



ROLLINS



The leader in pest control
"Pest control down to a science"

ROLLINS, INC.

Eddie Northen
Vice President, Chief Financial Officer, & Treasurer

Forward-Looking Statement

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements include, without limitation, the effect of the future adoption of recent accounting pronouncements on the Company's financial statements; statements regarding management's expectation regarding the effect of the ultimate resolution of pending claims, proceedings or litigation on the Company's financial position, results of operation and liquidity; the Company's belief that its current cash and cash equivalent balances, future cash flows expected to be generated from operating activities and available borrowings will be sufficient to finance its current operations and obligations, and fund expansion of the business for the foreseeable future; our expectation that the Company will continue to pay dividends; our intention to continue to grow the business in foreign markets in the future through reinvestment of foreign deposits and future earnings as well as acquisitions of unrelated companies and that repatriation of cash is not a part of the Company's business plan; possible defined benefit retirement plan contributions and their effect on the Company's financial position, results of operations and liquidity; the Company's expectation regarding capital expenditure for the remainder of the year; the Company's expectation to maintain compliance with debt covenants; and the Company's belief that interest rate exposure and foreign exchange rate risk will not have a material effect on the Company's results of operations going forward. The actual results of the Company could differ materially from those indicated by the forward-looking statements because of various risks and uncertainties including, without limitation, the possibility of an adverse ruling against the Company in pending litigation; general economic conditions; market risk; changes in industry practices or technologies; the degree of success of the Company's termite process and pest control selling and treatment methods; the Company's ability to identify and integrate potential acquisitions; climate and weather conditions; competitive factors and pricing practices; our ability to attract and retain skilled workers, and potential increases in labor costs; and changes in various government laws and regulations, including environmental regulations. All of the foregoing risks and uncertainties are beyond the ability of the Company to control, and in many cases the Company cannot predict the risks and uncertainties that could cause its actual results to differ materially from those indicated by the forward-looking statements. A more detailed discussion of potential risks facing the Company can be found in the Company's Report on Form 10-K filed with the Securities and Exchange Commission for the year ended December 31, 2017. The Company does not undertake to update its forward-looking statements.



The Rollins Brand



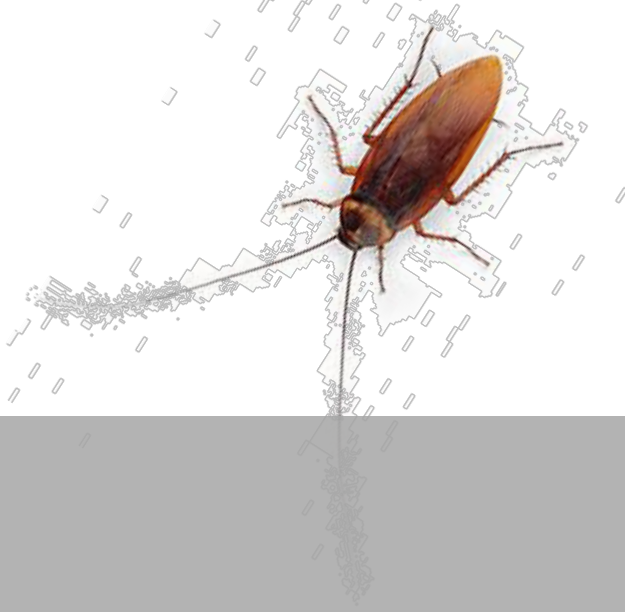
Continued Growth

- 20 consecutive years of improved earnings
- Dividend increased a minimum of 12% for 16 consecutive years
- 5% or greater revenue growth each of the last 9 years



Our Company

- Leading pest and termite control company
- Powerful ORKIN brand name – world renown
- Over 2.1 million residential and commercial customers
- Over 700 locations and 200 franchises worldwide



Rollins: Then and Now

“We were in a lot of really poor businesses before we found a good business.”

----O Wayne Rollins



Our History



Key Events in Our History

- 
- 1901** Orkin began operations; Otto Orkin “The Rat Man” sold poison door to door
 - 1941** Orkin treated military establishments for pest control during WWII
 - 1964** Rollins buys Orkin for \$62 million
 - 1968** Rollins begins trading on the NYSE
 - 1995** First Orkin franchise opens
 - 1999** Orkin acquires Canadian Based PCO Services
 - 2000** First Orkin international franchise opens
 - 2004** Orkin first named to Training Magazine’s Top 100 Training Companies



Key Events in Our History (cont.)



Rollins acquires HomeTeam Pest Defense and Crane Pest Control

2008

2015

Rollins acquires Critter Control, Inc.

2017

Rollins acquires Northwest Exterminating, Inc.

2005

Rollins acquires The Industrial Fumigant Company

2014

Rollins acquires Australian based Allpest WA and Statewide Pest Management

2016

Rollins acquires Australian based Murray Pest Control and Scientific Pest Management and UK based Safeguard Pest Control

2018

Rollins acquires UK based AMES and Kestrel Pest Control and US based OPC Services





A FAMILY OF BRANDS



Industry



Growth

\$18 billion industry globally with an expected growth rate of 4-5% annually; \$12+ billion US



Awareness

Increasing health awareness



Customers

US, roughly 70% residential US and 30% commercial



Market

US market is 20,000 companies; Highly fragmented market



Competitors

3 largest public competitors:

ServiceMaster (NYSE:SERV)

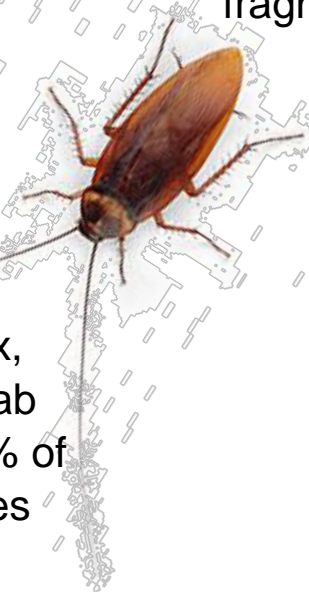
Rentokil (LSE:RTO)

Ecolab (NYSE:ECL)



Evolution

Rollins, Terminix, Rentokil, & Ecolab generate over 30% of industry revenues



Solid track record of Shareholder Value creation

Rollins Value Proposition



Competitive Advantage

Brand and best in class customer experience



Recession Resistant

80% of revenues are recurring



Significant Insider Ownership

Strong management and excellent depth

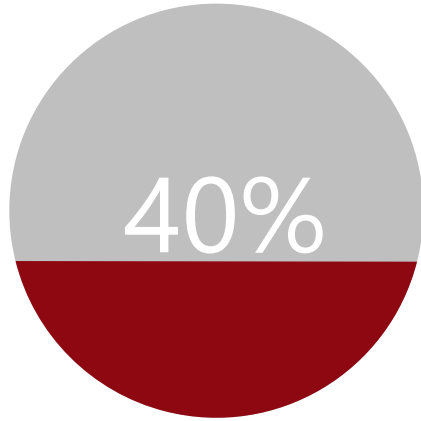


Strong Balance Sheet

Focus on sustained profitable growth

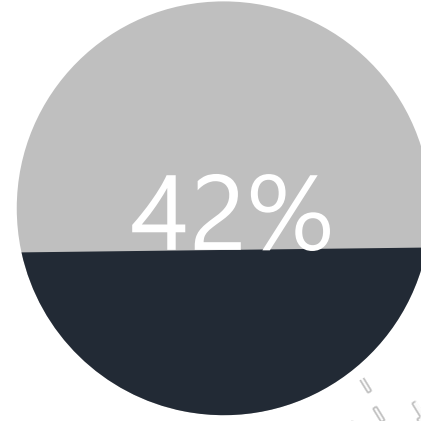


Revenue & Retention by Business Line



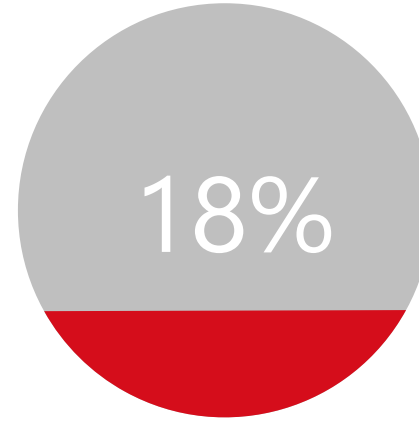
Commercial

Retention 88% - 90%



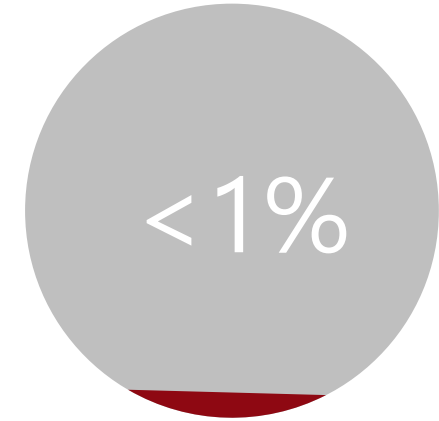
Residential

Retention 76% - 85%

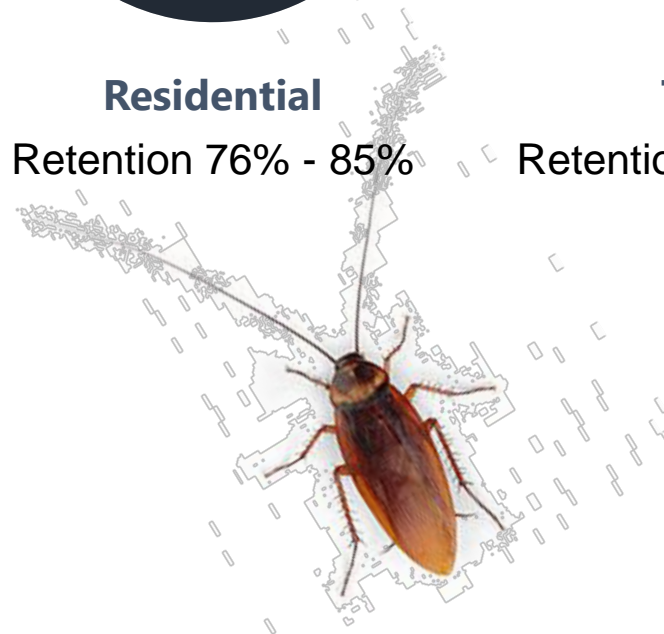


Termite

Retention approximately
85%



Other



General Pests



Mosquitoes

Mosquito control begins with a thorough inspection and treatment recommendations such as removing conducive conditions



