

Rentokil

The Experts in Pest Control

Ask someone to name a pest control company and it's likely Rentokil comes to mind first. It's one of those companies and brands, well known, but perhaps unheralded and not particularly well understood. Do people really know what Rentokil does and how they do it? What makes them the best at what they do? Why do people tend to stay with the company for a long career? What's the DNA of this world leader?

This book is a window into the fascinating world of pests and pest control, and, most importantly, the pest controllers who are proud to wear the shirt that says Rentokil – a collection of stories to mark Rentokil's 100th anniversary.

You'll find tales of royal connections and scientific breakthroughs, of dedicated employees and global expansion, and of a deep-rooted commitment to do what it takes to protect people from pest-borne diseases and enhance lives.

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Rentokil

The Experts in Pest Control



A CENTURY OF SERVICE

THE RENTOKIL STORY 1925 TO 2025



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Rentokil 100
YEARS

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FOREWORD

When Harold Maxwell-Lefroy formulated Rentokil's first treatment to successfully eradicate a deathwatch beetle infestation, little could he have thought that the company he would go on to create from his innovation would, 100 years later, be the global leader in pest control – operating in 90 countries, generating revenues of £5.5bn (2024), and employing 68,500 people.

At the time, his focus was on protecting the historic hammer-beam roof of Westminster Hall, the largest medieval timber roof in northern Europe. From this success Harold developed a company built on the foundations of innovation, a desire to protect people, and an unwavering commitment to provide his customers with the best products and services possible.

For me, our centenary is not just a celebration of longevity, but it's also a testament to the passion, dedication, and hard work of generations of colleagues who are central to our story. Ours is a legacy of excellence and resilience. We've navigated economic cycles and pandemics, we've adapted to changing markets and technologies, and we have wholeheartedly embraced innovation, all while staying true to the mission, vision, and values that define us. It's a dramatically different world now from the one Rentokil was born into, but our drive to deliver an exceptional service, and to meet, answer, and, wherever possible, exceed the needs of our customers is as important today as it's always been.

Looking ahead, we are more than ever committed to innovation, sustainability, and supporting the communities in which we live and work. I regard our 100-year milestone not as an endpoint, but as a launch pad for the first decade of the next 100 years. As we honour the past, we remain focused on building a future that will continue to serve our customers, colleagues, and stakeholders; a company ready to serve the next generation, and generations beyond that.



This book is a collection of stories about Rentokil past and present; together they tell of the story of how a small company based in London could expand and grow to become a world leader. I hope the men and women who founded Rentokil and invented modern pest control would recognise their legacy. They would certainly see themselves reflected in our brilliant, hard-working people, and our dedication to service and innovation.

As it has done throughout its history, Rentokil today, as part of Rentokil Initial plc, is evolving and reinventing the industry with new advances in pest control technologies and more effective ways of working, with a particular focus on technology, AI, and data.

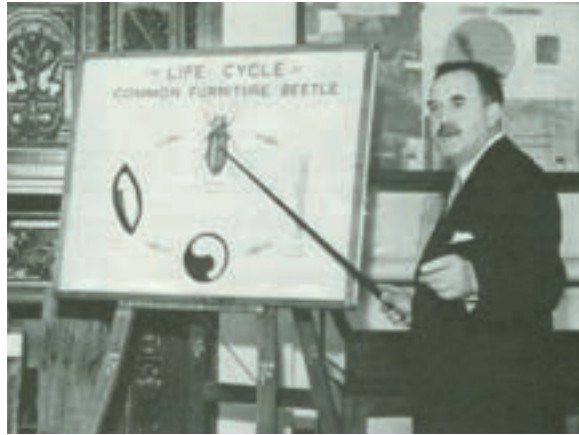
As Rentokil enters its second century, we are building an organisation for the future, with a globally-recognised brand and reputation, and we will remain at the forefront of this outstanding industry. I'd like to take this opportunity to thank our colleagues, customers, suppliers, and shareholders who are all part of this incredible journey.

Here's to the next 100 years of Rentokil, the Experts in Pest Control.

Andy Ransom

Chief Executive, Rentokil Initial plc

INTRODUCTION



HERITAGE OF SUCCESS

Over the past 100 years Rentokil has grown from Humble beginnings (page 11) to become the global leader in pest control working across 90 countries, and in 98 of the world's 100 largest cities – see **Global expansion** (page 16). In the themed chapters that follow, you will see a collection of stories showing how Rentokil has provided, and continues to provide, expert solutions to residential customers and businesses in industries such as food production, hospitality, healthcare, and retail.

Today, Rentokil's most common foes are rodents, bed bugs, flies, mosquitoes, termites, and cockroaches; while other more exotic pest species such as, snakes, stink bugs, ticks, and numerous species of spiders are also on Rentokil's target list in countries around the world. Each year, the company conducts over 25 million pest control service visits to customer premises, covering over 737 million miles in its fleet of service vehicles (or 29,623 laps of the Earth).

Rentokil has many longstanding customers, but our longest uninterrupted customer relationship stretches back 90 years. Wrekin College, a high-performing, independent school in the picturesque Shropshire town of Wellington, UK, first signed up for pest control services in 1935 – the year that Stanley Baldwin became British Prime Minister, the board game Monopoly was first released, and the first canned beer was sold.



HARD WORKING PEOPLE, THE PEST EXPERTS

Rentokil technicians are problem solvers. In this book you'll read about how our people are **The experts in pest control** (page 29), how they find an innovative solution, and how they work in teams to help our customers.

Whether it's our colleague in Barbados tracing a termite infestation to the cork around an air-conditioning unit (when it was previously unknown to science that termites could colonise cork), or our colleagues in Indonesia figuring out how to safely remove a roaming troop of 180 monkeys from an industrial facility, Rentokil colleagues are the pest detectives – not just placing traps, but tracing the root cause and taking targeted action. Our colleagues have always felt deep pride in what they do, which is probably why Rentokil was the first pest control company to put its name on its vans, declaring that pest problems weren't shameful if you hired the best to solve the issue and prevent future infestations.

THE INNOVATORS

Having been founded through innovation, finding new and better ways to support our customers remains at the core of our company today. Indeed, particularly over the last 10 years or so, there has been a significant increase in investments in new innovation. New centres have opened in the UK and in the US, with a pipeline of over 75 projects being worked on – see **At the heart of this brand is innovation** (page 115).

PestConnect is our digital, connected, pest-management system, which enables 24/7 alerts, rapid responses, and proactive pest management – PestConnect units around the world, always on alert in customers' premises, generate over 1,000 messages every minute. Lumnia, Rentokil's LED Insect Light Trap, offers an eco-friendly and efficient fly-control solution, reducing energy costs by 79%, cutting carbon emissions by 62%*, and providing 80% greater fly-control coverage. Entotherm uses heat to provide a chemical-free solution to insects such as bed bugs. In **Nature's own pest controllers** (page 71), you can even read how Rentokil uses natural predators, of all sizes, to help control pests.

Although these modern methods are quite different from the deathwatch beetle fluid Harold Maxwell-Lefroy, Rentokil's founder, created in his lab, Rentokil's innovations remain rooted in science and a deep understanding of pests and customers' needs.

*Compared to the earlier Rentokil Luminos range



THE BRAND

Rentokil invented modern pest control and while today's Rentokil operates on an entirely different scale from 100 years ago, our DNA remains unchanged – relentless innovation; highly-trained, professional, expert colleagues; and a healthy dose of entrepreneurialism.

Across the world, businesses, institutions, and homeowners trust the Rentokil brand to solve their pest problems. Today, we offer a complete range of pest control services – from rodents and insects to other forms of wildlife management. Different countries have their own individual challenges, from snakes in South Africa to termites in America, but wherever our customers are located in the world, every single contact sees Rentokil colleagues living our mission of Protecting People, Enhancing Lives, and Preserving our Planet – see **Responsible business** (page 93) and **Pandemic** (page 83).

Rentokil Initial has been awarded The Queen's Award for Enterprise three times: the first award was presented in 2017 for outstanding continuous growth in International Trade over the previous six years. In 2018, Rentokil Pest Control was awarded The Queen's Award for Enterprise for Innovation, recognising Rentokil's leadership position in product and digital innovation for commercial pest control for its RADAR (Rodent Activated, Detection And Riddance) unit and PestConnect, its Internet of Things (IoT) pest control system. In 2020, Rentokil Initial received The Queen's Award



for Enterprise for Innovation, recognising the commercial success of the company's innovative insect light trap, Lumnia.

Newsweek magazine recognised Rentokil Initial in 2024 as one of the World's Most Trustworthy Companies in its annual awards list – a list created according to the evaluations of customers. Rentokil Initial was officially recognised in 2024 by *Time* magazine as one of the World's Best Companies – selection for the list is rigorous, with a company's evaluation based on key factors, including innovation, leadership, growth, and sustainability. In 2024, the company was Britain's Most Admired Company in Business Services. In 2025, following extensive independent brand research, Rentokil was awarded the title of Superbrand in the annual listing.

To read more about the history of Rentokil and its brand, see *Pest Detectives: the definitive history of Rentokil*, written by Rob Gray and published in 2015 by Harriman House Ltd.

EVOLUTION OF THE BRAND

Over the past century, Rentokil has built and maintained a brand as resilient and adaptable as the business itself. From its early identity as a pioneering pest control provider to its evolution into a global leader, the Rentokil brand has reflected the company's commitment to innovation, trust, and customer service. The brand has grown in recognition and strength, adapting its visual identity, messaging, and tone to stay relevant in changing times while remaining rooted in its core values. Just as Rentokil has evolved to meet the world's shifting needs, so too has its brand – consistently strong, recognisable, and future-focused.





CHAPTER ONE

HUMBLE BEGINNINGS

As Rentokil was taking its first steps in the 1920s, the world was undergoing a whirlwind of transformation in the aftermath of the First World War. In 1920, the League of Nations was established, aiming to secure lasting peace. Around the same time, insulin was discovered, revolutionising the treatment of diabetes. The 'Roaring Twenties' brought cultural shifts too – jazz music exploded in popularity, and the silent film era was in full swing, with Charlie Chaplin captivating audiences worldwide. In homes, the first radios crackled to life, bringing news and entertainment into living rooms for the very first time. Meanwhile, scientific progress soared, and Einstein's general theory of relativity was reshaping how we understood the universe. Amid this spirit of innovation and change, Rentokil emerged – a new company with a pioneering idea and an eye on the future.

Harold Maxwell-Lefroy, the middle child of seven, was born in Crondall, Hampshire, on 20 January 1877. He attended Marlborough College before going on to read Natural Sciences at Cambridge University in 1895. Harold excelled academically and attained a first-class degree before completing his Masters.

Harold spent four years in Barbados lecturing on economic entomology (the study of insects) before taking on the position of Entomologist at the Imperial Department of Agriculture – much of Harold's work at this time was advising landowners how to best protect their homes and property from pests.

In 1903 Harold moved on to become Entomologist to the Indian government and over the next few years his standing within the scientific community grew, so much so that in 1905 he oversaw the creation of a large entomology department in the foundation of the Indian Agricultural Research Institute.

Still a young man, Harold became a fellow of the Zoological Society of London and the Entomological Society. He held the title of Imperial Entomologist from 1903 to 1912, and the following year he was given the honorary position of curator of the insect house at



London Zoo and appointed Entomologist to the Royal Horticultural Society at Wisley in Surrey. Given his standing amongst the scientific community, he was asked to develop a way to control the deathwatch beetles that had infested the historic hammer-beam roof of Westminster Hall in the Palace of Westminster.

The Hall was built in 1097 under William II (Rufus), the son of William the Conqueror, and was completed two years later – he had conceived the project to impress his new subjects with his power and the majesty of his authority. The Hall measures 73 by 20 metres (240 by 67 feet) and it has a floor area covering 1,547 square metres (about 17,000 square feet).

The magnificent hammer-beam roof is the largest medieval timber roof in northern Europe and the masterpiece of design was commissioned in 1393 by Richard II. It was therefore of national significance and the roof had to be saved! Fortunately, the UK Government chose well, Maxwell-Lefroy's treatment worked and the building was saved.

Over the last 100 years, since it was saved, Westminster Hall has often been at the centre of the most important state occasions, such as the lying in state of King George V, Winston Churchill, and Queen Elizabeth II; an address by President de Gaulle of France,

and by Nelson Mandela; and the visit by Pope Benedict XVI.

Step forward Bessie

The attention generated by his role in the restoration project quickly attracted interest from those responsible for other endangered historic buildings, who began seeking out Maxwell-Lefroy's expertise.

Recognising the business potential of his timber-treatment solution, Harold started marketing it to professionals, such as architects, builders, antique dealers, and furniture craftsmen. As demand for his product grew, it became apparent that juggling academic responsibilities alongside a burgeoning business was unsustainable. To ease the load,



The hammer-beam roof of Westminster Hall in the Palace of Westminster

he enlisted the help of a young Londoner named Elizabeth 'Bessie' Eades. She initially joined on a freelance basis to manage client invoicing and financial records, but Bessie quickly adapted to the role, and would soon be taking charge.



