

Making the World Safe for Exchanging Digital Information

Trend Micro incorporated, a global leader in cybersecurity, helps to make the world safe for exchanging digital information. In an increasingly connected world, our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks, and endpoints.

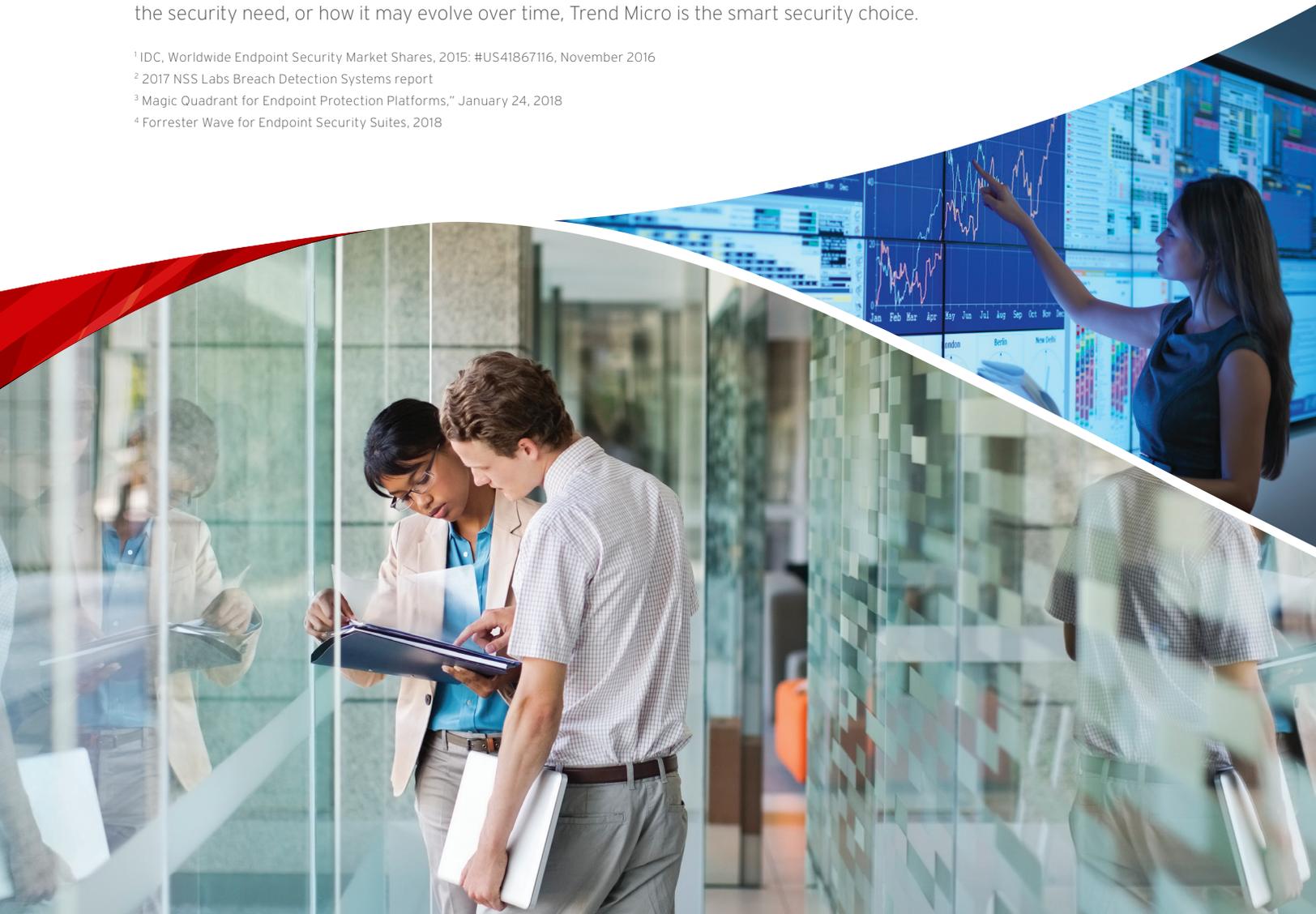
With 30 years of security expertise, Trend Micro has significant accolades: The global market share leader in server security seven years in a row according to IDC¹, the most effective recommended Breach Detection solution four years running, according to NSS Labs², and a Leader in both the Gartner® Magic Quadrant for Endpoint Protection Platforms³ and the Forrester Wave™ for Endpoint Security Suites⁴. All of our solutions are powered by XGen™ security, a cross-generational blend of threat defense techniques. Our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility, enabling better, faster protection and time to response. No matter what the security need, or how it may evolve over time, Trend Micro is the smart security choice.

