trends – similar to the successful 2GIG acquisition, which was about both today’s market and today’s business, as well as tapping into identified growth trends to be leveraged; Similarly, Numera is about supporting Nortek Security & Control’s current PERS business and channel, as well as setting us up to “skate to where the puck is going” not where the puck is.

- a. Certainly Numera’s mPERS offering provides a near term refresh to our PERS business, this year.
- b. But it is much more strategic than that and represents our strategy to leverage – and drive the convergence of H&W into smart home ecosystem... not dissimilar to what 2GIG did for the security market by easily adding home control and automation to a legacy alarm monitoring and sensor solutions.

4) This acquisition provides an opportunity for Nortek Security & Control to disrupt the traditional PERS and Security/Home Automation markets with an end-to-end telehealth platform and, in so doing, accelerate the adoption of personal medical device solutions for families and the elderly.

**Question:** What are the specific products that Nortek will sell immediately following the acquisition?

**Answer:** Numera’s Libris mobile PERS product, with automatic fall detection, is currently available in the United States.

**Question:** Will Numera keep its Headquarters?

**Answer:** Yes, Nortek Security & Control will maintain a Seattle office location.

**Question:** Will the deal result in people getting laid off?

**Answer:** No. In fact all of the acquired employees will join the Nortek Security & Control family with tenure intact, with no break in service to the organization. In addition, they will also be assuming similar roles and responsibilities with Nortek Security & Control as they previously had at Numera. Nortek Security & Control.

***Nortek Acquires Numera Technology Business (cont'd)***

**Question:** How will this expand/strengthen Nortek Security & Control in this space?

**Answer:** Nortek Security & Control's existing Health and Wellness offering has been primarily focused on personal safety and emergency response in the home environment. Numera's mobile solution extends the services outside the home to anywhere where there is AT&T cellular network coverage. In addition, Numera's offerings include solutions for a broader care team focused on proactive engagement and helping seniors to live healthier longer, and remain independent. This solution is available today via health enterprise and home health agencies, extending beyond traditional private pay home use.

**Question:** What is the sales channel plan?

**Answer:** Nortek Security & Control's existing Health and Wellness sales team and Numera's sales and marketing team will be combining into one Nortek Security & Control team to market both traditional and mobile PERS solutions providing immediate synergy and market expansion opportunities.

**Question:** Will it integrate into the smart home market? Via 2GIG?

**Answer:** Product Management is evaluating market opportunities, and in concert with our tier 1 customers, will make recommendations on the level and type of integration desired with 2GIG.

**Question:** What is the timetable for integration with 2GIG?

**Answer:** Today, we are making no specific marketing timing commitment but are evaluating roadmaps and opportunities from legacy Nortek Security & Control and Numera, as well as will be assessing customer feedback and channel requirements for the combined business immediately following the Day 1 announcement.

***Nortek Acquires Numera Technology Business (cont'd)***

**Question:** Will Numera products keep their existing Branding

**Answer:** Nortek Security & Control will be marketing the Libris and some other products under the Numera brand.

There are no changes planned at this time to Numera's product naming nomenclature. As product planning between Nortek Security & Control's operating groups' progress, branding and naming nomenclature will be revisited.

**Question:** Will Nortek Security & Control maintain all of Numera's current products

**Answer:** Nortek Security & Control will continue to offer the Libris mPERS device and service. The acquisition did not include Numera's Social offering which will be rebranded.

**Question:** Will Nortek Security & Control keep Numera's website?

**Answer:** The Numera website will remain active and focus on Numera's current product offerings. The website will not include Numera Social which was not purchased as part of the transaction. Overtime, Numera will be integrated into the broader network of Nortek Security & Control websites as part of the company's 2015/2016 web strategy

**Question:** Will Numera keep its social media properties?

**Answer:** Numera's social media properties (distinguished from Numera's social media products, which are part of Nortek Security & Control's acquisition) are not transitioning to Nortek Security & Control as part of the acquisition.

**Question:** What impact will this have on Numera's current customers and partners?

**Answer:** Numera's current customers and partners will continue to enjoy the same level of service they receive today. Following the close of the acquisition, Nortek Security & Control will look to expand sales and client services coverage, for Numera products, including increasing the hours of technical support.

***Nortek Acquires Numera Technology Business (cont'd)***

**Question:** What will happen to Numera's online store?

**Answer:** Numera's online store will remain operational, allowing dealers to place orders directly online using their preferred payment method.