Becoming Rentokil

As demand for their product grew, Harold and Bessie realised they needed to create a company to maximise the opportunities that were being presented to them. They created a company called Disinfectants and General Products Ltd., but quickly realised

that this rather generic name wasn't giving them the marketing punch they needed.

Looking for snappier alternatives, they liked the name Entokil (from the Greek word, entomon, meaning insect), but there were trademark objections to its use, so they simply added an 'R' and Rentokil was born! Rentokil became the official name and was first used in 1925 – little could they have known that 100 years later, it would be a global household name.

Tragedy strikes

Although Rentokil was beginning to grow thanks to Harold's scientific brilliance, tragically he never saw the company he founded flourish as he died on 11 October 1925, only a few months after Rentokil had been officially incorporated as a company.

Harold was conducting experiments on his own in his lab (something he often did because of the potential dangers to other people) when he was overcome by fumes. It wasn't the first time this had happened, but on this occasion his wife, Kathleen, found him lying unconscious on the floor of his Imperial College lab after he failed to come home for dinner. Harold was taken to hospital but died four days later, never having regained consciousness.

Bessie takes control

The fact that Rentokil is celebrating its 100th anniversary and you're reading this book is largely testament to the formidable Bessie Eades, who was a trailblazer for women and diversity that, to this day, is an integral part of Rentokil's culture (see *Colleagues and culture* page 57). After Harold's untimely death, in 1926, Bessie took control of the company's reins, at a time when a woman running a business was a rarity (women under 30 didn't even get the vote in England until 1928). Bessie purchased the rights to Harold's timber fluid from his wife, Kathleen, for £90. Bessie appointed Elsie May Lanstein as General Manager, Sales Manager, and Organiser, and took the decision to start selling directly to members of the public, opening up the consumer market to Rentokil and forever changing the fortunes of the company.

Setting the scene for global expansion

In 1933, Bessie and Elsie moved their new company, now called Rentokil (Sales) Ltd,

into Bermondsey Street, London. The Great Depression was biting hard, but Bessie and Elsie managed to steer Rentokil through tough times and even managed to continue in business when their offices, now in Brixton, were destroyed by a direct hit during the Blitz.

In 1944, Bessie once again showed great business acumen and foresight when she employed Dr Norman Hickin, who would become a key reason Rentokil would continue to grow and flourish as a business. Among other things, Dr Hickin developed an applicator that could be used to push timber fluid into the holes made by beetles – a device that eventually became known as the Fetcham Injector. By the late 1950s, over one million injectors had been sold.

By 1953, Rentokil, which remained focused on insect control, had over 100 employees, the company had secured Government contracts, and Rentokil products were sold in almost 20,000 retail outlets. Dr Hickin was also the person who negotiated the merger of Rentokil Ltd and British Ratin in 1957 (for the price of £100,000) and in 1960, British Ratin Company Ltd adopted the name Rentokil Group Ltd, retaining the Rentokil brand. The new company now offered an expanding range of services in both rodent and insect control, paving the way for Rentokil's expansion on a global stage.



A British Ratin team arrive on a big operation

CHAPTER TWO GLOBAL EXPANSION



DEVELOPING A WORLD-WIDE REPUTATION

Having joined forces with **British Ratin**, the Rentokil brand continued to innovate and the company was ready for expansion through the 1960s and 1970s.

What followed was a measured expansion of business across the world – Kenya (1960), France and the Bahamas (1962), Greece and Trinidad (1963), Denmark, the Philippines, Hong Kong, and Barbados (1964), New Zealand, Guyana, and Saint Lucia (1965), Fiji (1966), Sweden, South Africa, Jamaica (1968), and Indonesia (1969).

Expansion continued in the 1970s when Rentokil established businesses in, among other countries, Belgium, Uganda, Malaysia, Finland, and Israel. The business also made two acquisitions in 1974 that saw Rentokil take its first steps in the USA.

Rentokil was making headlines – never more so than in 1965, when it signed a contract to eradicate rats from a small German town – the town was called Hamelin, the location for the famous folklore story, the Pied Piper. Making the most of a wonderful publicity opportunity, Rentokil made a film about their contract win called 'The Modern Pied Piper of Hamelin'.



The Hamelin contract

It was also around this time that Rentokil made the bold decision to be the first ever pest control company to place their brand name on their fleet of 1,000 vehicles, along with their recently achieved Royal Warrant (see picture on page 8). Other pest companies had shied away from building a brand, believing that pest control was more of an embarrassment for customers. Rentokil's brand visibility grew enormously, virtually overnight. Here are just some examples of how Rentokil and its brand have expanded around the world.

Brazil

Rentokil's pest control business in Brazil began around the end of 2012 with just 80 colleagues and grew to a workforce of around 500 only five years later. The growth meant Rentokil became the leading pest control provider in the country, delivering services primarily to the commercial sectors in the four largest cities, with a limited number of residential contracts. The business would soon be protecting lives from the Zika virus as visitors arrived to take part in the 2016 Olympic Games (see page 35).

Chile

Following successful acquisitions in Mexico and Brazil, Rentokil took its first step into Chile in early 2014 with the acquisition of a leading pest control and hygiene supplier in the country. With over 700 colleagues, Chile is now Rentokil's biggest business in South America.

India

Rentokil's operations in India began in 2007 with the incorporation of Rentokil India, but the company's relationship with the country actually began over a century earlier.

It was in 1903 when a young Harold Maxwell-Lefroy travelled to his new appointment as Entomologist to the government of India where he played a significant role in the foundation of the Indian Agricultural Research Institute at Pusa in 1905. He also published two ground-breaking books – *Indian Insect Pests* (1906) and *Indian Insect Life* (1909). Harold would no doubt have been very surprised at the time if he had been told that just under 120 years later, the company he created would be the leading pest control service provider in the largest country by population in the world.

Rentokil's rise to prominence in India happened at quite a pace – within 10 years of its 2007 incorporation as Rentokil India, Rentokil had developed such a good reputation that it was able to negotiate a joint venture with PCI, then India's largest pest control company. The combined business operated from 250 locations and employed 6,900 colleagues, with Rentokil owning a 65% shareholding. Since then, Rentokil PCI has gone from strength to strength, with additional bolt-on acquisitions including Nitro Aids Pest Control India in 2022, Envocare Pest



With the most recent acquisition of HiCare Services, the second-largest pest control company in India, Rentokil PCI has become the leading pest control service in the country.

Control Services in 2023, and Pest Busters in 2023. With the most recent acquisition of HiCare Services in 2024, the second-largest pest control company in India, Rentokil PCI has become the leading pest control service provider in the country.

Indonesia

Having grown from humble beginnings of just 10 people in Jakarta in 1969 to 3,000 colleagues spread across 28 branch offices, Rentokil celebrated its 50th birthday in Indonesia in 2019. Rentokil was first established to fulfil fumigation and pest control services that were necessary for the export of certain commodities: sugar, tea, coffee, tobacco, and timber were top of the list, along with about 90% of the world's output of quinine, the first drug used to treat malaria. In 1975, Rentokil Indonesia began providing pest control for food processing and industrial (non-food) customers.

Mexico

In 2021, Rentokil concluded its first acquisition in Mexico since entering the market in 2011. Founded in 2006, IPC de MTY, International Pest Control was a small but high-quality operation based in Monterrey, North East Mexico, with customers in Industrial, Pharmaceuticals, Logistics, and Food Industries, so it was a great fit for Rentokil's existing operations in the country.



Middle East

In 2018, Rentokil became the No. 1 service provider for pest control in the Middle East. The acquisition of National Pest Control in the United Arab Emirates, based in Dubai with branches in Abu Dhabi and Sharjah, meant Rentokil Initial welcomed an additional 125 colleagues across the UAE who service over 1,700 customers spread across a wide range of sectors, including tourism, facilities management, retail, healthcare, food and pharmaceuticals, and private residential properties. See also page 67 for the story about Saudi Arabia's first female pest technicians.

Pakistan

Rentokil signed an agreement to enter into the Pakistan pest control market through a



new joint venture in 2022. Based in Lahore since 2007, C-SHINE Group had grown to become a leading pest management service provider and trusted partner to more than 100 multinational companies and public health sectors in Pakistan. Joining forces with Rentokil, both businesses moved forward as one to expand reach and bring a broader range of effective services to customers.

Sri Lanka

Rentokil was one of the first pest control companies in Sri Lanka when it began as a franchise operation in the country in 1981, and in 2021 it celebrated its 40th birthday. Since 2014 the business has also provided pest control services in the Maldives – with the branch office in Malé City supervising site-



based services in 12 upmarket resorts. In 2019 Rentokil Initial bought back the franchise and the business has continued to grow, with 180 colleagues providing great service to our industrial, commercial, and residential customers.

USA

As Rentokil celebrates its centenary in 2025, its remarkable expansion in North America stands as a testament to its strategic foresight and commitment to growth.

Rentokil's North America journey began in 1974 with the acquisition of Josephson's, marking its initial foray into the US market – Max Lewis became Rentokil's first employee in America in 1974, working from an office at

555 Grand Concourse in the Bronx, New York City. The Rentokil signage caused a great deal of amusement to the drug dealers and police in the area!

Momentum continued apace in 2006 with the \$142 million purchase of J.C. Ehrlich Co., then the fourth largest pest control company in the US. This move established a strong presence along the East Coast and in the Midwest.

The company's footprint expanded westward in 2012 with the \$114.6 million acquisition of

Western Exterminator Company, providing access to key markets in California, Nevada, and Arizona. Further bolstering its North American operations, Rentokil acquired The Steritech Group in 2015, a company with a national presence in both the US and Canada. This acquisition doubled Rentokil's Canadian operations and enhanced its service capabilities across the continent.

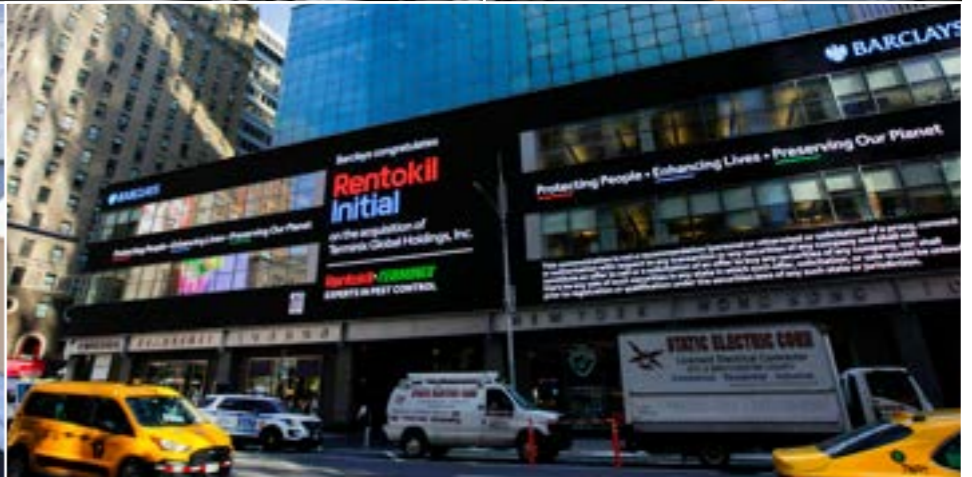
A pivotal moment came in October 2022 when Rentokil completed the \$6.7 billion acquisition of Terminix, a leading US pest control company. This deal positioned Rentokil as the largest pest control provider in North America, significantly increasing its market share and service offerings.

Rentokil's rapid expansion also included the acquisition of several regional pest control companies, including Ehrlich, BugOut, Presto-X, Hometown, Gregory, and Florida Pest Control. These acquisitions have enhanced Rentokil's service density and customer base across various US markets.

Rentokil remains focused on growing its North American operations. The company's acquisitions and commitment to service excellence underscore its dedication to becoming, not just the largest, but the foremost pest control provider in the region.



THE ACQUISITION OF
TERMINIX IN NORTH
AMERICA IN OCTOBER
2022 MADE **RENTOKIL**
THE GLOBAL LEADER IN
PEST CONTROL.





CHAPTER THREE

THE EXPERTS IN PEST CONTROL

People across the world know the Rentokil name and recognise our brand, but many may not know what we actually do. In this chapter, we tell some of the stories that show what Rentokil does to help demystify how we have earned our position as the leading pest control company in the world. Rentokil preserves priceless historical artefacts and helps ensure the success of global events, such as the Beijing, London, Rio, and Paris Olympic Games; and Rentokil's innovation and expertise are in high demand around the world when it comes to combatting and helping to stop the spread of deadly diseases, such as malaria, Zika virus and West Nile virus. Having built the business, the expertise, and the brand, today Rentokil is the world's no.1 pest control company trusted by customers of all sizes, from homeowners to the largest food production and hospitality companies.