Termites

To prevent termites in your structure, eliminate moisture problems, and remove food sources. This will help make your structure a less attractive target



Roaches

Since every home is different, the technician will design a unique program for each structure. Techs can provide the right solution to keep cockroaches in their place



Ants

In controlling an infestation of ants, it is necessary to first find the nest. Once found, it can be removed or treated chemically. All conditions that the ants found conducive must be corrected



**These are only a few of the pests that Rollins' Brands protect against*

Wildlife



Rats

Rats often are attracted to homes for the 3 essentials: Food, Water, & Shelter. Homeowners should reduce or eliminate as many of these sources as possible



Snakes

A step that can help prevent snakes is removing as much of their habitat as possible. Without a comfortable habitat, snakes will relocate



Skunks

Easiest way to control or prevent is exclusion. Ensure no holes near structures where they can create a den and remove shelter such as brush and woodpiles



Gophers

Skilled burrowers and designed for subterranean life. They burrow in lawns and gardens. You must remove a source of food to eliminate



**These are only a few of the pests that Rollins' Brands protect against*

Residential Business

Focused On Sustained, Profitable Growth

- Rising concern over health, safety and protection of property
- Better informed consumers, targeting specific segments
- Internet providing accelerated growth
- Recession resistant – non-discretionary purchase
- Expandable service offerings – varied across brands to meet customer needs and improve profitability
- HomeTeam's unique new home service offering provides recurring revenues and long-term profitability
- Mosquito control revenues were approximately \$160 million US in 2016 (*PCT Online*)
- Mosquito-borne disease concerns are spurring demand for mosquito work.
- New opportunity to introduce residential and commercial pest control services to new mosquito customers

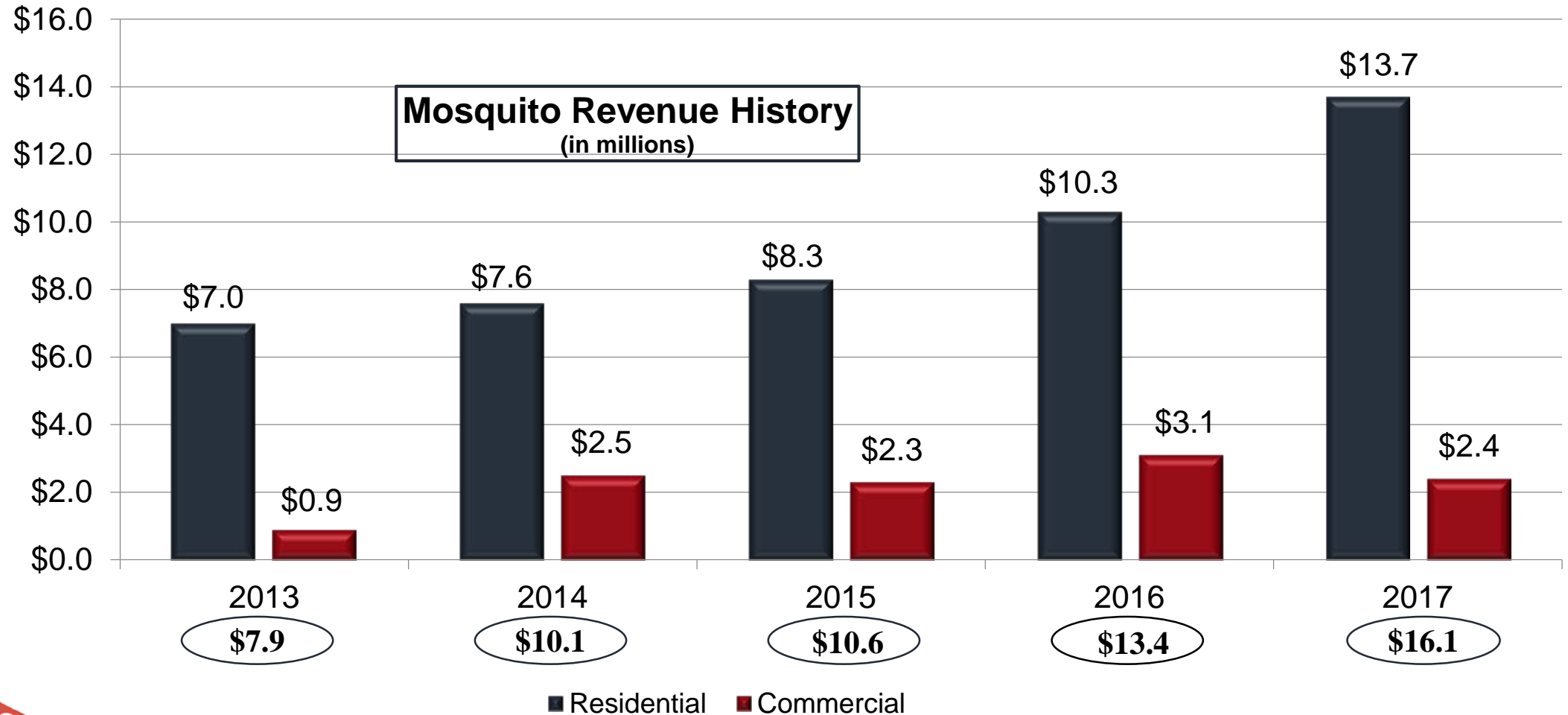


Companies offering Residential services

- Orkin, LLC
- HomeTeam Pest Defense
- Northwest Exterminating
- Waltham Services
- Western Pest Control
- Kestrel Pest Control
- AMES
- OPC



Mosquito: Strategic Growth Opportunity



Commercial Business

Focused On Sustained, Profitable Growth

- No. 1 commercial pest control provider in North America – over 20% market share
- Increasing demand driven by health and safety concerns
- Worldwide service network with 103 dedicated commercial branches
- Highly recession resistant; customer's reputation and risk too great
- Highest customer retention of all service offerings
- Highest average prices of all service lines
- High growth opportunity. CAGR 6.5% last 10 years
- Focused on five priority industries:
 - Food and beverage processing
 - Healthcare
 - Food service
 - Food retail
 - Hospitality
- Largest 20 national accounts make up less than 3% of business

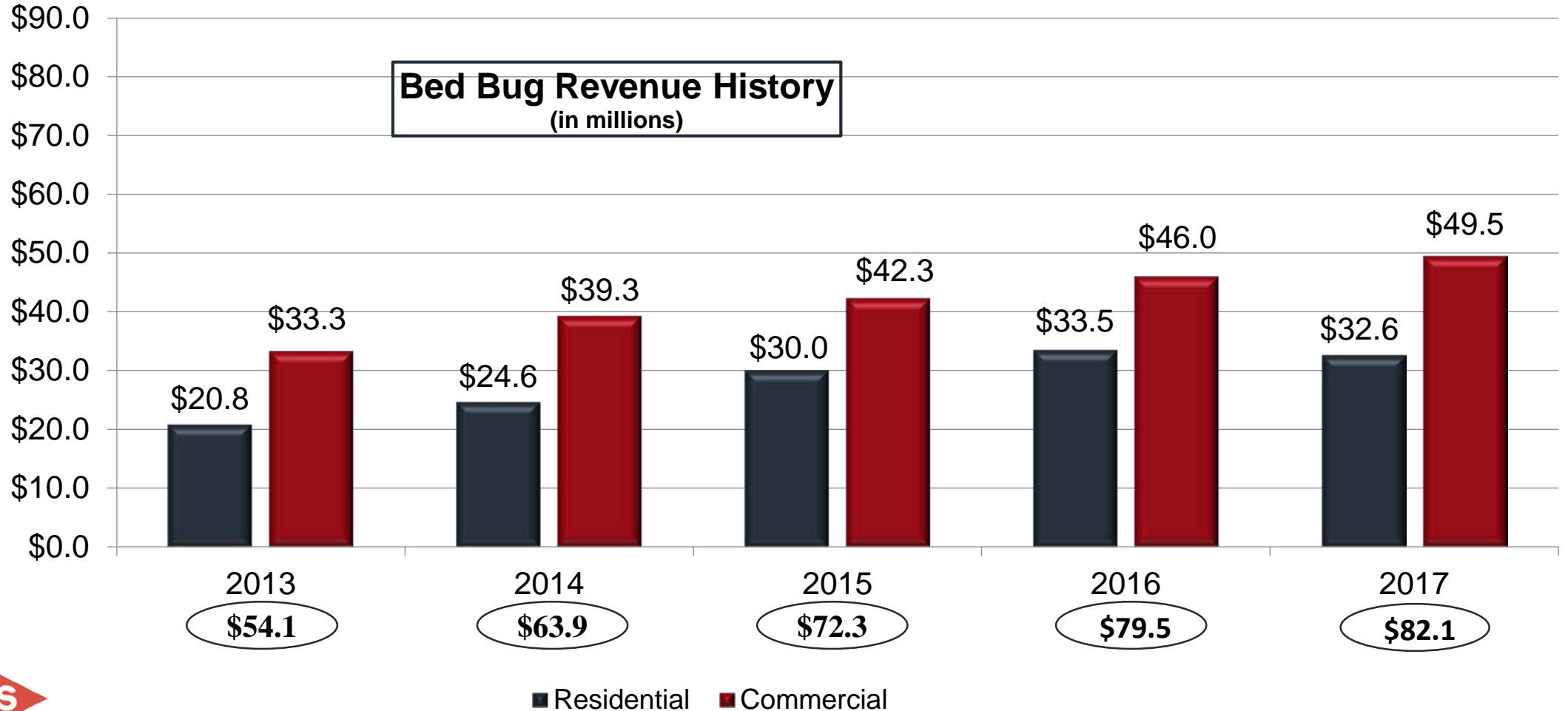


Companies offering Commercial services

- Orkin, LLC
- Orkin Canada
- Western Pest Services
- IFC
- Orkin Australia
- Waltham Services
- Crane Pest Control
- Safeguard
- Kestrel Pest Control
- AMES
- OPC



