

Press Release

Movistar Prosegur Alarms accelerates its growth, reaching 650,000 connections and increasing its customer base by 30% since 2024

- Since its launch in March 2020, the joint venture between Telefónica and Prosegur has tripled its customer base.

Madrid, October 7, 2026. Movistar Prosegur Alarms, the joint venture between Prosegur and Telefónica, has surpassed the milestone of 650,000 connections in October, further consolidating its position in the Spanish market since it began operations in March 2020.

This operational and commercial achievement is reinforced by a significant acceleration over the last two years, during which the company has increased its customer base by 30%. This performance validates the company's strategy, which is built on technological innovation and operational excellence.

At the same time, Movistar Prosegur Alarms has established itself as a leader in Spain's security industry in terms of service quality and customer satisfaction. According to the results of a recent online reputation and reviews audit conducted in July 2026 by the independent research institute IO across the leading review platforms, the company ranks first in the sector, with ratings of 5 out of 5 on Trustpilot and 4.6 out of 5 on Google. In addition, it is the alarm company with the highest rate of issue resolution according to the platform of the Spanish Consumers and Users Organisation (OCU).

Diego Torrico, CEO of Movistar Prosegur Alarms, said: "Reaching 650,000 connections confirms that our security offering, built on innovation, operational excellence and customer proximity, addresses a real need for Spanish households and businesses. Looking ahead, we will continue to drive our strategy for profitable and responsible growth, while strengthening our ability to provide customers with ever faster, more effective and more reliable protection."

Launch of the Smart Lock

As part of its commitment to innovation and comprehensive security, Movistar Prosegur Alarms is expanding its protection portfolio with the launch of its new Smart Lock. Fully integrated with the alarm system, the device provides an additional layer of security, control and convenience for customers.

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The new solution combines enhanced physical protection for doors with advanced digital security features, including remote locking and unlocking, detailed access logs, and the ability to grant temporary virtual keys to family members, guests or service providers.

The Smart Lock also stands out for its early detection capabilities. Any attempt to tamper with the lock is immediately detected by the system and, in the event of a break-in attempt, Movistar Prosegur Alarms' Alarm Receiving Centre (ARC) intervenes instantly, activating the appropriate security protocols.

Beyond strengthening security, the solution offers users greater convenience and control. Through a mobile app, customers can lock and unlock their doors remotely, eliminating the need for physical keys and avoiding the inconveniences associated with their loss, while still maintaining compatibility with traditional keys. The device is installed quickly and professionally by the company's specialised technicians, ensuring seamless integration and optimal performance within the overall security system.

Strong Partnership Network

Movistar Prosegur Alarms' sustained growth is also supported by a robust partnership strategy with leading companies across five key sectors: insurance, banking, retail, energy and logistics. This network of strategic alliances enables the company to significantly expand its commercial reach, strengthening its presence and proximity to new customer segments.

Through strategic agreements with major partners such as Banco Santander, Occident, Allianz, Carrefour, Fenie Energía and Correos, among others, Movistar Prosegur Alarms makes its security solutions available through more than 6,500 points of sale across Spain, supported by a combined sales force of over 14,000 professionals.

This multi-channel distribution model is a key pillar in strengthening the company's growing footprint across the country and accelerating the adoption of its security solutions in the Spanish market.

A Market with Significant Growth Potential

The company's growth is taking place within a dynamic industry. Over the last five years, the Spanish alarm market has added 1.2 million customers (+50%), reaching 3.62 million connections in 2025. Despite this progress, the sector still offers substantial room for expansion. In fact, the current penetration rate of 11.9% suggests a growth potential of around 60% to reach the levels of more mature markets such as the United States (18.8%) and Norway (18.0%), two leading international benchmarks.

According to a recent GfK study conducted in July 2026 for Movistar Prosegur Alarms, connected security has become a well-established reality in Spain, with more than 3 million protected households. However, the growth opportunity remains significant. Out of Spain's 19.8 million households, an estimated 6.3 million homes (32% of the total) still do not have a connected alarm system. This highlights the sector's strong expansion prospects and its potential to double the current installed base of alarms in the Spanish market.