PRESERVING A PRICELESS PIECE OF HERITAGE

Rentokil technicians were proud to be involved in a project at Bom Jesus Basilica, Old Goa, to restore a 400-year-old silver Mastrillian casket containing the relics of Saint Francis Xavier, said to be the greatest Roman Catholic missionary of modern times who was instrumental in the establishment of Christianity in India. A multi-disciplinary team made up of archaeological chemists, artists, photographers, silversmiths, carpenters, and Rentokil pest controllers, completed the painstaking work on the 400kg casket over a period of three months. Before restoration work could begin, the priceless historic treasure, which is made of teak, velvet, and over 100 silver plates, had to be fumigated in a specially built airtight box for over 40 hours. The condition of the wooden structure was quite good, with mild termite activity in some places outside the casket, but none inside the actual casket. Security was a big concern for this project because of the casket's religious and antique value, and Rentokil colleagues formed part of a very small group of experts who were given special permission to work on the project.

BY ROYAL COMMAND IN BELGIUM

Rentokil Pest Control Belgium was granted the title of Purveyor of Pest Control to His Majesty the King in 2009 – Rentokil Belgium had been serving the royal palace for over 20 years, and the award was given in recognition of Rentokil's outstanding 24/7 service.

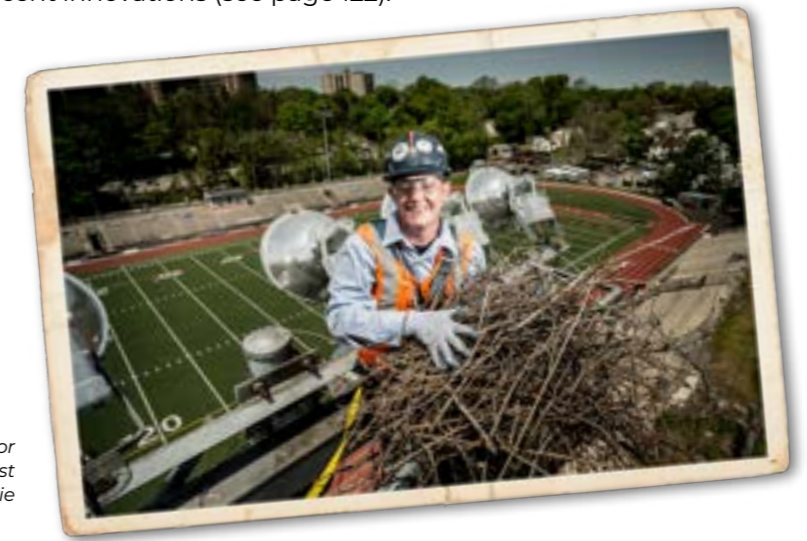


PROTECTING ROYAL PALACES IN TURKEY

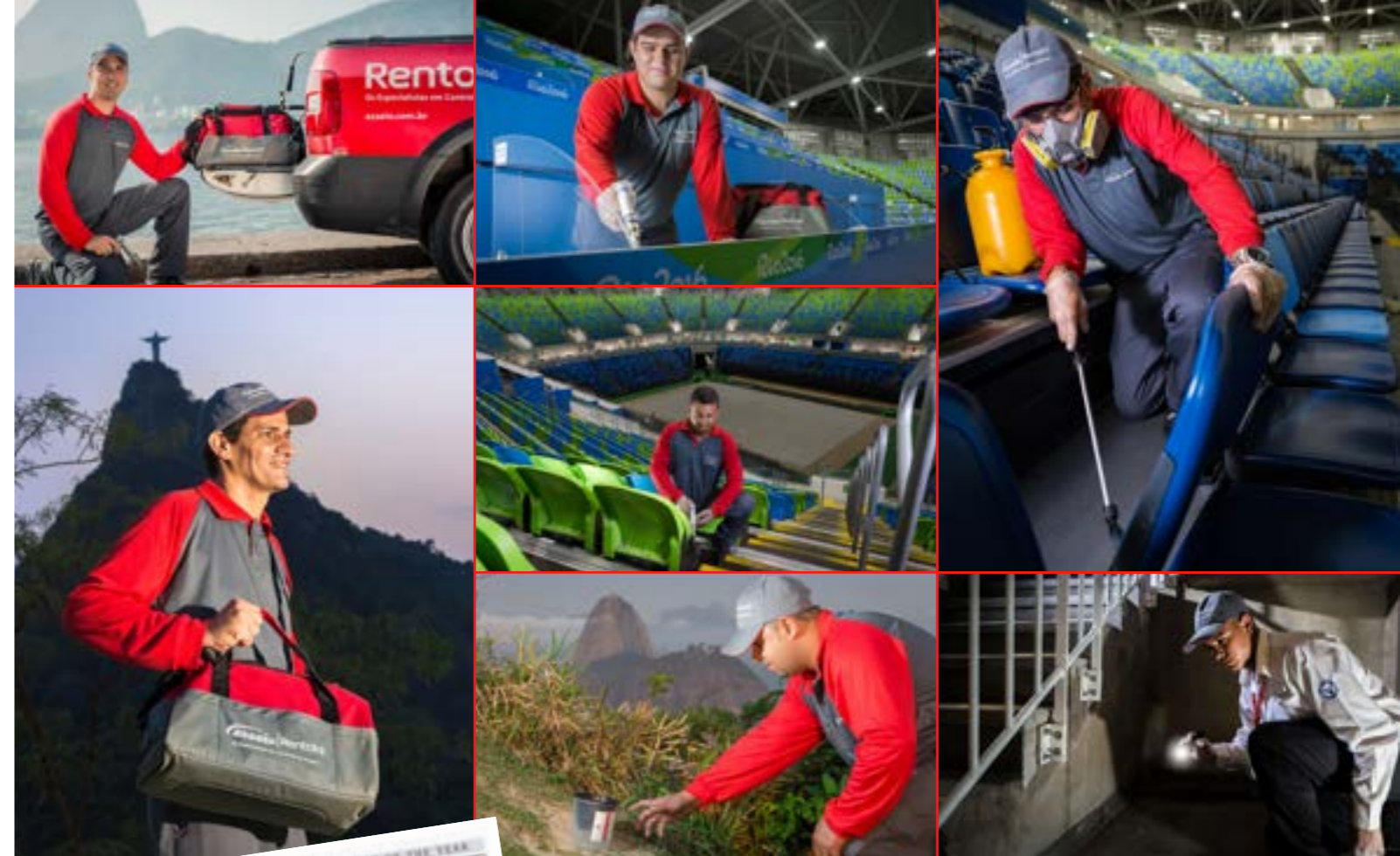
Colleagues in Turkey were given the royal seal of approval when they won a prestigious contract to supply pest control services to the Dolmabahçe Palace and seven other historical palaces. As the place called home by six Sultans from the Ottoman Empire and Atatürk, Dolmabahçe Palace is steeped in history and Rentokil was tremendously privileged to be able to help preserve the landmark and the six other palaces for future generations.

WATCH THE BIRDIE

Imagine taking your seat for the big game – hot dog in one hand, drink in the other – when suddenly a group of pigeons perched on the floodlights above you decide your snack is more desirable than their own. They swoop down to say hello, but rather than landing, they mark their presence with a special 'leave behind' gift from above. Or worse yet, the long-awaited graduation ceremony for your loved one is about to commence and your party, dressed in their best outfits, have just found their seats, only to be fouled on by the flock of birds nesting overhead. These are just two examples of why bird control in stadiums is an important aspect of the specialist work Rentokil does when it comes to bird control. Rentokil has a range of solutions to deter birds from roosting, such as a Shock Track System (a low-profile, electrified deterrent that delivers a mild shock to discourage birds from landing or roosting without causing them harm), as well as more traditional methods, like netting, grid, and spike systems – see picture of Eddie, from New York, removing a bird nest. Rentokil can also use Bird Alert, one of its more recent innovations (see page 122).



The sky's the limit for New York Bird Specialist Technician, Eddie



ZIKA AT THE RIO OLYMPICS

Rentokil Brazil was awarded contracts to provide pest control services (insects, rats, and mosquitoes, etc.) in 2016 for all Olympic Games arenas, media rooms, the Olympic Village (athletes' accommodation), offices, and all of the infrastructure. The Brazilian Olympic Organisation Committee took very seriously its responsibility to create a safe, enjoyable, and inspiring Games for all participants and visitors, particularly in light of the recent Zika virus public health crisis, and Rentokil was happy to play its part in ensuring a safe and successful Games.



BEIJING 2008

Rentokil's services, expertise, and products also supported the 2008 Beijing Olympic Games. Rentokil created the technical manual for the Games, the first technical manual ever produced for an event of this scale in China, and Rentokil oversaw pest activity monitoring in Beijing city at a time of year when pests are particularly prevalent. Rentokil was one of the master-training instructors to evaluate over 800 technicians who needed to obtain a permit to provide pest control services, and 40 Rentokil technicians were part of the Beijing Pest Control Emergency Support Team. The team also helped develop a series of pest control technician training courses for the Beijing Pest Management Association and the business was invited to be one of the preferred product suppliers for the Games.



HOWZAT!

To anyone outside of India, the magnitude of India's love for cricket is as incomprehensible as its feverish intensity. When the national side plays a big game, an estimated 400 million people watch on television. Cricket, by far the most popular sport in India, is played by millions of people throughout the country. It's little wonder perhaps that the Indian Premier League is the world's most watched tournament with the best players travelling from around the world to take part. With this in mind, Rentokil in India was proud to win the prestigious pest control contract for Indian Premier League cricket matches at Delhi Stadium – home of the Delhi Capitals.





THE FIRST WORLD EXPO IN DUBAI

Expo 2020 Dubai was the first World Expo ever hosted in the Middle East. Rentokil Boecker won the bid to take care of pest control for the construction phase and for carrying out disinfection, bird and fly control, premium scenting, signature washroom, and air-hygiene services. Through the theme of 'Connecting Minds, Creating the Future', Expo 2020 Dubai attracted over 21 million visitors (over 30% of whom were from overseas), and showcased 192 nations from across the world, multilateral organisations, businesses, and educational institutions.



SUPPORTING THE CDC IN NORTH AMERICA

Rentokil in North America was awarded a prestigious contract in 2016 by the US Centers for Disease Control and Prevention (CDC) to conduct a vector-control programme to help combat the species of mosquitoes that may carry Zika virus. Rentokil deployed its network of over 4,000 pest experts and technicians in North America to systematically target affected or high-risk areas.



TACKLING ZIKA VIRUS

Rentokil's expertise and commitment was called into action to protect public health and combat the highly dangerous Zika virus in Puerto Rico and the Dominican Republic. Spread primarily through the bite of infected *Aedes aegypti* mosquitoes, people often contract Zika virus and only exhibit very mild symptoms lasting up to a week, but Zika virus infection during pregnancy can cause a serious birth defect called microcephaly and other severe brain defects. In one programme in Caguas, Puerto Rico, Rentokil was instrumental in helping put three mosquito traps in every one of the city's 33,000 buildings.



COMBATING WEST NILE VIRUS

In the wake of the largest outbreak of West Nile virus Spain has ever seen, the Regional Government of Seville contracted Rentokil Lokimica to design and implement an intensive mosquito-control programme to reduce the risk of transmission. The mosquito-borne disease had been responsible for more than 100 cases of West Nile virus infections and 10 deaths in Spain. To make matters worse, the affected area in southern Spain is a very complex territory for mosquito management, with habitats such as wetlands, marshes, and rice fields where mosquito populations thrive.

MOSQUITOES

DID YOU KNOW?

Mosquitoes are one of the most widespread and problematic insects on Earth, with over 3,500 species found across the globe. While most species are harmless, some are major disease carriers, spreading illnesses such as malaria, dengue fever, Zika virus, and West Nile virus. These diseases cause millions of infections and deaths each year, particularly in tropical and subtropical regions (see page 98 about our decade of support for Malaria No More).

Mosquitoes breed in standing water, where females lay their eggs. These eggs hatch into larvae, which develop into pupae before emerging as adults. Their rapid life cycle allows populations to explode in warm, humid conditions. Only female mosquitoes bite, as they need blood to produce eggs, while males feed on nectar.

Climate change is expected to expand mosquito populations by increasing global temperatures, creating more suitable breeding grounds, and extending the insects' active seasons. As temperatures rise, mosquitoes are spreading to higher altitudes and previously cooler regions, increasing the risk of disease outbreaks in areas where people and wildlife lack immunity. Additionally, extreme weather events, such as heavy rains and floods, provide more standing water for breeding. Efforts to control mosquitoes include the application of residual and contact insecticides, habitat removal, and sterile insect release, but climate change poses a significant challenge to keeping mosquito populations and their associated diseases in check as their range expands.