Bedbug: Strategic Growth Opportunity



Termite & Ancillary Business

Focused On Sustained, Profitable Growth

- Termite damage -- \$5.6 billion annually, a real threat to homeowners
- Strong recurring revenue and high retention
- Invigorated sales force, utilizing digital technology
- HomeTeam providing pre-treat service to nation's leading homebuilders
- In-house financing options
- Insulation protect against unwanted pests. This includes:
 - special insulation for your attics
 - Crawlspace and basements
- Moisture control is designed to:
 - help meet your structure's specific needs, construction type, and geographical location
 - Prevents high moisture levels that can lead to pest issues or possibly mold and mildew



Companies offering Termite & Ancillary services

- Orkin, LLC
- HomeTeam Pest Defense
- Northwest Exterminating
- Orkin Australia
- Western Pest Services
- OPC



Wildlife Control



Wildlife – Accelerating Our Growth Opportunity

- North America Wildlife Category Opportunity of \$500M+
- Critter Control and Trutech are #1 and #2 companies in the category
- Immediate synergy created by integrating marketing and training

Continued Growth

- Built-in acquisition network with Critter Control Franchises
- Franchise Operations in over 150 of the top markets with Rollins Wildlife brands



Commitment to Training



Named to *Training Magazine* “ #64 of Top 125 Training Companies” for the past 13 years



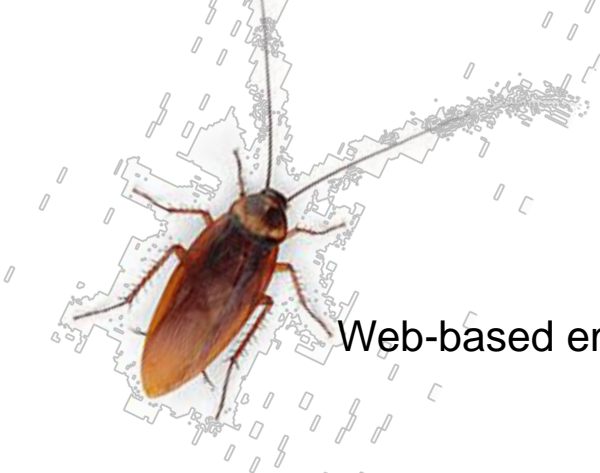
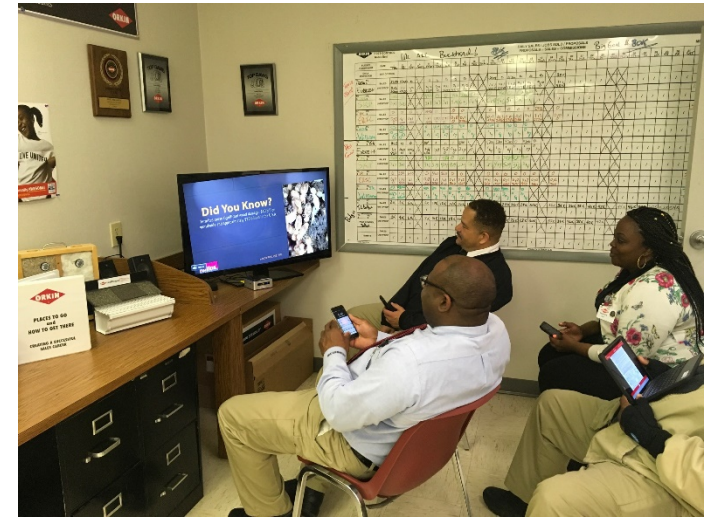
Attracts regulators, educators, & university researchers



27,000 sq. ft. state of the art Learning & Training Center unique to pest control industry, including Termite & Commercial training



Global Training Communication

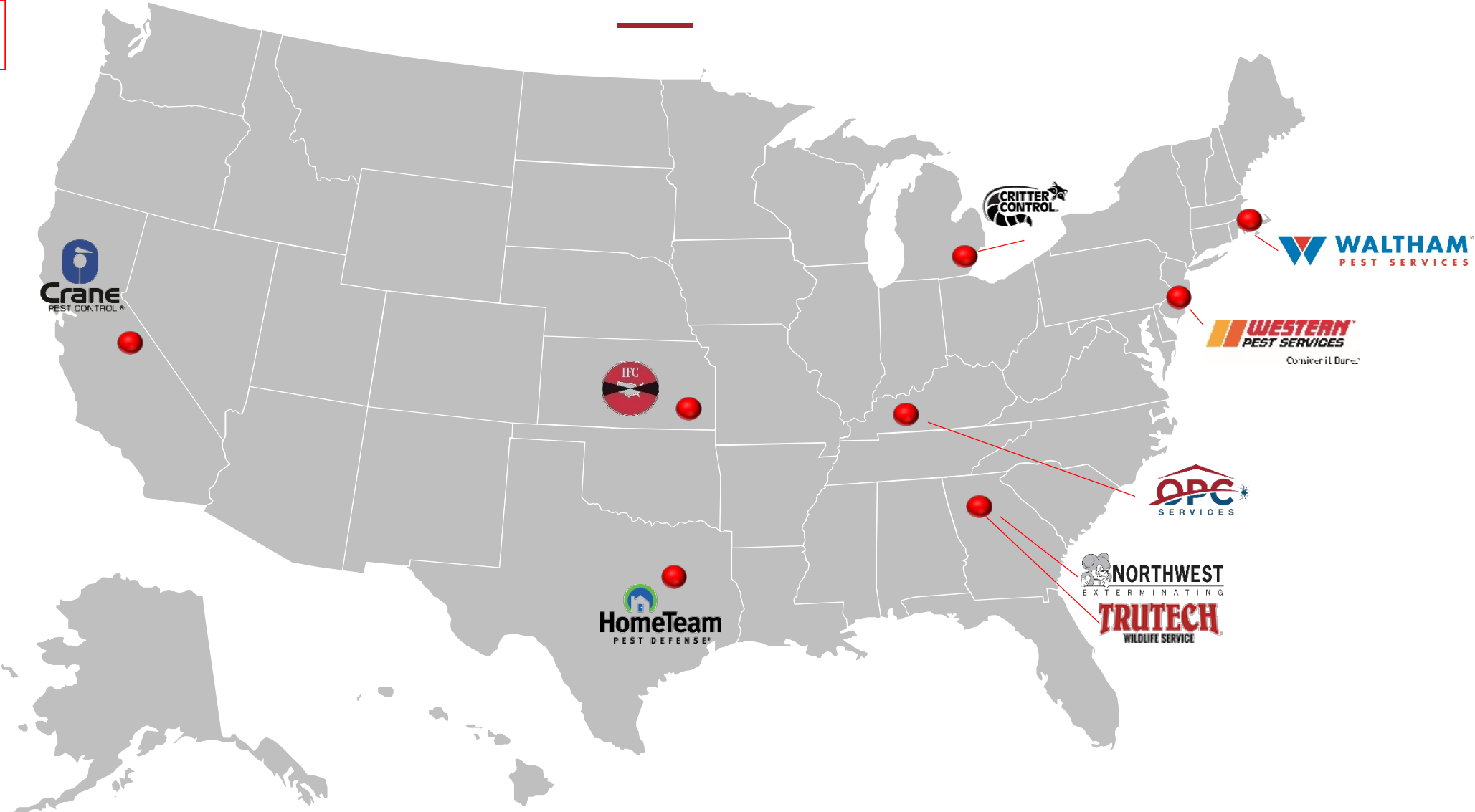


Web-based employee training network utilized by employees and franchises worldwide

