

*For Immediate Release,*

## **Focus on the Circus: Redefining Excellence in Close Protection and Beyond in the Heart of the UK.**

London Office, UK - [March 1<sup>st</sup> 2024]:

Golem Protection, a trailblazer in Global Risk Management and Protection, is set to dust off the old establishment and shake the British standards in close protection services with a venture started mid-2023 into the heart of the UK, London.

Headquartered in the Caribbean and with subsidiaries in Europe and North America, Golem Protection is an emblem of innovation and excellence in the protection industry.

### **About Us:**

Golem Protection stands out as a unique force in the realm of Global Risk Management and Protection, defying stereotypes, and reshaping the landscape of excellence. Comprising an international team with unparalleled operator skills, Golem Protection rejects clichés and embraces a culture of "Ladies and Gentlemen serving Ladies and Gentlemen," placing Excellence at the core of its DNA. The company guarantees clients the best level of service, always delivered by subject matter experts from exceptional backgrounds with the motto "Excellence or Nothing".

### **1) Reality Check: Vital Questions That Could Save Your Life.**

Having a global presence provides us with invaluable insights, allowing us to comprehend the intricacies of the international landscape. In a world marked by increasing social unrest, individuals seeking protection are not simply yearning for a sense of safety but a tangible assurance of genuine security. The evolving landscape underscores the urgency for security services that transcend mere perception, aligning with the concrete need for robust protection in an ever-uncertain reality.

When you invest in your physical protection and security, you rightfully expect the best in return. At Golem Protection, we understand the stakes involved – the safety of yourself, your family, and your possessions or clients.

But in the realm of security, are you willing to bet your life and the lives of your loved ones on mere conjecture? Can you rely solely on trust or the word of friends? Is your security team genuinely prepared to handle real-world threats? Are they tested under authentic conditions? Have you ever put them to the test? Can you confidently vouch for your security arrangements? What if? This rhetorical reminder prompts reflection – in a market where every provider claims to be the best, how do you navigate the choice?

These questions highlight the critical need for a security partner that not only meets expectations but exceeds them. By embracing a trust but verify approach, you will ensure peace of mind in an environment where trust must be unwavering.

### **2) Exclusive Testing – A Golem Distinction:**

In a league of its own, Golem Protection stands as the only company globally to test Close protection teams and protection companies uniquely tailored to the client's explicit requests.

Golem's distinctive approach goes beyond the ordinary, subjecting security teams to real attacks and setting the gold standard for assessing strengths and weaknesses. This unparalleled testing methodology ensures that clients receive the most comprehensive evaluation of their security teams, fostering an environment of "Trust but verify".

Clients are becoming more discerning and proactive in their approach to security services. The uncertain social climate is prompting an increasing number of individuals who rely on protection services to pose legitimate questions. As a result, we are experiencing a surge in requests from around the globe. Against all odds, we have successfully established this unique niche within the UHNWI world.

As a testament to Golem's unwavering commitment to excellence, December 2023 marked a milestone – surpassing the bar of 100 tests conducted. In this rigorous testing regimen, Golem demonstrated exceptional prowess, succeeding in 97 tests. This remarkable achievement indicates that only three (3) companies worldwide were able to effectively protect their clients under Golem's rigorous assessment.

### **3) Golem's Commercial Approach – Confidence in Excellence:**

Adding to the uniqueness of Golem's testing services is the groundbreaking commercial approach. If, by an extremely rare chance, Golem Protection fails to breach your security during testing, the service, while invaluable, is provided free of charge...

This mechanism, already in place, underscores Golem's confidence in its ability to deliver unparalleled security testing excellence.

As of February 2024, Golem Protection is poised for a robust year, having already scheduled 24 tests for 2024, with a special focus on Protection Team Testing's in the UK. This strategic initiative not only reinforces Golem Protection's commitment to excellence but solidifies its standing as one of the major players in the global risk management and protection industry.

### **The Golem Difference in the UK: dusting off the old establishment:**

A kick in an ant-hill. Golem Protection aims to challenge the status quo of the traditional realm of the UK protection industry, shaking up the prevailing mindset captured by the famous dismissive phrase "it will never happen".

Let's face it, in the bustling world of protection companies, the need for a reliable choice becomes paramount. Inexperienced and unqualified individuals are entrusted with safeguarding the highest profiles, often unaware or choosing to ignore this fact, with some protection companies operating as mere "Contractor-meat sellers." Another unsettling fact that we must confront head-on, it's the undeniable truth that many in the "Circuit" are well aware of: the practice of offering solitary Close Protection Officers (CPOs) or a CPO paired with a chauffeur. This illusion of efficiency in solitude is not just an anomaly but a common occurrence in the industry.

Now, you might wonder, why on earth would protection companies persist in this farcical dance of offering such an underwhelming service? The answer, unfortunately, is quite simple: it's cheaper, it raises fewer questions, and it fits neatly into the budget. In the ever-so-persistent quest to cut costs and sell what's easy rather than what's effective, some companies shamelessly promote this solo security act.

It's as if they say, "Why bother with a well-rounded, cohesive team when you can present a lone ranger and a chauffeur as your security solution?" The bitter irony is that this half-baked approach is often peddled without a hint of embarrassment. Clients are lured into the illusion that one solitary figure can handle it all, even when common sense and experience tell us otherwise.

Not to be misunderstood, there are clients who specifically request this setup. However, has anyone truly impressed upon them the grave consequences? The harsh truth is, staking your safety on having a "buddyguard" multitask as a valet dramatically reduces the chances of survival. Yet, on the bright side, the doors are promptly attended to...

The truth is that security doesn't work in splendid isolation. Just like in an ant-hill, the collective effort and cooperation of a unified team are essential. A single CPO or a CPO with a driver, despite their individual skills, cannot match the effectiveness of a well-organized security detail that can respond to threats with coordinated precision.

And when it comes to the allure of a low-cost configuration, we at Golem Protection firmly believe that if you want this cut-rate setup, you simply don't need real protection. Our steadfast commitment to the highest ethical standards is evident in our continuous refusal to provide counterfeit security. The growth of our highly private Clientele serves as the strongest testament to this principle.

### **Key Highlights for the UK Market:**

#### Distinctive Approach in the UK:

Golem Protection embodies the philosophy, "we don't mind who the biggest fish in the pond is. We're a whole different animal." This unique perspective defines our approach, setting us apart as a distinctive entity in the Global Risk Management and Protection industry.

#### Old Establishment Shake-Up:

By rocking the old establishment with real-world simulations, Golem Protection challenges the status quo of the protection industry comfortably seated with the outdated belief that "nothing will happen", ushering in a new era of effectiveness.

#### May 2023 Subsidiary Opening (Updated):

Golem Protection's subsidiary in London reaffirms its commitment to providing UK clients with cutting-edge assessments and unmatched security solutions. Having opened in May 2023, the UK agency is now fully operational, with a current objective of 35 full-time employees. This strategic presence allows us to establish quicker and more direct contact with future clients in the UK, ensuring prompt responses to their security needs.

#### Unparalleled Expertise in the UK:

As the sole company globally dedicated to testing protection teams, Golem Protection brings unmatched expertise to guide UK clients through the dynamic landscape of close protection assessments. Beyond our groundbreaking testing methodologies, Golem Protection stands as a beacon of excellence in providing high-level services across various domains, including UHNWI close protection, residential physical security, creation and installation of safe rooms, or our Golem Academy, an integral part of our offerings, provides comprehensive training and knowledge enhancement, solidifying our commitment to excellence in the protection industry.

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