COFFEE ADDICTS

Millions of people can't get through the day without their beloved coffee. The morning caffeine hit (perhaps even the second and third hit too) is non-negotiable for many, but humans aren't the only coffee-obsessed creatures.

A couple in Oxfordshire, for example, got the shock of their lives when they discovered their £1,200 coffee machine had been turned into a cockroach hotel. Yes, the 'roaches had set up residence and moved into the actual machine.

It's not as odd as you might think, given that coffee machines are warm, damp, and have plenty of bits of food in or around them — a dream habitat for pests, especially German cockroaches.

Rentokil technicians have seen many unusual cases such as this and are experts at giving advice on how to deal with and, even better, prevent a cockroach infestation. And that's a good job too, because cockroaches are anything but clean houseguests — they're known to carry nasty diseases like salmonellosis, dysentery, and gastroenteritis, and their droppings can even trigger eczema and asthma.



DID YOU KNOW?

COCKROACHES

Cockroaches are resilient insects found worldwide, thriving in both tropical and temperate regions. They typically inhabit warm, dark, and moist environments, such as kitchens, basements, sewers, and drains. While over 4,000 species exist, only a few – like the German and American cockroaches – are considered pests. These species can contaminate food, trigger allergies, and spread bacteria, such as salmonella, posing health risks to humans. Their ability to hide and survive under harsh conditions makes them particularly difficult to eliminate once an infestation occurs. And yes, cockroaches can survive without a head – at least for a while. This bizarre ability is due to their unique biology:

- 1. Open circulatory system:** They don't rely on blood pressure the way humans do, so decapitation doesn't cause them to bleed out.
- 2. Breathing through spiracles:** Cockroaches breathe through small holes in their body segments, not their heads, so they don't suffocate when headless.
- 3. Low metabolism:** They require very little food, meaning they can survive for days or even weeks without eating. However, they eventually die – mainly from dehydration, as they can't drink water without a mouth.





PUBLIC HEALTH EMERGENCY IN LIBYA

Salmonella typhimurium, eosinophilic meningitis, and rat bite fever, pests resistant to commonly-used bait, and low public awareness of the danger of infestations – these were just some of the very serious problems faced by Rentokil whose expertise was sought out by the Libyan government to help rid the country of a very dangerous pest control problem in 2009. Rat numbers were increasing rapidly in cities, leading to serious concerns about pest-related disease transmission, and Libya was also confronted with the specific problem of sand flies, harboured by the fat sand rat. Libya, a country three times the size of France, also has no postcodes or street names to pinpoint locations in its towns and cities, so Rentokil's rapidly-assembled team of 32 UK experts worked alongside former members of the Libyan in-house pest control team and assumed complete responsibility for the control of rats in the major Libyan cities, such as Tripoli and Benghazi. Using PDA technology with GPS functionality to overcome the lack of postcodes and addresses, the Rentokil team also established a partnership with Reading University to research groundbreaking DNA analysis specifically for use in Libya to kill rats that had genetic resistance to commonly-used anticoagulants. The Rentokil team set approximately 150,000 bait stations during their three-year stay in Libya.

RATS

DID YOU KNOW?

Rats are highly adaptable rodents found on every continent, except Antarctica. They thrive in diverse environments, from urban alleyways and sewers to rural farmlands and dense forests. The most common species include the Norway rat, *Rattus norvegicus*, and the black rat, *Rattus rattus*, both of which have spread globally through human activity.

Biologically, rats are built for survival. They possess strong incisor teeth that never stop growing, allowing them to gnaw through wood, plastic, and even concrete. Their keen sense of smell and hearing, combined with their agility and nocturnal nature, make them elusive and difficult to eradicate. They breed rapidly – one female can produce dozens of offspring in a year – contributing to explosive population growth under favourable conditions.

Rats pose several dangers to humans. They are known carriers of diseases (such as leptospirosis, hantavirus, and plague), often spreading pathogens through their droppings, urine, or fleas. In urban areas, they can contaminate food supplies and damage infrastructure by chewing through wires, leading to electrical fires. In agricultural settings, they consume and spoil stored grains, causing significant economic loss. Their close association with human environments makes managing rat populations an ongoing public health and sanitation challenge worldwide.





INFESTATIONS AT SEA

One of the problems many countries encounter is the desire to stop invasive species of pests devastating their native ecosystems. South Africa, Australia, and New Zealand faced just such a situation when an infestation of brown marmorated stink bugs, *Halyomorpha halys*, was discovered on a ship bound for their borders.

Rentokil, which has considerable expertise when dealing with these kinds of situations, was called in to carry out a thorough cleaning of the ship before it was loaded with a consignment of very expensive cars and other valuable cargo. A specially-trained team of Rentokil experts joined the vessel 14km out at sea and carried out a full fumigation of the ship.

When the Rentokil technicians had completed the fumigation, the ship was checked to make sure it was clear of any insect infestation and a certificate of post treatment was issued before the ship was given the all clear to dock, full in the knowledge that there were no brown marmorated stink bug stowaways on board.

THE BROWN MARMORATED STINK BUG



DID YOU KNOW?

The brown marmorated stink bug, *Halyomorpha halys*, is an invasive insect native to East Asia, now widespread in North America and parts of Europe. It was first identified in the United States in the late 1990s and has since become a serious agricultural pest. These bugs thrive in a variety of habitats, including forests, orchards, gardens, and human dwellings, especially during colder months when they seek warmth.

Brown marmorated stink bugs are a danger primarily due to their impact on agriculture. They damage a wide range of crops, including apples, peaches, soy beans, and corn, causing millions in losses annually. While they do not bite or transmit disease, their tendency to invade homes in large numbers during autumn and winter is a nuisance to residents and difficult to control.

Biologically, stink bugs are hardy and adaptable. Their mottled brown colouring provides excellent camouflage among tree bark and soil. Their piercing-sucking mouthparts are used to feed on the juices of fruits, vegetables, and other crops. Adults can fly and travel long distances in search of food or shelter. One of their key survival advantages is their ability to release a foul-smelling chemical from glands on their abdomen, deterring predators and making them unpleasant to handle.



CHAPTER FOUR

COLLEAGUES AND CULTURE

Rentokil colleagues are passionate about what they do. Core values of Service, Relationships, Teamwork, and Responsibility were chosen by colleagues and are lived by them every day. Every management meeting starts with Safety, Colleagues, and Environment, and an Employer of Choice programme ensures that the business recruits people with the right values, provides them with industry-leading training, and opportunities to build a long-term career with Rentokil. Stories from the frontline follow, reflecting this powerful culture.

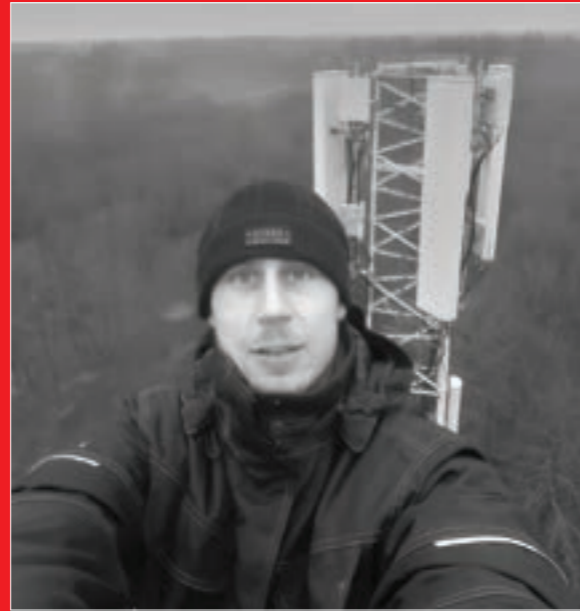


STORIES FROM THE FRONT LINE



AD

Preserving our Planet is a key part of Rentokil's mission and there can be few colleagues who have taken this mission more personally in their everyday work than Ad who, in all weathers, chooses to cycle rather than use a car to distribute supplies to customers across Amsterdam. The real testament to Ad's enormous dedication, perseverance, and respect for the environment is that he has cycled over 10,000km on his electric cargo bike!



MARC

Pest technician and bird control expert Marc is often found scaling new career heights in the Netherlands – especially when he's installing bird-control spikes and electric deterrents on 60m-high masts and transmitters. It's just as well Marc, like many other Rentokil technicians who tackle similar tasks, follows all the safety regulations and is officially qualified to work at height.



SIEW FATT

Rentokil technician Siew Fatt is highly skilled in nitrogen treatment and has been helping to preserve priceless items at the Singapore SBG Heritage Museum for over 30 years. Pictured left is Siew Fatt standing next to photographs of himself, taken over 25 years ago, that are displayed in the museum showing him preserving precious historical items.

LORNA

Lorna, an advanced surveyor in Glasgow, like many women in other areas across our business, has spent years building up her considerable expertise, including knowing how to manage large-scale fly-control measures – for example, at waste disposal sites.



KIRRALEE

Kirralee began her training in 2015. She chose to become a pest technician because she was looking for variety in her life. When she first started, Kirralee, who is based in Darwin, Australian, wanted to better understand how to 'think like a rat', so she bought a pet to observe its behaviour – she says they are the smartest, most lovable things ever!





LEAH
After leaving the army, Leah began her Rentokil career in Fareham, UK, as a pest technician, completing all her technical training and working as a professional pest controller for around two years before being promoted to a team leader and then to a service manager.



RAJESH AND SURESH

Technicians **Rajesh and Suresh** have set the benchmark for Rentokil technicians when it comes to fantastic service and communicating with customers: Suresh is an expert in residential termite and cockroach treatments, and Rajesh is a termite-treatment expert and also handles some of Rentokil India's major business-to-business customers. Rajesh and Suresh have worked out of the Vadodara branch in Gujarat, India, since 2014 and thanks to their service quality and professionalism, both have received numerous letters and calls of thanks from their customers. What makes their accomplishment even more impressive is that they are both deaf and don't have the ability to speak. While delivering their service, Suresh or Rajesh write down and share their recommendations on a piece of paper with their customers. They also communicate using sign language with many customers and colleagues.

MARTIN

Martin, who has been a pest controller for almost 40 years, lives in an eco-house in the bush in Australia. He places great importance on looking after the natural environment and sees it as his duty to be involved and contribute to protecting people. For many years, in addition to supporting his customers as a Rentokil technician, Martin has also been a volunteer firefighter who on many occasions has been called into action to help combat dangerous bush fires – he was even awarded The Queen’s National Medal for his efforts in the 2020 firestorm that devastated much of southeastern Australia.



JAMIE

Jamie was working as a security guard in Liverpool when two of his best friends got a job with Rentokil – they enjoyed it so much, they encouraged Jamie to apply. Initially unsure because he thought the job would entail ‘digging around in grime and dirt all day’, Jamie soon found out that good pest control usually means keeping things clean! So taken is Jamie with the training, the technology, and his job that his sights are now set on becoming a Rentokil Field Biologist.





IT'S A LOFTY CALLING

It may surprise you to know that Rentokil PCI has 400 professionally qualified abseilers – bird proofing is a particularly big market in India with increasing numbers of high-rise buildings requiring the installation of netting, necessitating specialist technicians who are trained to work at height.



SAUDI ARABIA'S FIRST FEMALE PEST CONTROL TECHNICIANS

Female pest control technicians were recruited and trained for the first time in Saudi Arabia in 2024. The special team was created to service a very important customer – The Royal Palace.



NOT JUST A JOB

The Rentokil team that looks after Manchester has an impressive roster of long-serving colleagues with the top five, Malcolm (56 years), Kevin, (37 years), Anthony (36 years), Darren (35 years), and Matt (27 years) amassing 191 years of service between them. And they all agree that they get the most out of their job when a customer is satisfied with the service they've provided.



North of England Area Manager, Mark is proud of the team's impressive record and acknowledges there is clearly something about Rentokil that makes people want to stay. With his additional 31 years of service, they have 222 years between them!



CHAPTER FIVE

NATURE'S OWN PEST CONTROLLERS

Innovation and science have largely been the driving force behind Rentokil establishing itself as a pioneer in the pest control industry, but nature itself offers inspiration and continues to be one of the company's most effective allies when it comes to controlling pests. From the keen noses of bed bug detection dogs and the microscopic precision of parasitic wasps that target clothes moths, to the use of birds of prey to control nuisance gulls and pigeons at locations such as schools, shopping centres, and stadiums, Rentokil's partnerships with nature not only help the business solve pest problems effectively, but they do so in a way that's smart and respectful of the environment.

NATURE'S OWN PEST CONTROLLERS

PEST CONTROLLERS ON FOUR LEGS

In many countries, Rentokil uses a highly trained dog-detect service that is particularly helpful for hotel and hospitality customers who require a rapid response if they suspect they have bed bugs on their premises. Working quickly to sniff out bed bugs within a room, highly-trained dogs can detect bed bug activity from early nymphal stages through to adults, potentially taking as little as 30 seconds to accurately detect specific areas within a room where bed bugs are active.