Growth Through Strategic Acquisitions

United States

● Headquarters Location



Growth Through Strategic Acquisitions

Canada

● Headquarters Location

Over 300 branches across Canada

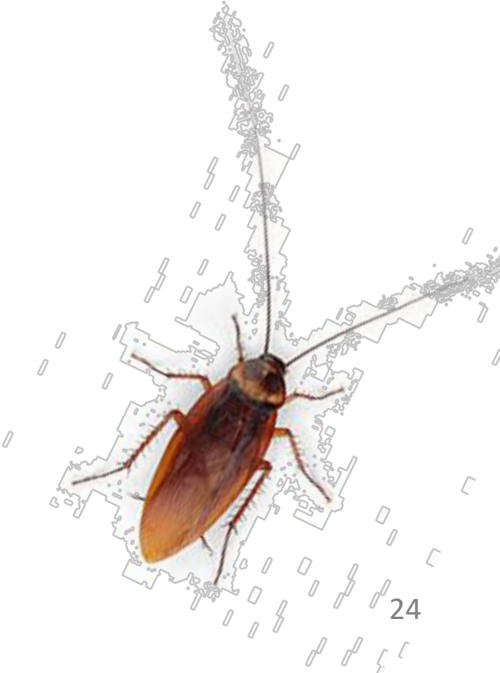
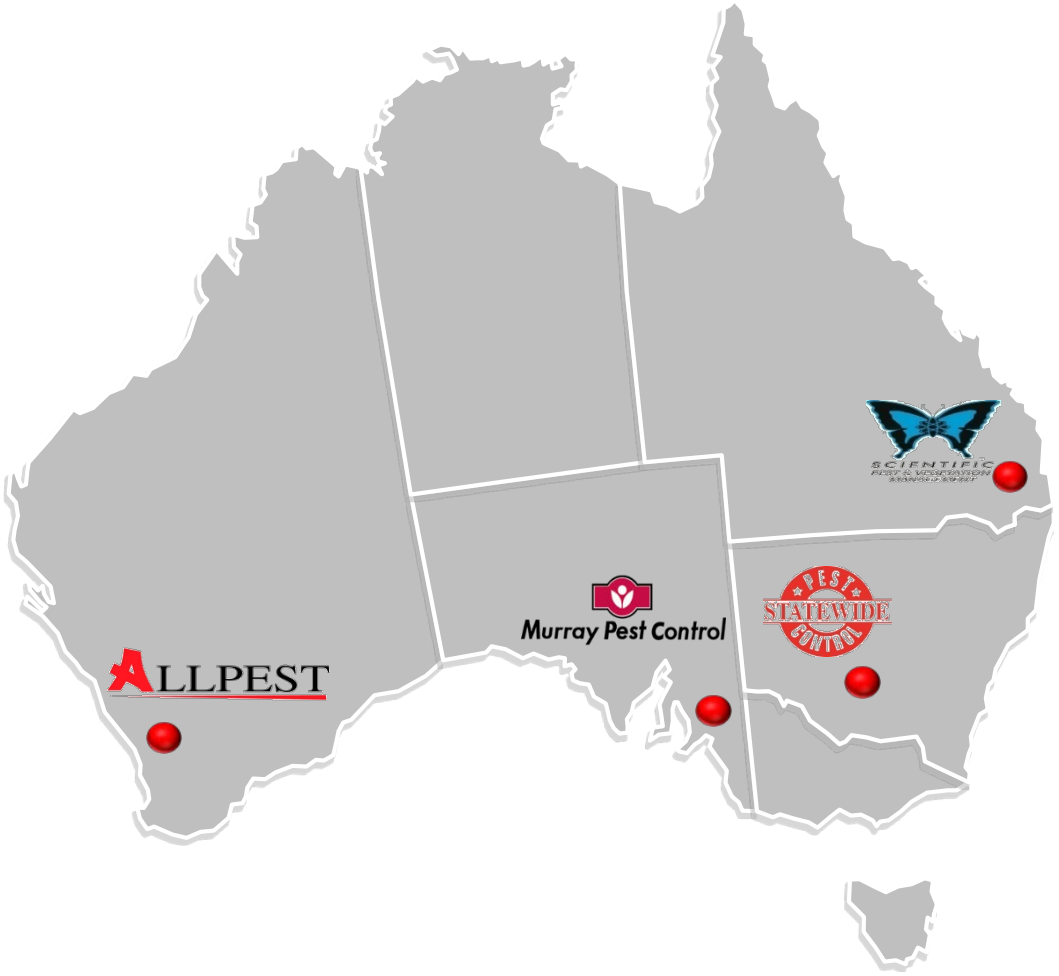


Growth Through Strategic Acquisitions

Australia

● Headquarters Location

8 Murray Franchises
3 Scientific Franchises
11 Total Franchises



Growth Through Strategic Acquisitions

United Kingdom

● Headquarters Location



Global Strategic Franchises

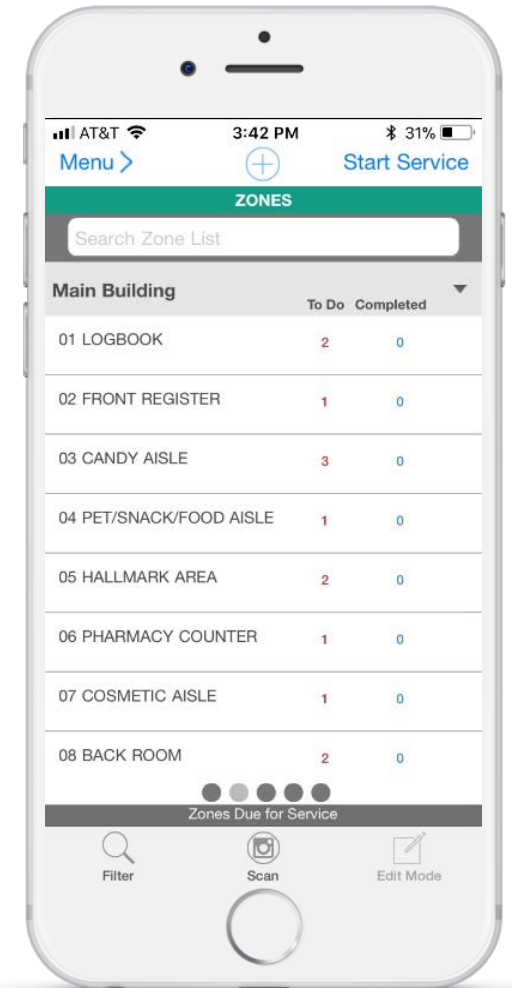
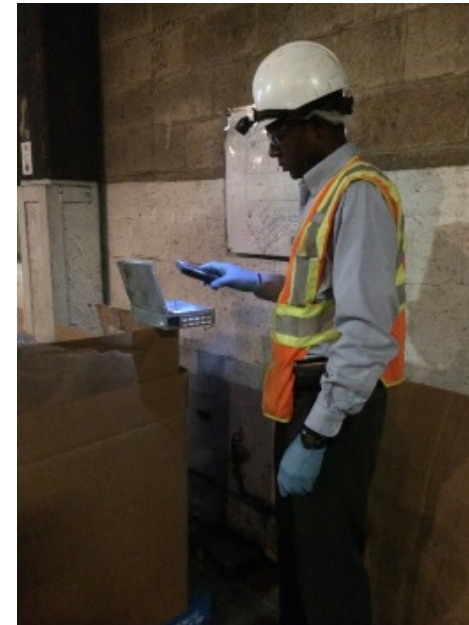
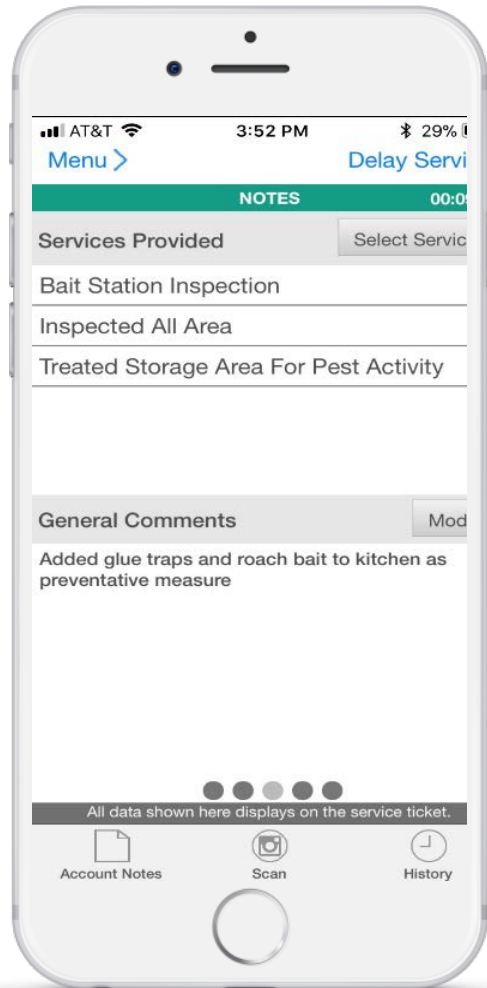
Worldwide

48 Orkin Domestic Franchises
82 Orkin International Franchises
11 Orkin Australia Franchises
89 Critter Control Franchises
230 Total Franchises



