



Making the World Safe for Exchanging Digital Information

As a global leader in security, Trend Micro develops innovative security solutions that make the world safe for businesses and consumers to exchange digital information. As the largest independent security vendor¹, with 25+ years of security expertise, we're recognized as the market leader in server security², virtualization security³, and small business content security⁴. Trend Micro solutions protect end users, secure today's evolving data center, and protect against sophisticated targeted attacks. We deliver top-ranked client, server and cloud-based protection that fits our customers' and partners' needs, stops new threats faster, and protects data in physical, virtual and cloud environments. No matter what the security need, or how it may evolve over time, Trend Micro is the smart security choice.

¹ Source: 2011 © Quocirca Ltd.: Selected independent IT security vendor revenues

² Source: 2012 IDC-Worldwide Endpoint Security Revenue Share by Vendor, 2011

³ Source: 2011 Technavio - Global Virtualization Security Management Solutions

⁴ Source: 2012 Canalys Small Business Segment Content Security Market Trends, March 2013



Fast Facts

Founded: 1988, United States

Headquarters: Tokyo, Japan

Management:

Eva Chen, CEO and Co-Founder

Mahendra Negi, COO and CFO

Steve Chang, Chairman and Founder

Number of Employees: 5,137

Traded: Tokyo Stock Exchange 4704

Revenue: US \$1.2 billion

A History of Innovation: Securing the Journey to the Cloud

Since 1988, Trend Micro has pioneered innovative technologies and security services that protect users against threats that target new and emerging platforms and devices. 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. Now as mobility, virtualization, and cloud computing are enabling people to share digital information more easily, more quickly, and more affordably, Trend Micro continues to innovate with mobile device management, mobile app reputation technology, data encryption, advanced threat detection and protection, and optimized security for virtualization and cloud environments.



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Enabling a Smart Protection Strategy

Our mobile, social, and collaborative lifestyles have transformed the way we use technology at home, at work, and everywhere in between. We want—and need—to secure our devices, personal information, and business data; to keep our families safe online, and our employees productive; to take advantage of all that new technologies can offer us while minimizing the risk.

The Trend Micro Smart Protection Strategy does all this with:

- **Smart** protection of information—with real-time, intelligent security that is layered across mobile devices, endpoints, servers, gateways and the cloud;
- Solutions that are **simple** yet flexible to manage and deploy;
- **Security that fits** an evolving ecosystem—optimized to work seamlessly with complementary technologies, and continuously improved to deal with new security challenges and the latest threats

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. Customers can be assured that no matter what platforms they're using, they have the best platform-specific protection capabilities in place.

We also protect existing infrastructure investments by integrating and working with the other vendors our customers already have in place, delivering purpose-built solutions to consumers, SMBs and enterprises that need customizable and scalable security solutions.

Global Threat Intelligence from the Smart Protection Network

Smart protection begins with global threat intelligence. The Trend Micro™ Smart Protection Network™ infrastructure uses big data analytics to continually process more than 4 terabytes of data collected in the cloud to identify threats, deliver proactive protection, and secure data faster than any other security vendor. Again and again, test results confirm the effectiveness of Trend Micro's cloud-era security, with Smart Protection Network enabling lighter, leaner solutions while blocking over 230 million threats daily for customers worldwide.

Backed by Global Research & Support

Trend Micro delivers timely threat intelligence, service, and support to our global customer base and defends tens of millions customers around the clock through TrendLabsSM—Trend Micro's worldwide network of threat research and product service and support centers. 1,200 threat experts monitor potential security issues and mount rapid responses to major incidents and urgent support requests. As new threats and vulnerabilities emerge, TrendLabs delivers the global security reach with the personalized, local touch that customers need to function securely online.