DID YOU KNOW?

BED BUGS

Bed bugs, *Cimex lectularius*, are small, flat, oval insects that grow to about 5mm – roughly the size of an apple seed. Brown in colour, their bodies turn reddish after feeding on the blood of humans or animals. Primarily nocturnal, these pests hide during the day and emerge at night to feed, making them unwelcome and difficult-to-detect house guests.

Bed bugs are expert hitchhikers, often spreading via luggage, clothing, or second-hand furniture. Once introduced into a property, they quickly reproduce – females can lay 200 to 500 eggs over two months. Their flat bodies allow them to squeeze into cracks as thin as a credit card, commonly hiding in mattresses, box springs, headboards, loose wallpaper, and bedside furniture.

Although they don't spread disease, bed bug bites can cause allergic reactions and skin infections. With global travel increasing, bed bug infestations have become more common in homes, hotels, care homes, and public transport. Their resilience and rapid reproduction make them a growing concern in urban living environments.



PARASITIC WASPS OUR 0.5MM PEST CONTROLLERS

Rentokil has devised an ingenious, sustainable and non-toxic service to combat the widescale damage done each year by the humble, yet voracious, clothes moth.

Clothes moths come in two varieties – the common clothes moth, *Tineola bisselliella*, and the case-bearing clothes moth, *Tinea pellionella* – and it's at the larvae stage these pests do so much damage: a study by English Heritage found clothes moth numbers at its properties and storage sites increased by 216% between 2012 and 2016. Rentokil UK's solution is a highly-specialised treatment that targets both main species of textile moth. Sustainable and environmentally safe, suitable for delicate and expensive items, Entosite Textile Moth Control uses *Trichogramma* parasitic wasps to seek out clothes moth eggs.

These tiny wasps (less than 0.5mm in size) then lay their own eggs inside clothes moth eggs and because the wasp eggs hatch within two to five days, much quicker than the clothes moth egg, when they hatch the wasp larvae eat the contents of the moth egg, preventing it from hatching. Ultimately, after the wasps have consumed all the moth eggs, they will quickly die out, as without the textile pest eggs to feed on, their lifecycle is broken. This treatment is the perfect answer to any situation where clothes moths are a problem – customers' homes, museums, heritage centres, textile plants, textile collections, theatre collections, and anywhere where clothes moths are causing a problem and heat/fumigation treatments can't be used.

MOTHS

DID YOU KNOW?

Moths are a diverse group of insects, with over 160,000 species identified worldwide. They play a crucial role in ecosystems, particularly as pollinators and a food source for birds, bats, and other wildlife. Some species, like the hawk moth, are important pollinators for plants that bloom at night. However, certain moths can be problematic for humans, particularly species whose larvae, known as caterpillars, damage crops and stored goods. The clothes moth, for example, feeds on natural fibres, causing damage to clothing and textiles. Moths reproduce

by laying eggs on suitable host plants or materials. When the eggs hatch, the larvae feed and grow before entering the pupal stage, during which they metamorphose into adult moths. The duration of this cycle varies depending on species and environmental conditions, with some moths completing their life cycle in weeks and others taking months. Recent global initiatives to reduce the use of plastics and man-made fibres, with increased use of natural fibres, particularly insulation and felt, have resulted in a resurgence in textile moth populations.



OUR WINGED PEST CONTROLLERS

When a business located in Antwerp's city harbour became a prime target for nesting seagulls, which can become very aggressive during the breeding season, Rentokil's expertise was called on to find a remedy to the problem. A Dutch Rentokil colleague and Benelux bird specialist came up with a plan to control the birds – using specially-trained hawks on a schedule over a three-month period to scare off the seagulls. Everything worked out perfectly and after being scared off by the hawks, the company's employees were no longer attacked by the troublesome seabirds. In many other places around the world, Rentokil falconers also work with birds of prey to scare herring gulls, lesser black-backed gulls, and pigeons from sites such as schools, retail parks, and football stadiums.





CHAPTER SIX

PANDEMIC

When COVID-19 emerged in late 2019, it quickly evolved into a global health crisis. As the virus spread across borders and continents, the world faced an urgent need for expertise in hygiene, disinfection, and infection control. Rentokil Initial, true to its mission of Protecting People, Enhancing Lives, and Preserving our Planet, mobilised with remarkable speed, scale, and precision. Drawing on its deep global reach and extensive knowledge of biosecurity, the company deployed a three-pronged approach to look after people, customers, and communities and provided critical disinfection services to hospitals, care homes, transport hubs, and workplaces. Rentokil Initial's response was not just operational – it was a reflection of its mission. In a time of great uncertainty, Rentokil Initial stood ready to support global resilience, protect communities, and play a key role in the world's collective fight against an invisible threat.

RENTOKIL'S RESPONSE TO COVID-19

Although Rentokil is famous for its pest control, what is much less well known is that in the UK we have a small Specialist Disinfection business that has high levels of expertise dealing with emergency crime scene and biohazard cleanups, including viruses.

The COVID-19 crisis hit in late 2019 (WHO officially declared COVID-19 a global pandemic on 11 March 2020), and soon after a plan was rapidly enacted to use the expertise of our Specialist Disinfection business to train existing Rentokil technicians, so vastly more Rentokil colleagues had this specialist disinfection expertise. Having more colleagues with this highly specialised disinfection knowledge meant Rentokil was able to serve its customers globally by disinfecting premises and protecting their employees and customers from COVID-19.

A detailed safe-operating process (a 19-step procedure for donning PPE) and bespoke training were developed, and in under a month 7,000 Rentokil colleagues had been trained in over 60 countries. As a result, Rentokil was able to protect people across the globe by quickly and regularly disinfecting businesses and restoring safe operations. Customers included: supermarkets with cases of COVID-19 and supermarkets who requested continuous disinfection

routines undertaken by permanently-located colleagues; hospitals, ambulances and other emergency vehicles; food and pharmaceutical production facilities; global e-commerce distribution centres; and public transportation (see separate story on page 86 about how we provided disinfection services to RATP, public transport providers in Paris).

Innovative products were added to our Specialist Disinfection service specifically to combat the spread of COVID-19. These included electrostatic fogging machines that 'charged' the disinfectant solution to enhance the speed and spread of delivery, and high-powered tools that used UV light to disinfect sensitive areas, such as server rooms, where liquids couldn't be used. We even used drones to disinfect major sports facilities.

Rentokil colleagues, working to keep others safe during the time of global lockdown, were left in no uncertain terms just how much their life-saving work was appreciated: as just one example, the first Rentokil team that disinfected a large e-distribution site received a massive round of applause from workers as they left, a tribute that was repeated time and time again by customers who were grateful to see Rentokil specialists tackling the scourge of COVID-19 head on.



SUPPORTING CUSTOMERS IN FRANCE

In 2020, in France, our business provided COVID-19 preventative disinfection services to RATP (public transport providers in Paris), an existing pest control customer that manages a fleet of buses, trams, and Metro trains. A dedicated team of 80 technicians and four managers disinfected 250 trams every week and 4,700 buses every night, seven days a week. By the end of 2020, they had carried out over 1 million preventative disinfection treatments for the customer.

**A DEDICATED TEAM OF 80
TECHNICIANS AND FOUR MANAGERS
DISINFECTED 250 TRAMS EVERY WEEK
AND 4,700 BUSES EVERY NIGHT, SEVEN
DAYS A WEEK.**





#SHARETHELOVE

Rentokil Initial's vision is to be the most loved and respected services business on the planet, and its mission is to Protect People, Enhance Lives, and Preserve our Planet. Rentokil Initial colleagues live this vision and mission every day, but no time has ever tested whether the business would be true to these ideals more than the global COVID-19 pandemic. In response to the world-wide emergency, Rentokil Initial created its #sharethelove programme to enable colleagues around the world to show thanks to the

inspirational health and public services workers who were selflessly helping others during the COVID-19 crisis and to support the communities in which they live and work. Hundreds of local events took place. Here are just some of them:

In Indonesia, colleagues undertook a series of events to say thank you. For example, the Novotel Hotel was used as a temporary dormitory for doctors and other medical teams working in a temporary COVID-19 hospital and colleagues donated pest

control services to protect them. Colleagues also disinfected 34 places of worship. In Finland, colleagues showed their gratitude to frontline health professionals by arranging weekly deliveries of fruit baskets to Helsinki Area Healthcare Hospital staff and local care homes.

Colleagues in South Africa said thank you to 13 local care homes by providing a range of services, including cockroach treatments, disinfection, hand sanitisers, educational training, and food hampers.



Practical support in Sweden

Doctors in Sweden who wore aprons for protection against COVID-19 needed to change them between every patient interaction to prevent spreading the disease – and they could go through as many as 50 aprons a day. As part of #sharethelove, 15 Rentokil and Ambius colleagues in Sweden worked a shift in a factory to produce these vital health and safety garments.



Saying thank you in Central America

In Mexico, colleagues shared 30-second Rentotips videos where they outlined their experiences during the crisis and gave tips on protecting others. Heading south to Guatemala, colleagues donated preventive disinfection services to the Ronald McDonald House, which supports families of children being treated at nearby hospitals and medical facilities.



Starting a #sharethelove relay across China

Shanghai colleagues carried out a public education programme, sharing information about COVID-19 and distributing hand sanitiser to people in the office building. Later, colleagues in Beijing undertook a #sharethelove event at the Beijing Presidential Plaza by providing precautionary disinfection and educational materials.



SUPPORTING THE HOMETOWN HEROES OF AMERICA

Across America, colleagues took part in 75 #sharethelove events to say thank you and to support their 'Hometown Heroes'. These included: the Chesterfield Food Bank in North Carolina; staff at Fort Zumwalt School District; healthcare professionals at Memorial Hermann Medical Center Hospital; more than 70 staff members of Trinity Hills assisted living facility; the local fire department in South Adams County Fire District; the Southern California Food Bank; and more than 100 nurses at the Joe DiMaggio Children's Hospital in Hollywood Beach, Florida.

Colleagues in Indonesia have planted over 1,000 trees.



CHAPTER SEVEN

RESPONSIBLE BUSINESS

For Rentokil, being a responsible and sustainable business means helping colleagues to have safe and fulfilling working lives, supporting customers by developing and delivering products and services responsibly, and benefiting society and the environment by acting in the most responsible, effective manner. Rentokil colleagues take great pride in supporting the communities in which they live and work, and the business has, for years, supported initiatives such as Malaria No More, Cool Earth, and Rainforest Rescue as it lives its mission of Protecting People, Enhancing Lives, and Preserving our Planet.

RI CARES

Rentokil Initial Cares (RI Cares) is our global charity and community programme, which supports colleagues' own local efforts, alongside national and global initiatives. Launched in 2019, RI Cares uses unclaimed shares and dividends to provide support in three strategic areas – global charitable initiatives, local initiatives, and match funding.

Operating under a governance charter, approved by the Board, RI Cares has a network of local ambassadors that coordinate and champion the programme, and an RI Cares committee that meets twice a year to coordinate funding.

Each year, Rentokil Initial targets donations of around £250,000 and supports a wide range of initiatives. RI Cares has donated around £2.7 million over the past five years* to worthy causes, such as our long-term partnerships to protect lives from malaria, enhance lives through our community health education programme, and protect mature rainforests from deforestation.

In 2024, the company launched a new global talent competition to engage colleagues and support charities. RI's Got Talent received an enthusiastic response with over 120 videos submitted from colleagues in 30 countries – ranging from singing and playing instruments to dancing and even building a computer game. Around 5,000 colleagues voted for their favourite acts with the company making donations to the three winners' local charities of choice.

*as of 2024



BETTER FUTURES

BETTER FUTURES, ONE OF THE COMPANY'S KEY LONG-TERM COMMUNITY PROGRAMMES, DELIVERS BASIC HEALTH EDUCATION, FOCUSING ON THE IMPORTANCE OF GOOD HYGIENE PRACTICES, PREDOMINANTLY IN INDIA.



Since its launch in 2013, more than 36,500 children and adults have participated in Better Futures' educational events, often supported by volunteer colleagues from local branches. Funded by RI Cares, Better Futures works in communities (in slum communities with underprivileged children and adults, helping them develop better hygiene habits), with schools (educating children in hand hygiene, water hygiene, personal hygiene, and personal and road safety), and with charities/NGOs that run local orphanages, helping vulnerable children in need. Here are a few examples of recent Better Futures initiatives:

- A toilet hygiene awareness and basic hygiene initiative was carried out at a school in the Tumkur district in Karnataka, India, with the objective of improving children's toilet hygiene. A toilet block and external handwashing facility was also constructed as part of the initiative, benefiting 110 children and their teachers.
- The St. Daniel School in Lucknow, India, has been educating poor children from local communities since 1998 and schoolchildren received a visit from the Better Futures team to learn more about hand hygiene and how they can protect themselves from flu – 227 children and five teachers took part in the initiative.