¹ IDC, Worldwide Endpoint Security Market Shares, 2015: #US41867116, November 2016

² 2017 NSS Labs Breach Detection Systems report

³ Magic Quadrant for Endpoint Protection Platforms, January 24, 2018

⁴ Forrester Wave for Endpoint Security Suites, 2018



Fast Facts

Founded: 1988, United States

Headquarters: Tokyo, Japan

Management:

Eva Chen, CEO and Co-Founder
Kevin Simzer, Chief Operating Officer
Mahendra Negi, CFO
Steve Chang, Chairman and Founder

Number of Employees: 6,500+

Traded: Tokyo Stock Exchange 4704

Revenue: US \$1.45 Billion (FY2018)

A History of Innovation: Securing Your Connected World

Since 1988, Trend Micro has pioneered innovative technologies and security services that protect users, devices, servers, and networks against threats that target the growing amount of sensitive data stored electronically. Each beneficial shift in the way people communicate and conduct business online has introduced new security challenges. Trend Micro has been there from the start, being the first to extend threat protection from the desktop to the server and to the internet gateway.

Optimized for leading environments, including Amazon Web Services (AWS), Microsoft® Azure®, VMware®, Google Cloud™, Microsoft® Office 365®, Dropbox®, and more, our solutions enable organizations to automate the protection of valuable information from today's threats - across data centers, cloud environments, networks, and endpoints.

Enabling a Connected Threat Defense

In our increasingly connected world, organizations need to be in a position to manage risk before, during, and after an attack. This requires a layered approach to security, combining a range of state-of-the-art techniques that all work together with threat intelligence sharing across the enterprise to speed the time to response. Specifically, organizations need to be able to protect against as many threats as possible from entering their environment, especially in the face of data privacy regulations, like the EU General Data Protection Regulation (GDPR).

Despite the fact that the majority of threats can be prevented with proven security techniques, there will always be new, more advanced threats that attempt to sneak through. This evolution of threats requires the evolution of detection, including leveraging advanced techniques like machine learning, behavioral monitoring, sandboxing, integrity monitoring, and lateral movement detection.

Once a threat has been detected, organizations must be able to rapidly respond. It's critical that threat information is shared across environments and security updates get created and automatically deployed to provide the best possible protection. Businesses must have visibility into all aspects of this life cycle and their environment, with the analytics needed to fully assess the risk and impact of the attack, and respond appropriately.

Reflecting our XGen strategy, Trend Micro delivers security solutions that address the full threat life cycle with a wide range of threat defense techniques that are optimized for key environments and leverage shared threat intelligence to protect your organization.

Inspired to Stay a Step Ahead

Inspired to make the world safe for exchanging digital information, we continually invest in threat research and innovating our core technologies, products and services to ensure we stay one step ahead of the bad guys. We aim to stop threats faster, and give customers the actionable threat intelligence they need to make more informed choices about how best to protect their data. Our customers can be assured that no matter what platforms they're using, they have the best platform-specific protection capabilities in place.

Global Threat Intelligence from the Smart Protection Network

Smart protection begins with global threat intelligence. The Trend Micro™ Smart Protection Network™ mines data around the clock and across the globe to ensure that you are always protected, receiving over 2.5 trillion queries in 2018. Year after year, test results confirm the effectiveness of Trend Micro's cloud-era security, with the Smart Protection Network enabling high-performance security solutions while blocking over 48 billion threats, and detecting over 200 new ransomware families in 2018, for customers worldwide.

Backed by Global Research and Support

Trend Micro delivers timely threat intelligence, service, and support to our global customer base, defending tens of millions of customers around the clock with critical information from TrendLabsSM, and the Zero Day Initiative (ZDI), the global leader in vulnerability research and disclosure. Trend Micro's worldwide network of threat research and product support centers. Our experts monitor potential security issues and mount rapid responses to major incidents—like WannaCry—and urgent support requests. As new threats and vulnerabilities emerge, Trend Micro delivers the global security reach with the personalized, local touch that customers need to function securely online.



Securing Your Connected World

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