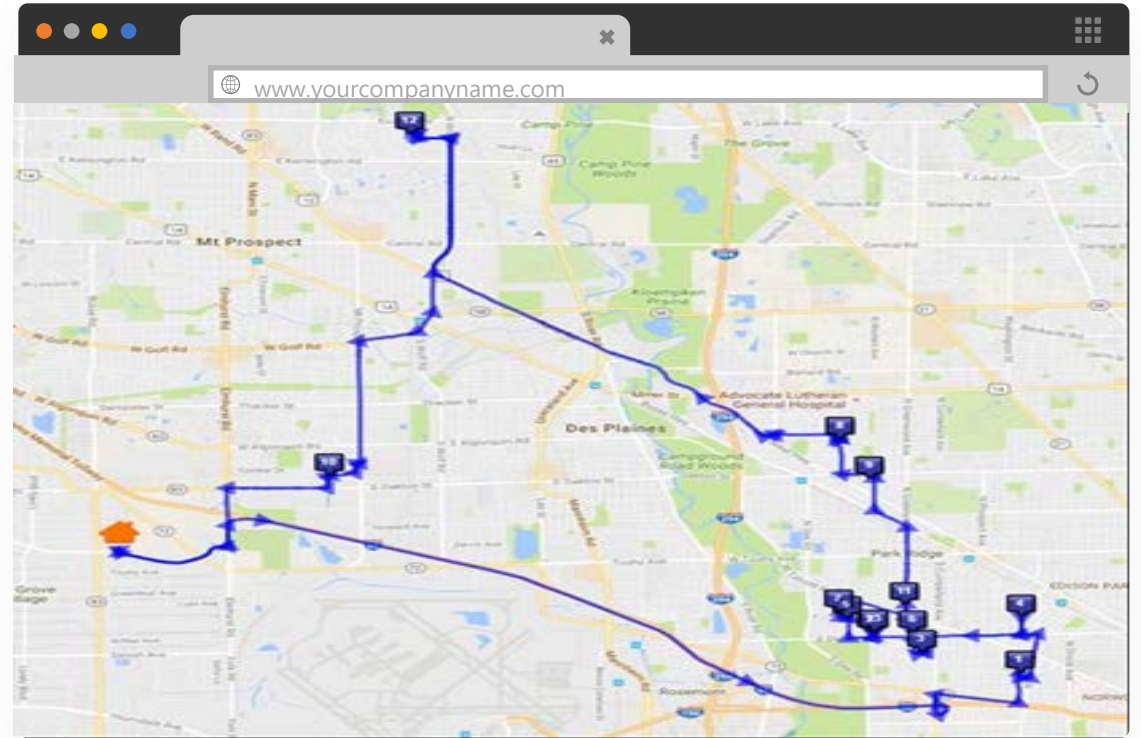
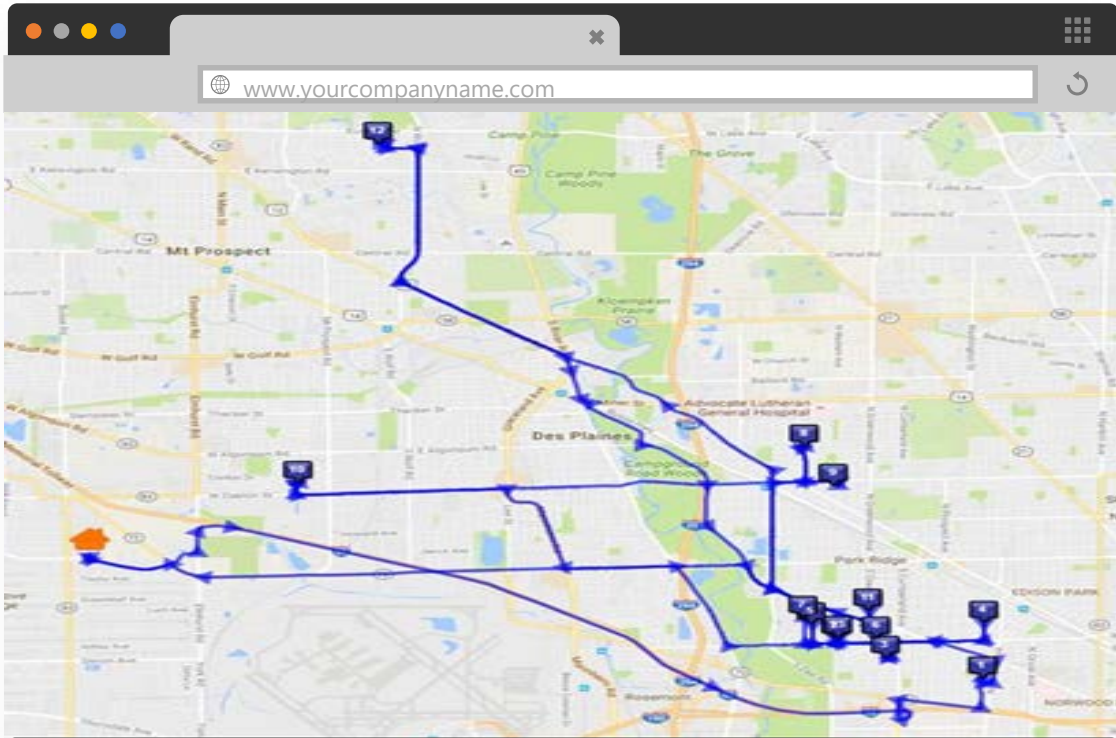
Technology

BOSS – Branch Operating Support System



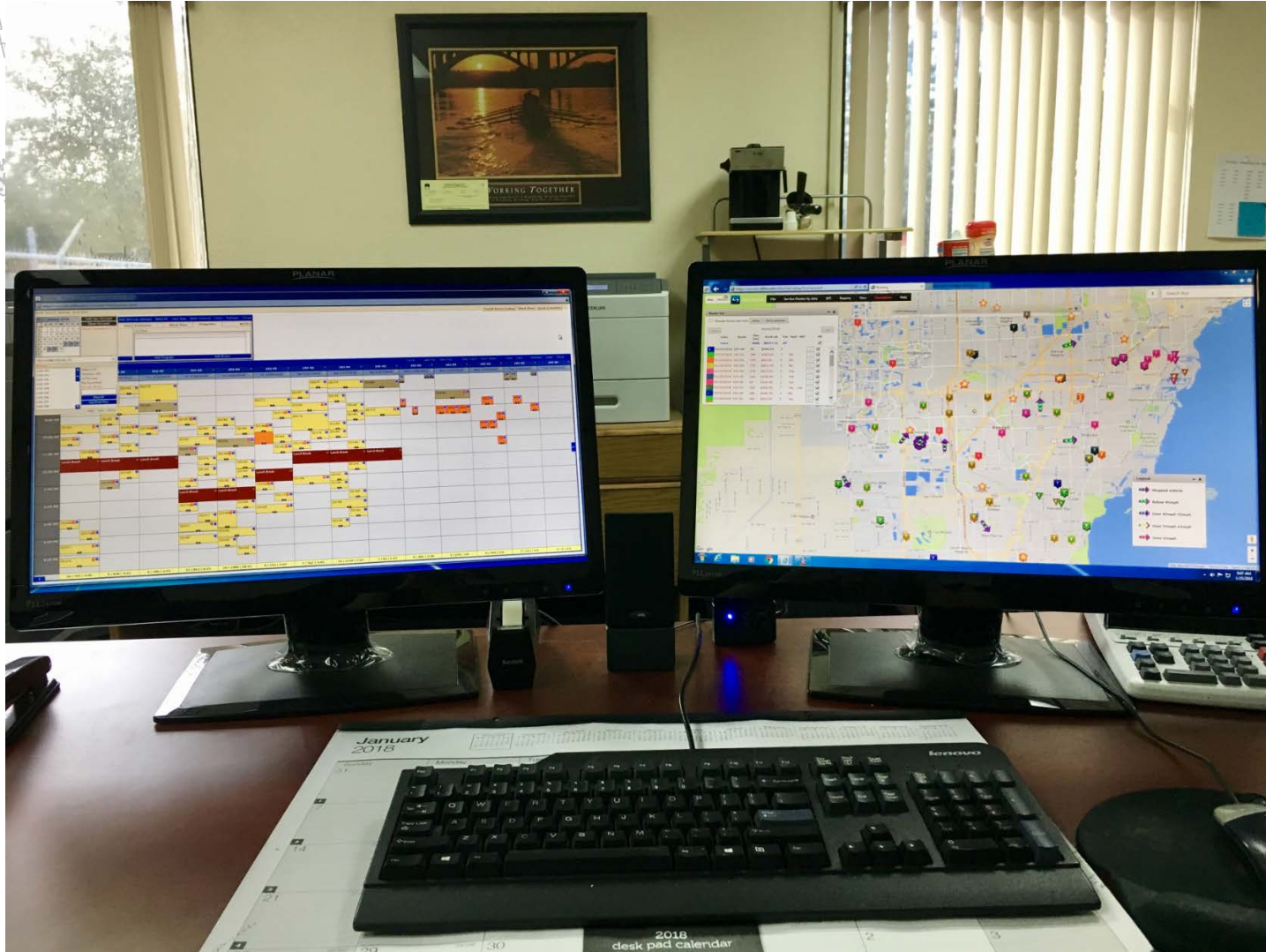
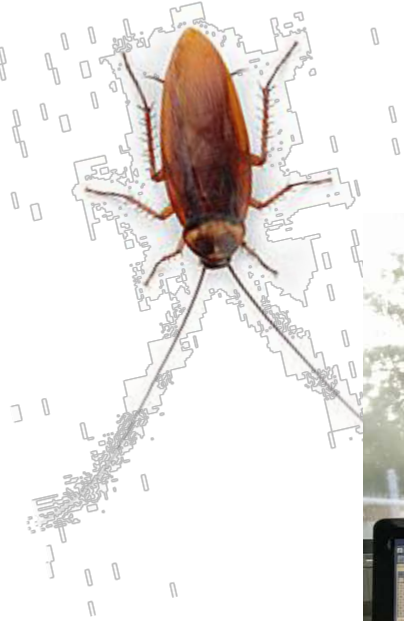
Technology