- Better Futures carried out a hygiene programme at Desire Society, Bangalore, India, which supports children with HIV or children whose parents have died from AIDS or who have AIDS/HIV so they can no longer care for their children – 22 children and four adults were involved in the hygiene presentation that demonstrated, among other things, how to wash hands correctly.



malaria

NO MORE

united kingdom

Since 2011 we have supported a charity called Malaria No More, which is striving to end deaths caused by malaria. Through colleague activities and company match funding, we've so far raised over £500,000 for Malaria No More. Malaria steals futures and claims the life of a child every minute, but it is preventable and treatable, and its end is within our grasp. In 2021, to mark a decade of our support for Malaria No More, we sponsored the Malaria No More Draw The Line campaign. We also undertook The Race to Kigali (see story on page 102). Rentokil's support for Malaria No More is a personal one because we have decades of experience with mosquitoes and vector disease control and have witnessed first-hand the devastation the disease causes across the world.



RENTOKIL INITIAL HAS BEEN A
LONG-TERM PARTNER WITH
MALARIA NO MORE,
CONTRIBUTING OVER
£500,000
IN THE FIRST 10 YEARS OF THE PARTNERSHIP



RACE TO KIGALI

**RENTOKIL INITIAL'S
BIGGEST-EVER
CHARITY EVENT**



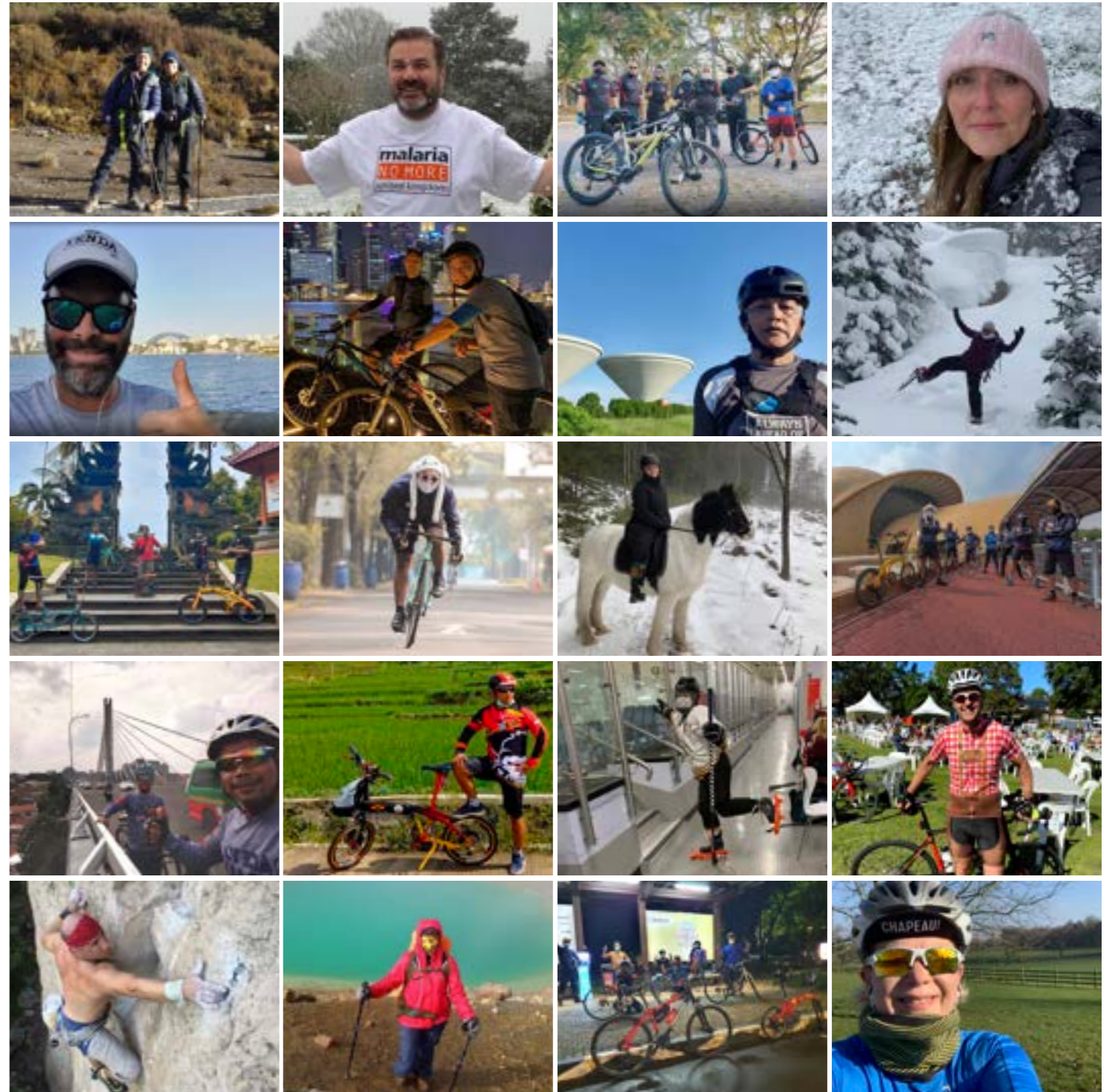


RACE TO KIGALI

Rentokil Initial's biggest-ever charity event,


Race to Kigali, involved 2,000 colleagues from across the globe taking part to build awareness and raise vital funds for the campaign to make malaria no more – protecting people and enhancing lives. Starting in February 2021 and ending on 25 April, the UN's World Malaria Day, colleagues in 104 teams walked, ran, swam, cycled, skied, rock-climbed, walked dogs, rode horses, and canoed their way to 9,000km – the distance from Rentokil Initial's head office (in Crawley, UK) to Kigali in Rwanda where Malaria No More and partners helped bring leaders together from across the Commonwealth to commit to saving lives from malaria.

In total, Rentokil Initial colleagues covered more than 850,000km (that's more than 20 times around the Earth) and raised over £200,000, a figure that was matched by Rentokil Initial's RI Cares programme. The money was used to fund Malaria No More's emerging work in Kenya supporting malaria awareness, prevention, and treatment programmes – helping in Kenya alone to prevent the loss of the 8,500 children who do not reach their fifth birthday each year due to this preventable disease.



COOL EARTH

Rentokil Initial is committed to protecting and enhancing biodiversity through the development of more sustainable products and services, the long-term support of charities that protect biodiversity, and by supporting the actions of colleagues locally. Over the next few pages, you'll see just a few examples of the projects and programmes undertaken by Cool Earth in partnership with Rentokil Initial.



COOL EARTH PROTECTS
RAINFORESTS THAT STORE
CARBON OF BETWEEN
233 AND 313 TONNES
PER ACRE. RENTOKIL
INITIAL SUPPORTS 12
COMMUNITIES IN THE
AMAZON BASIN, THE
CONGO BASIN, AND THE
PAPUA NEW GUINEA
RAINFOREST.

PAPUA NEW GUINEA

Rentokil Initial, in partnership with Cool Earth, champions the Water, Sanitation, and Hygiene project, an initiative that holds significant importance for communities in Papua New Guinea, particularly in Milne Bay. Rentokil's support means 200 individuals benefit from water tanks and toilet pots, ensuring safe water access right on their doorstep. Our funding is also helping introduce a Community Forest Nursery to empower community-led conservation and address forest-loss threats.

AMAZON

As climate change fuels more wildfires, indigenous Amazon communities suffer devastating impacts and are forced to flee. With Rentokil Initial's funding, Cool Earth is working with Asháninka del Río Ene to address wildfires – funding helps communities use traditional knowledge to actively protect ancestral lands from uncontrolled fires and catastrophic carbon release. An early warning system provides fire alert and prevention tools to more than 10,000 Asháninka across 19 rainforest villages.



CAMEROON

Rentokil Initial has been supporting communities in Cameroon since 2020 in their efforts to protect the rainforest. The livelihoods of these communities depend on protecting the forests, but with limited access to alternative employment opportunities, cultivating crops becomes essential for meeting basic needs and supporting families. By rejuvenating old farms, communities can grow sustainably and sell crops, like tomatoes, without resorting to forest clearing. Investments have also been made to improve cassava production with new processing machines, increasing income. Results are overwhelmingly positive: families gain sustainable livelihoods, and communities take grassroots-conservation action, which results in stronger forest preservation.



Rentokil Initial has invested c.£400,000 in supporting indigenous peoples and local communities in Papua New Guinea, the Congo, and the Peruvian Amazon to protect rainforests and fight the climate crisis.

Rentokil Initial has been a Cool Earth partner since 2018, helping to fund projects in rainforest biomes around the world. Safeguarding tropical rainforests is vitally important because they capture carbon and cool the earth. Cool Earth's approach is to work with local communities to help them protect their own rainforest. As a result, the deforestation rate in Papua New Guinea is 82% lower than in areas not protected by our partnership. Similarly, the loss rate in the Congo Basin is 33% lower than surrounding areas, and 46% lower in the Amazon. To date, Rentokil Initial has invested c.£400,000

in supporting indigenous peoples and local communities in Papua New Guinea, the Congo, and the Peruvian Amazon to protect rainforests and fight the climate crisis. Cool Earth works directly with the rainforest communities to provide sustainable livelihoods, helping them to thrive and removing the need to sell their trees to loggers to fund healthcare for their children. Cool Earth protects rainforests that store carbon of between 233 and 313 tonnes per acre. Rentokil Initial is supporting 12 communities in the Amazon Basin, the Congo Basin, and the Papua New Guinea rainforest.

THE RENTOKIL FOREST

Thirty-five Rentokil colleagues in Turkey on an ecological mission planted an entire new forest in one day in 2022. As you can imagine, the day began early in the morning when colleagues gathered at their Istanbul office before travelling to a special plot to plant 10,000 pine saplings. Undeterred by the enormity of the task, they soon found their rhythm, and with a lot of teamwork and perseverance, the Rentokil Memorial Forest was born! When mature (in around 2028), The Rentokil Forest will absorb around 37,000kg (37 tonnes) of CO₂ each year.





CHAPTER EIGHT

AT THE HEART OF THIS BRAND IS INNOVATION

From thermal imaging surveys and intelligent bait stations to AI-driven sensing technology that can monitor and track individual rodents, Rentokil's innovations are reinventing pest control. Rentokil combines knowledge, research, experience, and cutting-edge technology to maintain its position as the world's leading innovator in the pest control industry. Innovation was at the core of Rentokil's DNA when it was founded 100 years ago — and it always will be.

INNOVATION OVER TIME

The word 'pest' comes from the Latin word 'pestis', meaning plague, and it was first recorded in English around 1550.

Pest control, even in the early 20th century, was very different than it is today – physical traps were the most common solution for tackling rodents, but they could only catch one rat at a time, which made it difficult to control large infestations. Chemical remedies were also used: Epsom salts and various powder 'solutions' for pests, along with dubious 'miracle cures'.

A more scientific approach towards pest control evolved during the mid-20th century, particularly during World War II with the emergence of biological controls. For the first time, bacterial cultures were designed and used to reduce rodent populations. Anticoagulants also revolutionised pest management by removing the need for pre-baiting, with rodents being encouraged to ingest non-toxic bait. Cockroach infestations were also handled more effectively by using targeted bait solutions, rather than spraying with chemicals.



By the latter half of the 20th century, pest control had evolved from brute-force methods to a science-driven industry that emphasised precision and effectiveness. This focus on science and efficacy, led by Rentokil, continues to progress well, thanks to dedicated research centres and teams of in-house scientists and technology experts.

Today, Rentokil has a pipeline of more than 75 innovation projects, and its global network of innovation centres focuses on research, product development and testing, and future planning through regulatory analysis and approval.



A pest controller in the 1950s soaks bread in Ratin



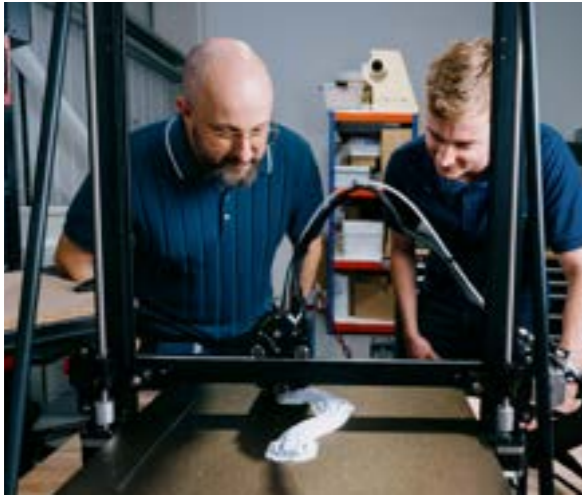
GLOBAL SCIENTIFIC EXPERTISE

In 2017 Rentokil opened The Power Centre in the UK, the business' Global Centre for Science, Innovation, and Training – named after the late Stewart Power, Rentokil Initial's former Director of Marketing and Innovation.