Virtual Route Management



Technology

Orkin 2.0

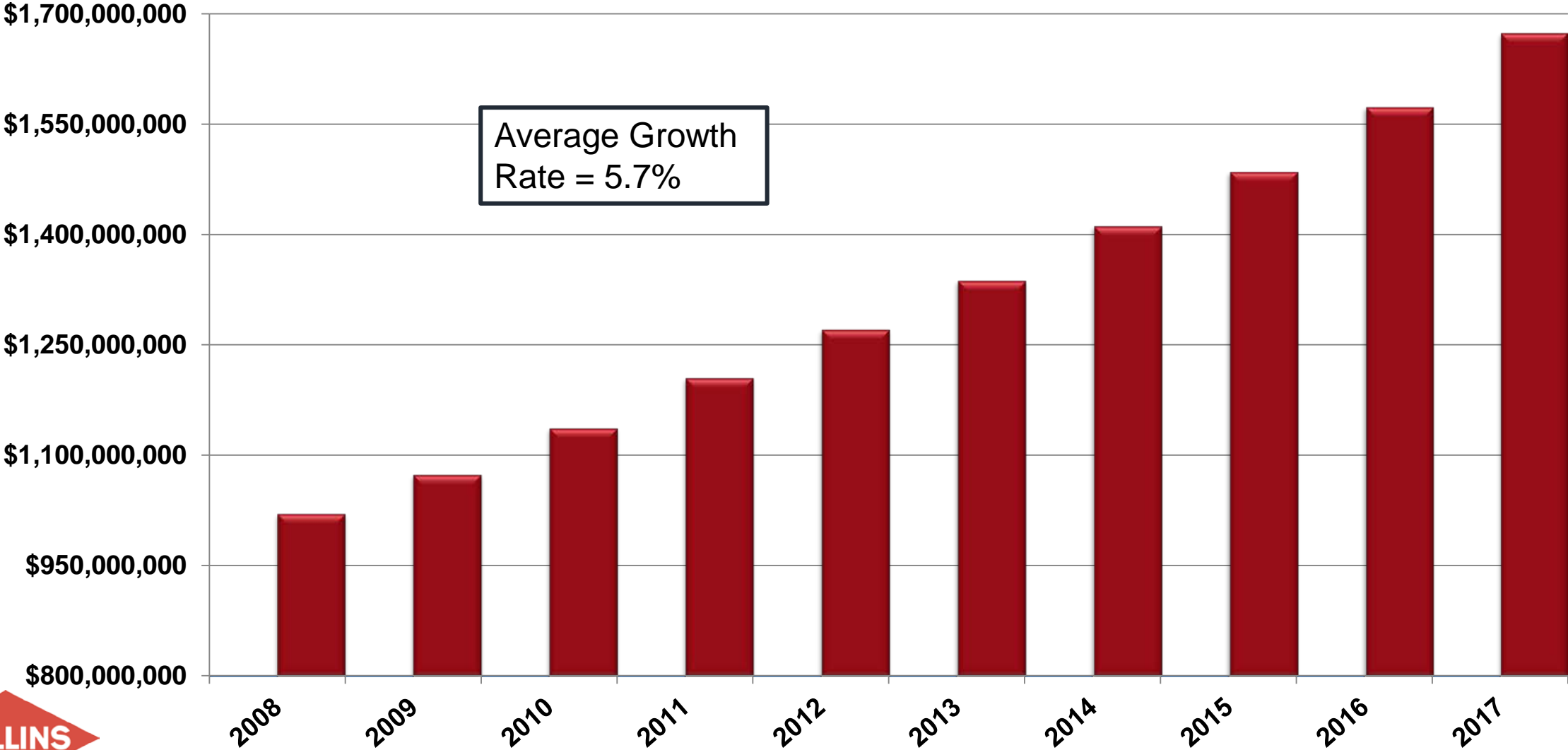


Benefits Include:

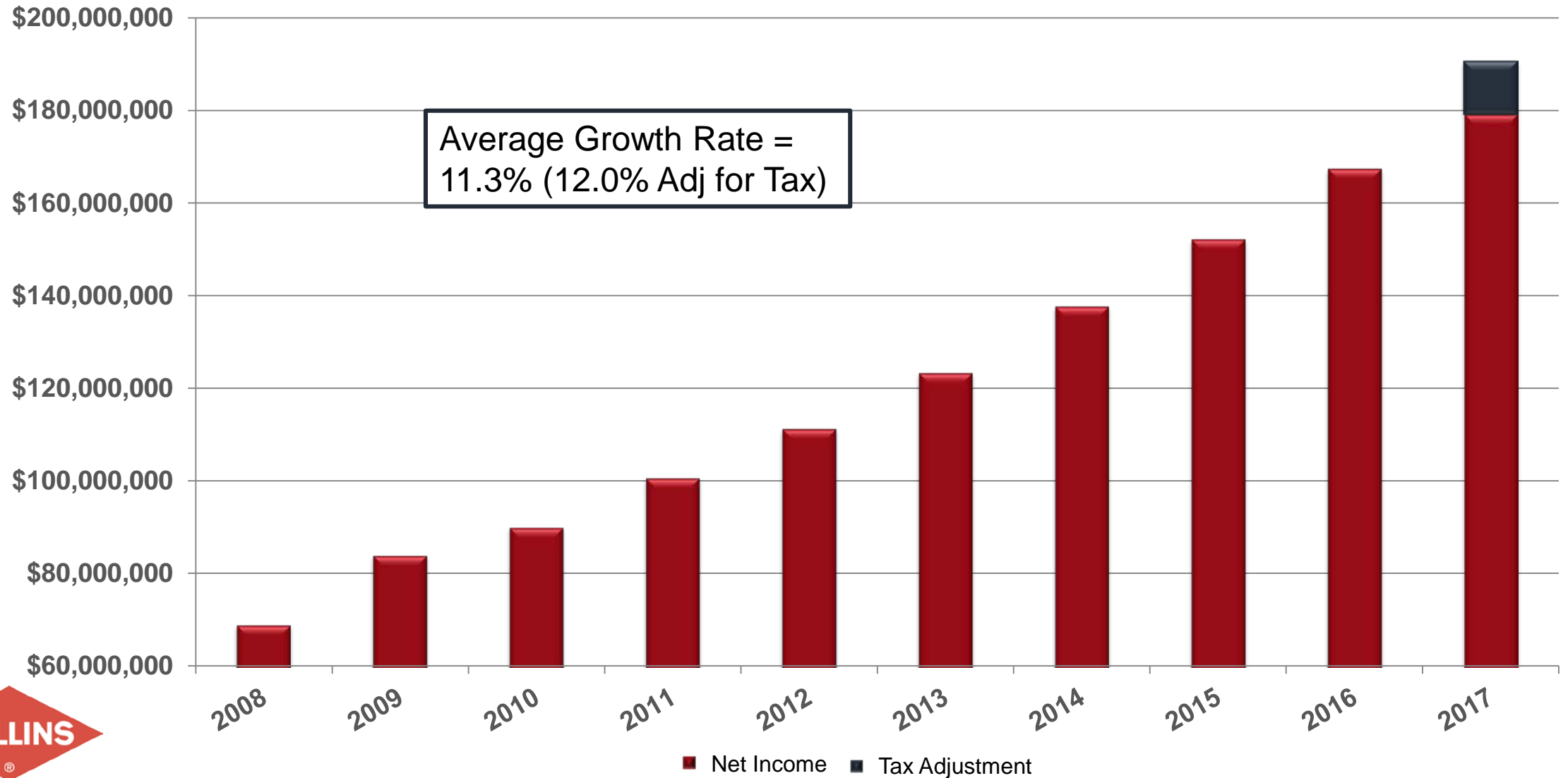
- Improved productivity
- Reduced fleet costs
- Improved Customer Service
- Reduced Turnover