This science centre of excellence is at the forefront of behavioural science and observation research and is fundamental to the consistent delivery of new solutions and services. In addition to the research

and development undertaken by Rentokil scientists based at The Power Centre, the facility is also home to one of the largest collections of pest insects in the world. Around 50 different species are kept, including Madagascan hissing cockroaches, German cockroaches, Indian meal moths, Australian spider beetles, termites, Mediterranean flour moths, mealworm beetles, and fruit flies. Culture rooms provide a controlled environment where Rentokil

scientists study different species, particularly blood-feeding insects; fly research rooms are designed to enable scientists to scientifically demonstrate the efficacy of our advanced fly-control solutions; specially designed rat and mouse pens enable scientists to create and mimic real environments for realistic, humane behavioural observation; and The Power Centre's laboratories enable Rentokil to maintain its world-leading position as the experts at the forefront of pest research.



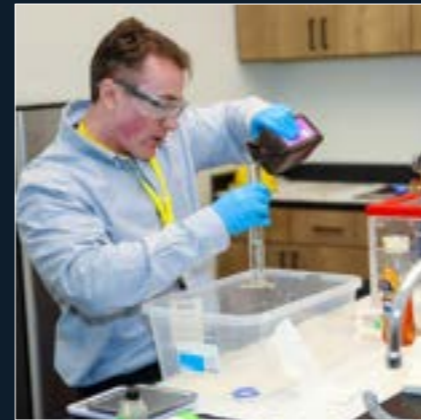
TESTING AND VALIDATION

2021 saw the opening of Rentokil's new global test centre in the UK, providing a home to the Test/Validation, Digital Hygiene, and Product Development teams. Proper testing and validation is required to ensure all Rentokil products do what we say they will do, as well as ensuring safety and compatibility with a number of consumables. A wide range of functions are tested, including: environmental testing; labelling and documentation; transportation and storage; and output measurements. As well as being able to carry out thousands of repetitive tasks, the test centre has special cabinets to test the effects of fumes, changes in temperature, and UV weathering. The new centre also serves as a Hygiene Innovation and Product Development centre for the testing of new products and services.



NORTH AMERICA INNOVATION

Rentokil Terminix announced the official opening of its first pest control innovation centre in North America in 2024. The Rentokil Terminix Innovation Centre, located in Dallas, Texas, serves as a hub for research and development, innovation testing, technician training, and driving advancements to enhance public health in North America, the world's largest pest control market, and around the world. It brings together a collaboration of its own scientists with leading academic institutions, key stakeholders, and industry experts.





BIRDALERT

A new **intelligent**, effective, and sustainable bird-scaring device, designed to deter birds without harm, was launched in 2021 in Europe. BirdAlert recognises rooks, gulls, geese, and starlings by their unique sounds from up to 250 metres away and then makes the sounds of specific predators to scare the birds away. Over time, the device varies the type of predator and the volume of the sounds it plays, so the birds don't get used to the noises it makes. All settings are controlled remotely via a mobile app, which even has options for additional scare tools, such as inflatable scarecrows or 'Eagle Eyes', as an added deterrent.



FLEXI ARMOUR

Rentokil's unique ability to tap into big data, coupled with its innovative talent, led to the creation of **Flexi Armour Dock** in 2021 – a new pest-busting solution for warehouse loading bays. Data collected from products, such as PestConnect (see story on page 128), showed a significant number of rodent infestations originate from loading areas, so UK colleagues, working alongside Rentokil's innovation team, came up with the solution. When large trucks make deliveries, they usually reverse up to a 'dock' where goods are unpacked. Trucks and docks are all at different heights, so an adjustable platform is usually built into the dock to create a bridge between the two levels. Flexi Armour Dock is a flexible product that fills the gaps around the loading dock's edges, which removes rodents' ability to crawl through the gaps and into warehouses in search of food and warmth.

Recognising that ingress into warehouses by pests is a common problem, and that pests are particularly well designed and capable of squeezing through even the smallest of gaps, other products have been added to the Flexi Armour range.

Flexi Armour Expansion: a combination of flexible knitted steel mesh and hard-setting epoxy resin, allowing the unique solution to flex without compromising the effectiveness of the rodent-proof barrier. Thanks to its quick-drying properties, areas treated can be subject to light use in just two hours, with a full cure ready in 24 hours – providing optimal results with minimal disruption to business.

Flexi Armour Seal: one of the most effective proofing solutions for small holes and gaps in building structures. With unique metal hooks embedded in sealant, Flexi Armour Seal prevents rodents from chewing through the sealant, ensuring lasting protection against rodent entry.

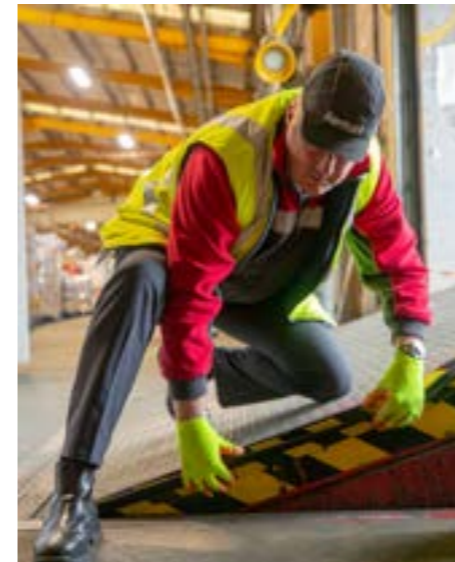
Flexi Armour Weep: a knitted steel mesh tube that is installed into a weep hole to prevent rodent and insect entry, without damaging brickwork and mortar. Flexi Armour Weep is made from highly resilient yet flexible stainless steel that prevents pests from accessing wall cavities in all types of buildings.

Flexi Armour Doors: a range of hardwearing, extruded rubber with a unique knitted mesh core that fits a vast array of doors – including pedestrian and roller doors. Flexi Armour Doors create a physical barrier that prevents rodent ingress.

Flexi Armour Ground Mesh: a corrosion-resistant, sturdy ground covering that discreetly prevents burrowing pests such as rats, mice, rabbits, and foxes.

Flexi Armour Shield: a unique proofing tape built with a dense stainless steel mesh and strong adhesive that provides a sticky, flexible, and virtually impenetrable barrier for rodents.

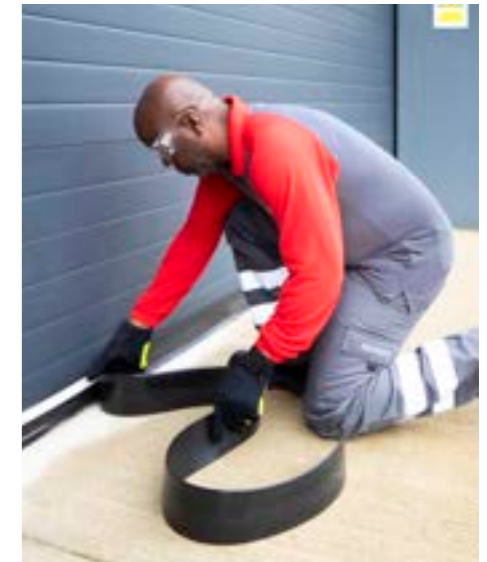
Flexi Armour Building Seal: a corrosion-resistant, flexible stainless steel knitted mesh that can be swiftly installed around the perimeter of cladded buildings as an impenetrable barrier to rodents.



Flexi Armour Dock



Flexi Armour Building Seal



Flexi Armour Doors

LUMNIA

Rentokil introduced Lumnia in 2018, an innovative Insect Light Trap (ILT), previously thought to have been impossible. Prior to the introduction of Lumnia, the consensus was that LEDs wouldn't work for ILTs, but thanks to leading research to understand exactly how light attracts flies, carried out by Rentokil scientists at The Power Centre, Lumnia proved this wrong – and there are 12 patents on the ILT units to prove this.

Following successful field tests, the Lumnia product range became available for the first time in 2019 to customers in North America. No other North American competitor had an insect light trap on the market that could match Lumnia's efficiency or its energy-saving potential.

There are over 550,000 Lumnia devices in service globally.



PESTCONNECT

PestConnect offers a revolutionary approach to comprehensive pest control by integrating advanced infrared and wireless technologies into a seamless system that detects, captures, and eliminates rodent pests.

PestConnect's efficiency is tested, and proven to resolve rodent activity twice as fast as traditional systems and reduce the need for rodenticide bait by up to 60%. Additionally, with ISO 27001 certification, PestConnect ensures the highest standards of data security, making it a trusted and sustainable solution for modern pest management.

Rentokil has more than 500,000 internet-connected PestConnect devices in customer premises and more than 300 million messages have been sent to our Command Centre. With PestConnect's advanced sensors and continuous monitoring, customers benefit from round-the-clock pest protection. PestConnect doesn't just detect pests; it proactively prevents infestations. Insightful data enables Rentokil technicians to make quick interventions, enhancing rodent control efficacy and minimising disruption to businesses. Instant alerts ensure swift action, providing peace of mind that premises are always safeguarded against rodents. PestConnect is the name of the system, the backbone if you will, that makes 24/7

monitoring over the internet a possibility. Rentokil also has a range of Internet of Things devices that all connect via the internet to PestConnect, offering a fully integrated pest management solution.

RADAR X Connect is an innovative mouse trap that is a very popular and highly successful pest solution for customers. When a mouse enters the unit, an infrared sensor detects the activity and the door closes instantly. At the same time, a small but effective dose of CO₂ is released into the tightly sealed chamber for rapid control without the use of bait. Because it is connected to PestConnect, Rentokil is automatically notified of the activity and a technician will respond quickly by arranging a convenient time to service the unit and inspect the premises.



Dual Autogate Connect, a first-to-market intelligent rat and mouse control solution, provides immediate access to bait upon proven infestation, providing instant control. It has been rigorously tested to meet the needs of businesses that require a more sustainable solution.

Rat Riddance Connect is a popular solution that protects customers' premises from rat activity.

Multi Mouse Trap Connect, a live multi-catch solution with continuous monitoring that can also help customers minimise the risk of pest problems.

Rentokil has more than 500,000 internet-connected PestConnect devices in customer premises and more than 300 million messages are sent to our Command Centre every year.



PESTCONNECT OPTIX

As Rentokil celebrates a century of innovation and leadership in pest control, it marks this milestone with one of its most revolutionary technologies to date – **PestConnect Optix**. This next-generation solution combines AI with advanced camera technology to create a constant, intelligent early-warning system that's capable of detecting pest activity around the clock, every day of the year.

PestConnect Optix represents a radical shift in how pest control is delivered. The system uses discreet, wireless cameras placed in high-risk or hard-to-reach areas, such as ceiling voids, underfloor spaces, or sensitive zones like data centres and food preparation areas. These cameras, equipped with motion and heat-detection sensors, automatically capture images of any rodent activity. Once captured, the images are analysed in the cloud by Rentokil's proprietary machine learning engine. Trained on over a million images, this AI-powered technology can accurately identify individual rats and mice (even in low-light environments) and trigger a response without human intervention.

This groundbreaking system has already been rolled out in the UK, with deployments underway in France, the Netherlands, Spain, and the Middle East. More than 3,000 cameras are currently in use, with plans to expand further as development continues for other

pest types, including insects. Customers receive real-time alerts when pest activity is detected, along with clear visual evidence delivered through Rentokil's online portal, myRentokil. This transparency gives businesses control, visibility, and peace of mind. The system's continuous monitoring also reveals insights into pest behaviour, patterns of movement, and high-risk areas, helping to inform smarter, long-term strategies for pest prevention.



PestConnect Optix's impact has been immediate and powerful: by enabling Rentokil technicians to see rodent activity remotely (often before customers are even aware of a problem) infestation periods can be cut by up to 50%. This proactive approach not only prevents costly damage, but also protects brand reputations, especially in sectors where hygiene and public perception are paramount – PestConnect Optix is both ISO 27001 certified and GDPR compliant, ensuring that the latest in digital innovation is delivered with the highest standards of data protection and security.

Even as the business celebrates its first century, Rentokil remains firmly focused on the future. PestConnect Optix is not just an advancement in pest control – it's a bold step into a new age of intelligent, connected protection.



INNOVATING WITH AI

As Rentokil enters its second century, sitting on the cusp of an Artificial Intelligence (AI) revolution, the company is strategically embracing AI to enhance customer and colleague experiences around the world.