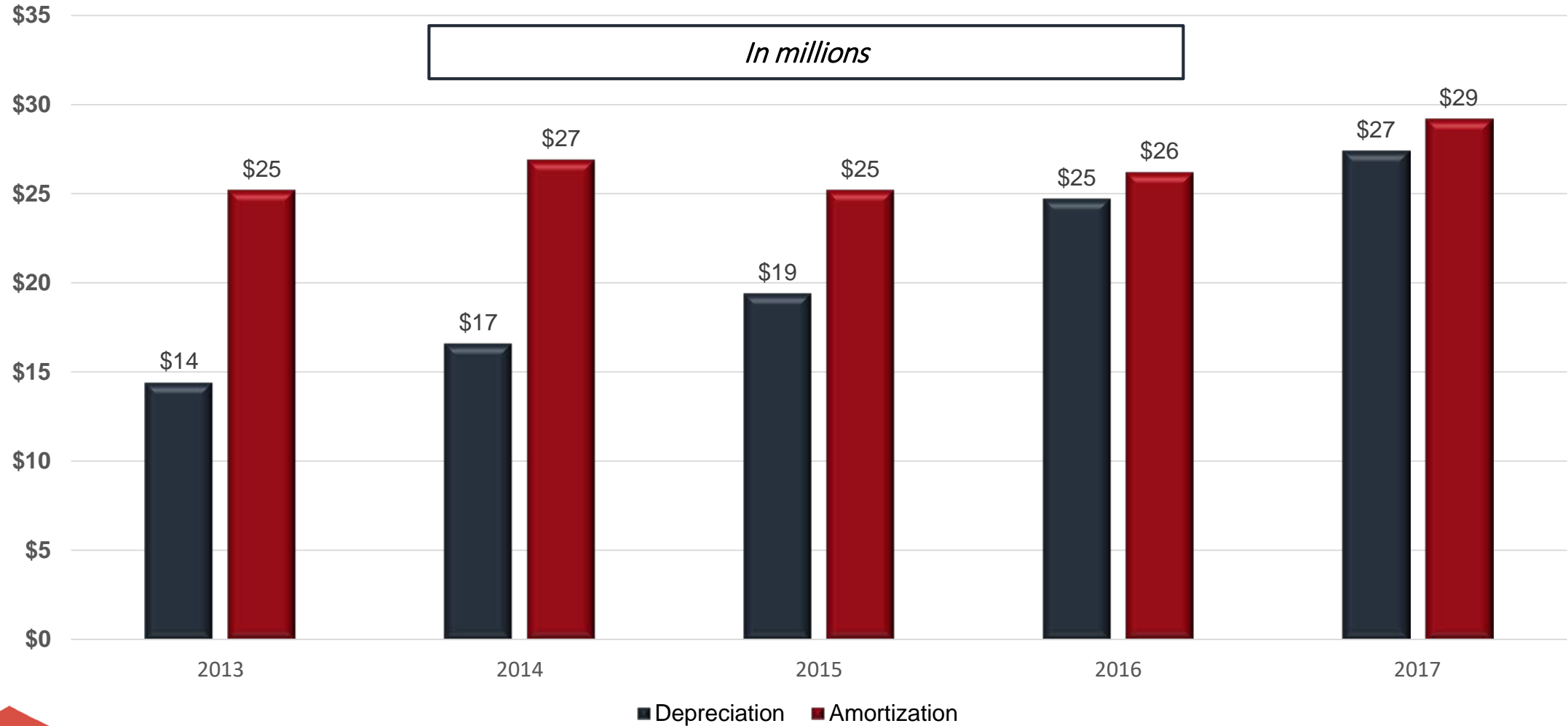
Revenue Growth 2007-2017



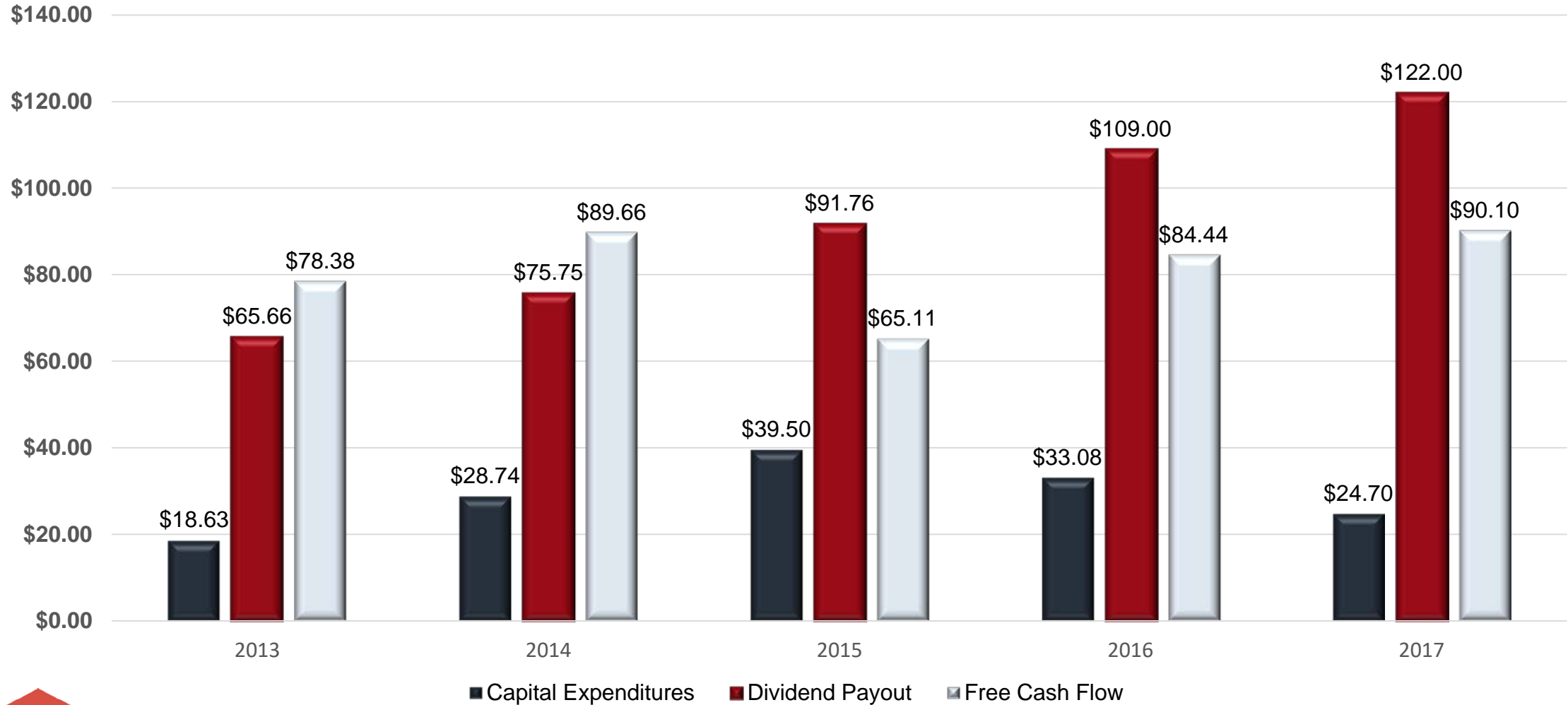
Net Income 2007-2017



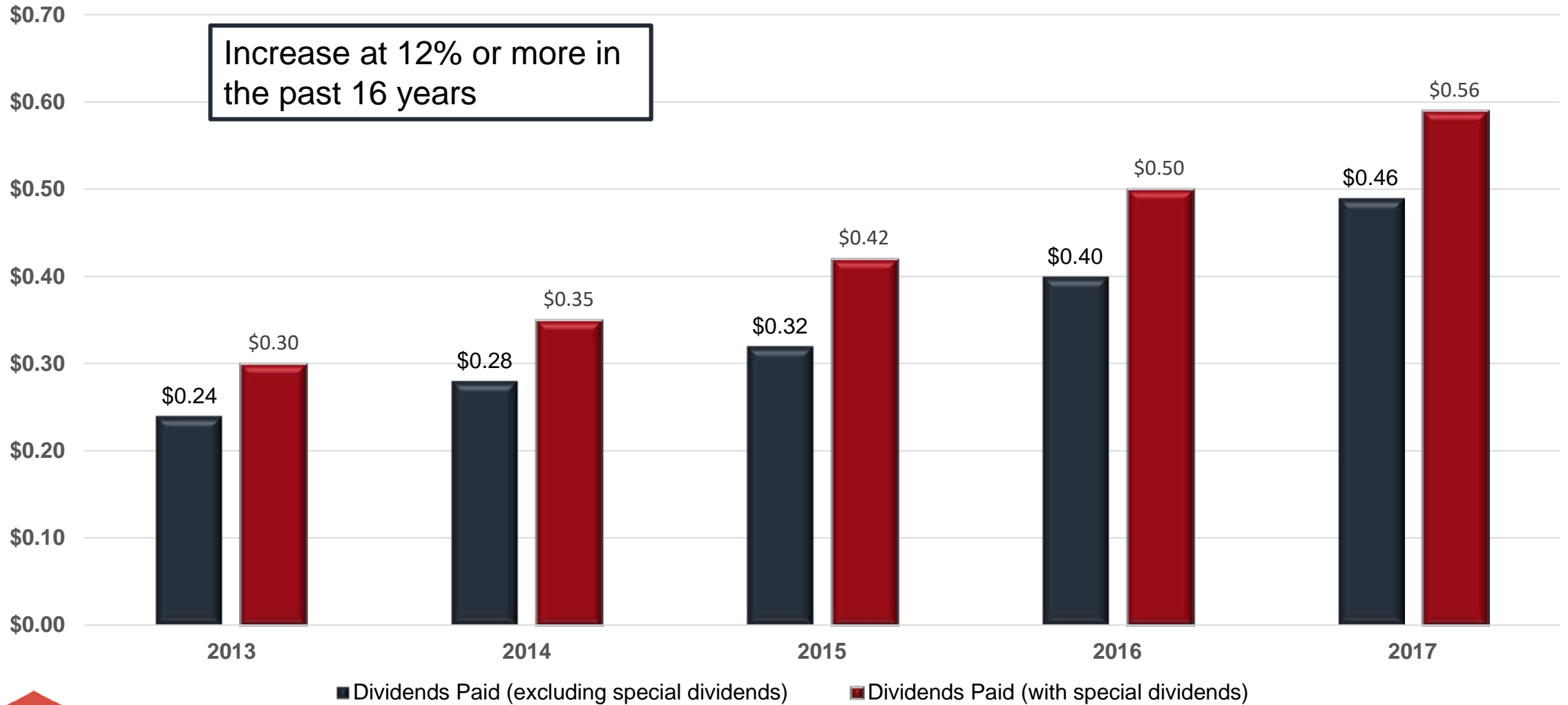
Depreciation & Amortization of Intangibles



Strong Free Cash Flows Growth

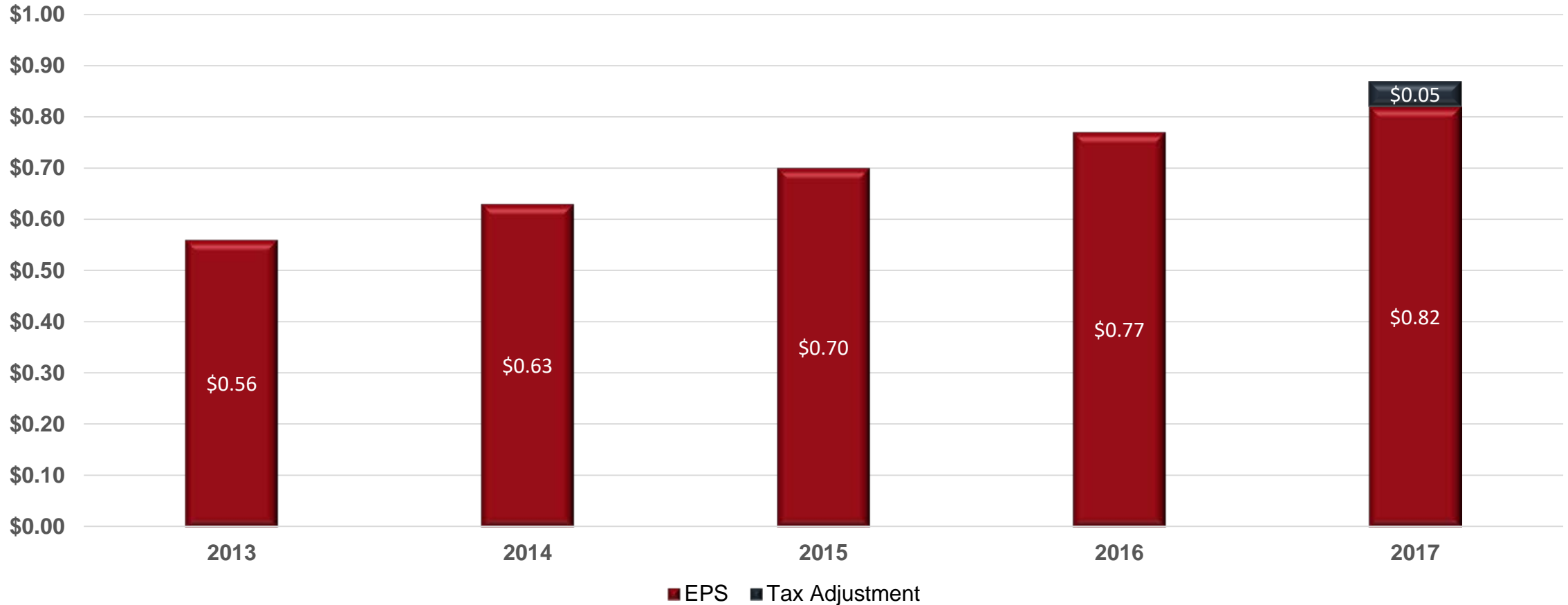


Dividend Record



All dividend data is presented post-split for the three-for-two stock split effective March 10, 2015 for shareholders of record February 10, 2015.

Diluted Earnings Per Share Growth



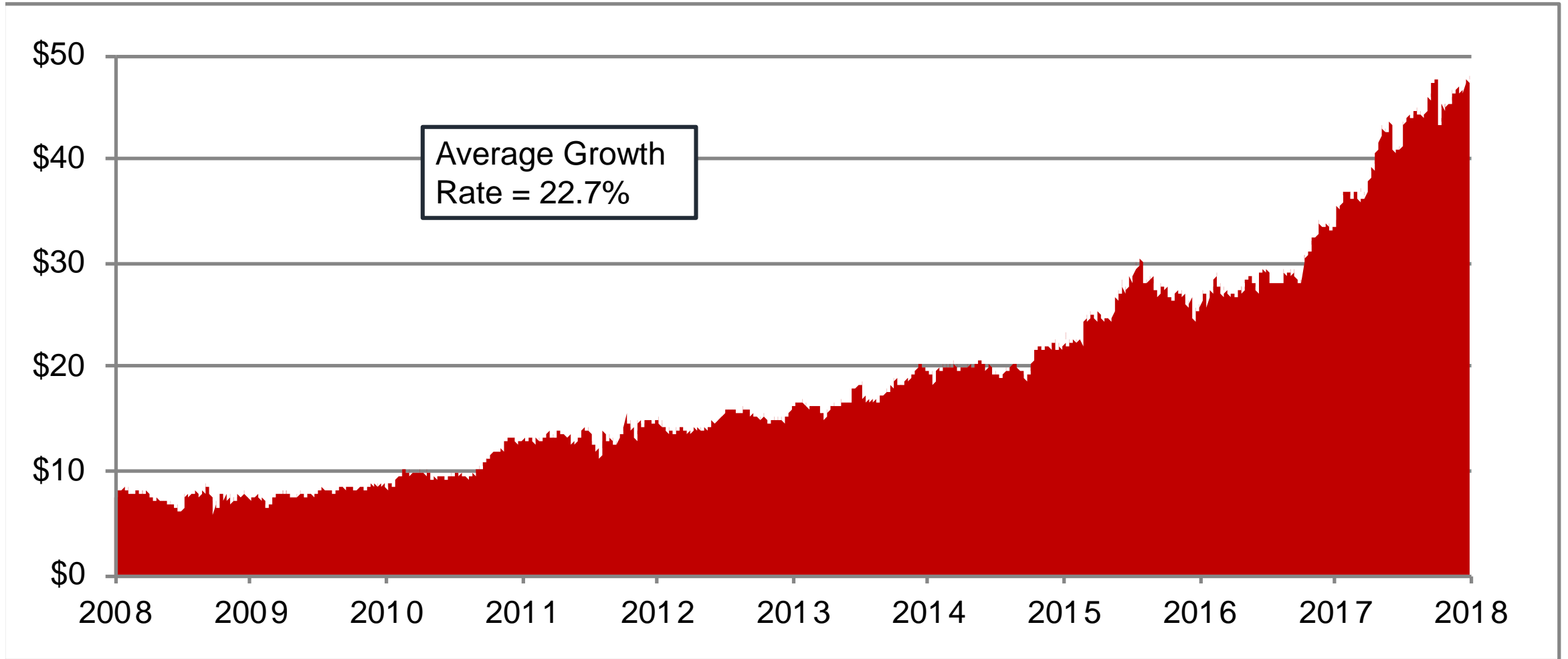
All diluted earnings per share data is presented post-split for the three-for-two stock split effective March 10, 2015 for shareholders of record February 10, 2015.

2017 Diluted Earnings Per Share were \$0.82 per diluted share and \$0.87 per diluted share excluding significant items

On December 22, 2017, the Tax Cuts & Jobs Act ("TCJA") was signed into law. 2017 results reflect the estimated negative impact of the enactment of the TCJA, which resulted in an \$11.6 million decrease in net income, (\$8.0 million from transition tax on foreign earnings, \$2.9 million from the revaluation of deferred tax assets, and \$0.7 million from reductions in tax benefits on stock compensation). This resulted in a \$0.05 per diluted share decrease for the year. Earnings per diluted share excluding significant items is a non-GAAP financial measure. Management believes this measures help investors understand the effect of these on reported results.

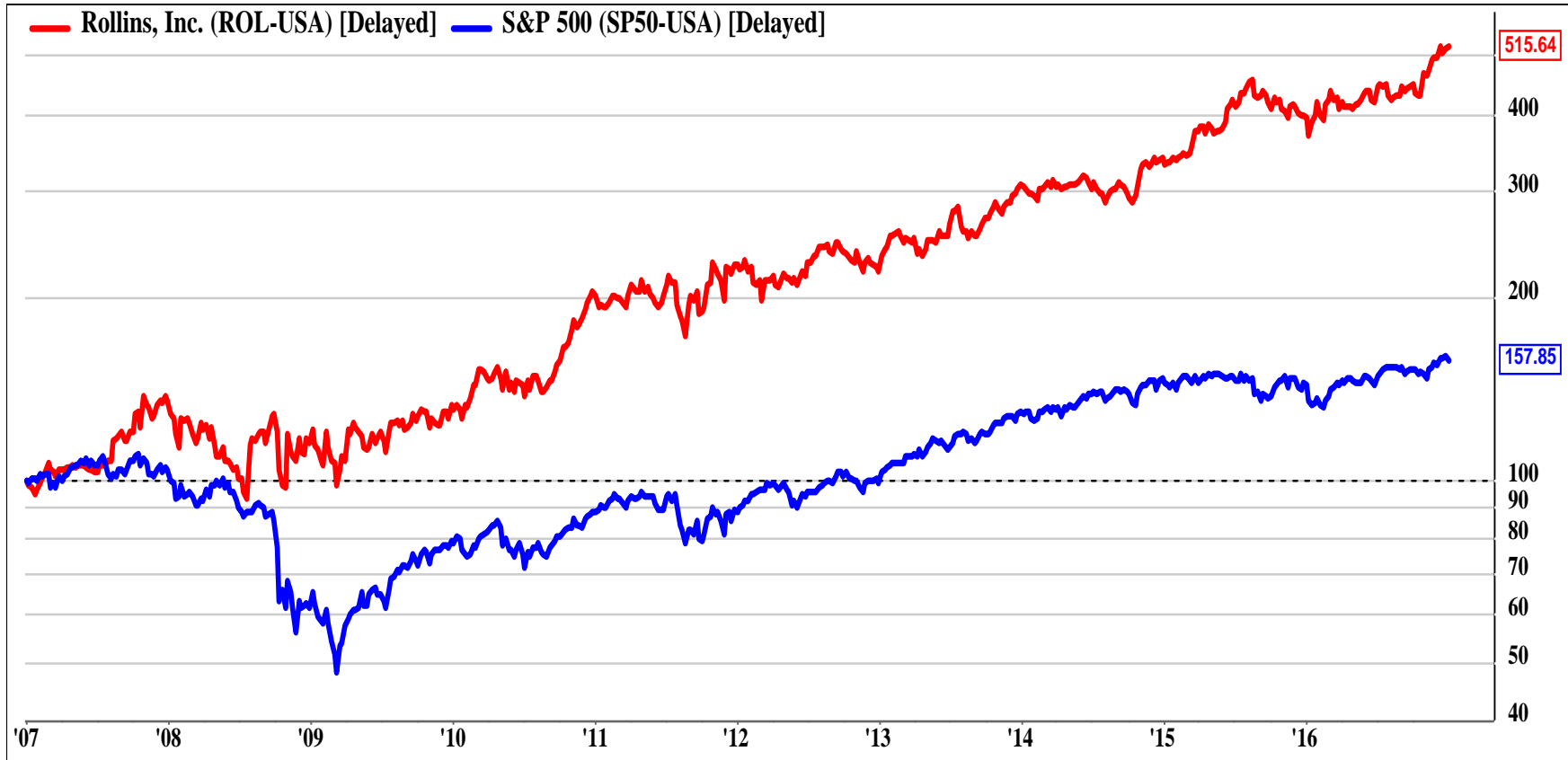


ROL Stock Performance



ROL 10 Year Stock Performance (with dividend reinvested) vs. S&P 500 Index

Source: FactSet



10-Year Performance w/ dividends

Reinvested (12/31/2007 – 12/31/2017): Total Annualized

Rollins Inc.	541.8%	20.4%
S&P 500 Index	126.0%	8.5%



Thank You

For questions, please reach out to Julie Bimmerman

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