As you have seen on the previous pages, AI is already being used by Rentokil to increase the effectiveness and efficiency of its pest control services – PestConnect Optix, for example, is using AI to monitor, identify, and report on rodent sightings (24 hours a day, 365 days a year), and systems such as this will only get smarter over time and more capable.

In addition to pest control services, AI is being used by Rentokil as a tool to empower its workforce, evidenced by the rollout of Google Gemini for Workspace to around 20,000 colleagues.

Rentokil leverages diverse AI technologies, including machine learning for data insights, vision AI for visual information interpretation, and agentic AI for autonomous decision making. The company began exploring generative AI (a type of AI that can create new content – such as text, images, and audio), like Google’s Gemini, in 2024, recognising its significant value potential. Rentokil’s AI strategy unfolds across three ‘Horizons’.

Horizon 1 has seen substantial AI adoption across multiple parts of the business, including Digital Marketing, Sales, and Procurement. For instance, using AI to analyse over 600,000 customer survey comments for service improvement insights in North America. Vision AI aids the innovative PestConnect Optix service to identify rodents from images taken remotely, even in poor light conditions. Globally, colleagues now use Gemini for Google Workspace, and features are being piloted in customer service platforms, where AI is employed for intelligent call routing, email communications, and online assistants.

Horizon 2 focuses on developing new AI solutions. Initiatives include a customer churn prediction model in Malaysia and a leads-prioritisation project in Europe. Spain is using Gemini to generate new prospects. In North America, the ‘On The Go’ Technician Job Assistant, a conversational AI tool, will provide instant access to customer and site information. Further developments include AI for natural language querying of branch data, an RFP sales response tool, AI-driven pest identification tools, and duplicate sales data entry detection. To manage these in-development projects, a dedicated AI Portal is being created to allow colleagues to access a range of AI tools within a confidential internal environment.

Horizon 3 envisions seamless AI integration: AI tools managing complex tasks, offering deeper data insights, enhancing and supporting product development, and wearable technology enabling technician interaction with AI tools. The company is committed to ethical, fair, transparent, and safe AI implementation, unbiased systems, clear data sources, explainable AI-aided decisions, and robust system protection. An AI governance committee oversees internal AI policy, mindful of evolving global AI legislation.

The Rentokil of today is vastly different to the company created by Harold Maxwell-Lefroy and Bessie Eades in 1925, but, 100 years later, Rentokil’s commitment to innovation, is encouraging colleagues to explore tools like AI to identify and share opportunities for the business to enhance its services to customers and make the organisation more efficient. Creating new tools that will continue its legacy as a pest control leader into its next century. Harold and Bessie would certainly approve.

Over a 28-day period to 11 June 2025

20,000 Total Gemini AI users

112,000 Different AI requests from 4,200 users

122,000 Items of AI-generated content by 9,000 users



CHAPTER NINE

WHAT OF THE FUTURE?

Pests do not discriminate: any size of home or business can be vulnerable. However, the business impact of pest infestation goes beyond the financials. A business' reputation, relationships with its customers, and, of course, its employees, are all at stake. This is set to become more of an issue. Pests are more of a burden in warmer climates and the changing global environment and increasing urbanisation will be key factors in the development, spread, and migration of pests. It's already happening: the Asian tiger mosquito, native to the tropics of Southeast Asia, has been one of the fastest-spreading animal species in recent years – reaching at least 28 countries outside its native homeland. Rentokil is at the forefront of innovative pest control that will increasingly rely on precision technologies and global insight to mitigate threats of pests in a changing world.

WHAT'S NEXT FOR PEST CONTROL?

As we wrap up this book in celebration of Rentokil's first centenary, we've featured a collection of stories that reflect on the business' humble beginnings, its global expansion, the skill, experience and dedication of its colleagues, and how Rentokil lives its mission of protecting people, enhancing lives, and preserving our planet.

A consistent and ever-present theme has also been that of innovation. Innovation was the spark behind Harold Maxwell-Lefroy and Bessie Eades' creation of Rentokil in 1925, and it's been the guiding light that enabled Rentokil to establish, and then maintain, its position as the world's leading pest control service provider.

As we've seen, pest control has already undergone such a profound transformation over the last century, so what will it look like in the future? What will pest control look like in the next 10, 50, or 100 years?

Oz Siddique, Innovation & Product Development Director believes "pest control is entering its most exciting chapter yet – where innovation is synonymous with responsibility, not just a buzzword, and human needs are meticulously balanced with ecological preservation to create sustainable, intelligent pest management."

Once heavily reliant on chemicals and reactive methods, the industry is now embracing a new era defined by precision,

"Pest control is entering its most exciting chapter yet – where innovation is synonymous with responsibility, not just a buzzword, and human needs are meticulously balanced with ecological preservation to create sustainable, intelligent pest management."

Oz Siddique, Innovation & Product Development Director

prevention, and sustainability. From AI-powered monitoring systems to biological controls, the tools and technologies being developed for the future will not only be more effective, but also more responsible for people and the planet; rethinking the entire integrated pest management process – making it intelligent, proactive, and ecologically sound. This means continuing to move away from broad-spectrum chemical treatments and instead deploying sophisticated networks of connected traps, sensors, and AI-powered diagnostics that can detect and address potential problems before they escalate.

This kind of proactive pest control, like so many of the technological advances of today and tomorrow, will be rooted in data. By analysing behavioural patterns, environmental factors, and early warning signals, pest professionals will be able to

“Over time, we will start to see more automation in our pest control devices. Devices will become more independent, intelligent, and able to adapt to local pest problems, while over the next decade we would expect all our commercial customers to be benefiting from connected technology.”

Paul Donegan, Digital Innovative Director

anticipate where and when pests are likely to appear. This predictive capability significantly reduces the need for reactive treatments and enables faster, more targeted responses that minimise risk to people, property, and biodiversity.

Paul Donegan, Digital Innovative Director, maintains pest control will evolve even further to a point where “over time, we will start to see more automation in our pest control devices. Devices will become more independent, intelligent, and able to adapt to local pest problems, while over the next decade we would expect all our commercial customers to be benefiting from connected technology.”

Andy Brigham, Head of Science, points out that pest control has always reflected the tools of its time. “We’ve moved from

handmade traps to chemical control, and now to integrated systems that combine prevention, prediction, and treatment. But technology alone isn’t enough,” he says. “Education and awareness are vital too. The more our customers and communities understand about pest risks, the better we can work together to prevent them.”

Science and innovation will continue to lead the way, with the help of more informed customers and members of the public, and Cassie Krejci, Head of Science and Innovation in North America also highlights the future role autonomous robotics and genomics will play in shaping the next generation of pest solutions. “At Rentokil we’re leading this future through grounded innovation in biology and powered by technology. Genomic insights will unlock novel biological controls to disrupt pest lifecycles without harming the environment,” she explains. “In the future, we’ll also be building partnerships with smart homes and cities to create integrated, nearly invisible pest defence systems.”

“Technology alone isn’t enough. Education and awareness are vital too. The more our customers and communities understand about pest risks, the better we can work together to prevent them.”

Andy Brigham, Head of Science

Even entomology, which, as Matt Green, Principal Entomologist, points out still might conjure up images of academic Victorian gentlemen in tweed jackets with nets chasing butterflies, gains new relevance in this technological future. Matt says: “Entomology is and always has been the study of insects, not just their taxonomy, and future technology will allow entomologists, including those of us working in urban pest control, to observe and record their behaviour in ever more clarity. We’re entering a phase where understanding behaviour across systems, rather than simply applying products, will be the real differentiator. I strongly feel that the human specialist pest controller’s time will come again in collating and understanding behavioural information from different sources to solve a problem.”

Ultimately, the future of pest control is not just about technology and improved performance. It’s about responsibility. As climate change, urbanisation, and biodiversity loss continue to reshape the world, the industry’s role is evolving too. Protecting public health and food supplies must go hand in hand with protecting ecosystems and reducing environmental harm.

If Harold Maxwell-Lefroy had been asked in 1925 to predict what pest control would look like in 2025, the fundamentals would still be there, but it seems unlikely he could have imagined the tremendous breadth

“We’re entering a phase where understanding behaviour across systems, rather than simply applying products, will be the real differentiator. I strongly feel that the human specialist pest controller’s time will come again in collating and understanding behavioural information from different sources to solve a problem.”

Matt Green, Principal Entomologist

of technological and scientific advances that are so much a part of our lives today. Looking ahead, we find ourselves in a similar position. While the core aim of pest-free homes and businesses will remain unchanged, the tools, technology, and thinking will almost certainly evolve in ways we can barely begin to imagine. One thing we can say with some confidence, however, is that pest control will continue to be an essential service – protecting people, enhancing lives and preserving our planet.

Exciting times ahead for this great industry and the people working in it.

AND FINALLY...



Brands and businesses that reach their centenary have truly defied the odds - research suggests that only around half of all companies survive beyond their first five years, while a recent study by McKinsey found that the average lifespan of companies listed in Standard & Poor's 500 in 1958 was 61 years. Today, it is fewer than 18 years.

This book sheds light on the secrets to Rentokil's long and successful life and why I believe that this great brand is set for a bright future. At the heart of Rentokil is a can-do and down-to-earth culture, a business full of hard-working and committed people, a laser-like focus on customer service, and a willingness to invest in innovation and technology. Over its 100-year history Rentokil has constantly evolved and the process of reinvention continues at pace today!

I'd like to place on record my thanks to those colleagues past and present who have been part of our incredible journey. None of it could have been possible without you.

Andy Ransom
Chief Executive, Rentokil Initial plc

ACKNOWLEDGEMENTS

Marking one hundred years in business is a testament to the dedication and hard work of many individuals and teams, both past and present. We are deeply grateful to everyone who has contributed to Rentokil's rich history and continued success. This book would not have been possible without the support of many people.

Firstly, our sincere thanks go to the many colleagues and former colleagues around the world who submitted their stories and images, which are at the heart of this book. Also to the Science and Innovation team for their invaluable knowledge, support and insights: Andy Brigham, Matt Green, Cassie Krejci, and Oz Siddique.

To everyone in our marketing and technology teams around the world who have contributed their stories, thoughts and expertise: Kateryna Bielska, Chris Bisset, Matt Kemp, and Paul Donegan. Also to colleagues in corporate functions for their invaluable support, particularly Bente Salt and Mark Reader.

Ultimately, Rentokil is a multi-local organisation and so our thanks also to the

operations team members around the world who have supported this project, adding their local knowledge and customer insight. We'd also like to acknowledge the contributions from our charity partners at Cool Earth, Malaria No More, and Better Futures.

Special thanks to Rob Gray for his excellent book, *The Pest Detectives*, which chronicled the first 90 years of Rentokil and served as a valuable resource, and Adam Gale for his advice and wise guidance.

Finally, teamwork is one of our core values. Ultimately, this book was a fantastic effort by a great team combining Corporate Communications and The Red Bridge Consultancy: Laura Folley, Amelia Shire, and Stuart Stevenson, as well as Mike Hooker and Paul Wigmore at Red Bridge. Between us we have more than 75 years' Rentokil experience.

We hope you enjoy the read. Here's to the next century of service.

Malcolm Padley
Director of Corporate Communications,
Rentokil Initial plc

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1925 1935 1945 1955 1965 1975 1985



1925
 Founder Harold Maxwell-Lefroy, the first Professor of Entomology at Imperial College, and his business partner Bessie Eades introduce Rentokil as a brand name

1944
 Rentokil hires Dr Norman Hickin as scientific director. Hickin wrote over 20 books, and helped the company develop revolutionary fly sprays, insect powders, mothproofing, and dry rot treatments



1957
 Rentokil is bought by British Ratin for £100,000. Retains Rentokil Group Ltd name

1970-71
 International expansion continues as Rentokil enters Finland, Belgium, Norway, Tanzania, Uganda, and Zambia along with franchise operations in Argentina, Ghana, Senegal, Zaire, Iran, Kuwait, Namibia, Seychelles, and Netherlands Antilles

1969
 Rentokil Group Ltd floats on the London Stock Exchange



1960s
 Rentokil enters Germany, France, the Bahamas, Greece, Trinidad, Denmark, Hong Kong, the Philippines, Singapore, Barbados, Australia, Guyana, St Lucia, New Zealand, Malaysia, Sweden, Jamaica, South Africa, Kenya, Switzerland and Indonesia

1995 2005 2015 2025

1996
 Rentokil acquires BET and Rentokil Initial is born



1995
 Rentokil is named as Britain's Most Admired Company by *Management Today*

2014
 PestConnect launches



2008
 Pest control for the Beijing Olympics

2017
 Becomes the leading pest control provider in India after taking a majority stake in joint venture with PCI



2016
 Pest control for the Rio Olympics



2025
 100 years of Rentokil

2024
 New North American Innovation Centre opened in Dallas



Rentokil Initial is ranked as one of the world's best companies by *Time*

2022
 Acquisition of Terminix in the USA makes Rentokil the world's largest pest control company



