



## Trend Micro Reports Results for First Quarter 2013

TOKYO, May 09, 2013 -- Trend Micro Incorporated (TSE: 4704; TYO 4704), the global leader in cloud security and virtualization, announced earnings results for the first quarter 2013, ending March 31, 2013.

For the first quarter, Trend Micro posted consolidated net sales of 25,783 million Yen (or US \$ 278 million, 92.47 JPY = 1USD). The company posted operating income of 7,338 million Yen (or US \$ 79 million) and net income of 4,820 million Yen (or US \$ 52 million) for the quarter.

Based on information currently available to the company, consolidated net sales for the year ending December 31, 2013 is expected to be 107,200 million Yen (or US \$ 1,105 million, based on the FY2013 annual assumed exchange rate of 97 JPY = 1USD). Operating income and net income are expected to be 26,400 million Yen (or US \$ 272 million) and 17,100 million Yen (or US \$ 176 million), respectively.

Growth rate figures are calculated from Japanese Yen results. Some discrepancy may therefore be noted in US Dollar comparisons owing to fluctuations in currency conversion rates.

“Over time we invested in delivering security intelligence from the cloud as the cloud became important, we invested in mobile security protections as PC use began converting to mobile, and we developed custom defenses as new custom threats began sitting in networks,” said Eva Chen, CEO.

### Q1 2013 Business Highlights

Trend Micro introduced new advances in its Custom Defense solution that focus on identifying and blocking the command and control (C&C) communications used by advanced persistent threats (APTs) and targeted attacks. Trend Micro Custom Defense is the industry's first advanced threat protection solution that enables organizations not only to detect and analyze these attacks, but also to rapidly adapt their protection and respond to the attackers.

Trend Micro revealed a new suite – Trend Micro™ Enterprise Security and Data Protection -- designed to help companies efficiently mitigate the risks of attacks and data breaches across the spectrum of end user platforms, from smartphones to tablets, laptops to removable drives.

Tech Data and Trend Micro teamed up to integrate Trend Micro's Licensing Management Platform (LMP) into Tech Data's Solutions Store. Trend Micro's LMP is a designated application for managed service providers (MSP), which allows Trend Micro MSP resellers direct software license provisioning control for cloud-based SaaS security products.

Chunghwa Telecom (CHT), Taiwan's largest telecom service company, and Trend Micro announced two cloud computing services, Mobile Device Management (MDM) for SMBs and Trend Micro Mobile Security (TMMS) for personal mobile security. In addition, the Trend Micro Mobile App Reputation Service (MARS), which helps consumers make informed decisions about which apps are safe and reliable, was released on the CHT Hami Apps store.

Trend Micro became a member of the global Family Online Safety Institute (FOSI).

BlackBerry will incorporate the Trend Micro Mobile Application Reputation Service with its current internal, proprietary system for analyzing applications. With the cloud-based Trend Micro Mobile Application Reputation Service, both current and new applications submitted to the BlackBerry® World™ storefront will be scanned for potential malicious behavior.

Trend Micro announced that it is working with PT. Telekomunikasi Indonesia Tbk., (Telkom), the Indonesian state-owned telecommunication and network services enterprise, to provide Internet security to Telkom customers.

Trend Micro released Trend Micro Mobile Security 3.0 to protect Android smartphones and tablet users. The third generation personal edition of Trend Micro Mobile Security advances security to a new level by extending protection to Facebook information so that consumers can enjoy their digital lives safely

### **Awards and Recognition for Q1 2013**

Canalys named Trend Micro as worldwide leader of the small business content security market for the second consecutive year.

Trend Micro was named to CRN's 2013 5-Star Partner Program Guide, CRN's annual guide that identifies the IT channel's most elite vendor partner programs.

Trend Micro Deep Discovery, developed specifically to help businesses mitigate the growing risk from sophisticated targeted attacks, was recognized as the best new product at the Network Computing Awards in London on March 14<sup>th</sup>.

Virtualization Review recognized Trend Micro SecureCloud as a Readers Choice Award Winner and Trend Micro Deep Security as Preferred Product Award Winner in the Virtualization Review Reader's Choice Awards.

Trend Micro was cited as a leader by Forrester Research, Inc in The Forrester Wave™: Email Content Security, Q4 2012 Report, based on evaluations of the nine companies invited to participate.

Trend Micro Titanium was the top performer in PC Security Labs' unique assessment of endpoint security products for Windows 8. They evaluated five vendors against Microsoft's free Windows Defender and rated their effectiveness based on user type, Trend Micro received recommended+ rating for each category.

Trend Micro was a finalist in the 2013 SC Magazine Awards for Best Cloud Computing Security with Trend Micro Deep Security 9, and Best Data Leakage Prevention (DLP) with Trend Micro Integrated Data Loss Prevention.

Trend Micro was ranked number one in the Cloud Security Vendor - Benchmark 2013 by Experton Group. The report said "At present, Trend Micro is the clear leader in the cloud security technologies & services category, setting the pace for its competitors," and "Trend Micro with its 'Deep Security' and 'SecureCloud' products sets the current benchmark for the competition."

## Patents

*Trend Micro was awarded the following patents in Q1 2013:*

Patent 8213923	Product Update via Voice Call in Mobile Security
Patent 8220053	Shadow Copy-Based Malware Scanning
Patent 8220054	Process Exception List Updating in a Malware Behavior Monitoring Program
Patent 8220041	Method and System for Protecting a Computer System During Boot Operation
Patent 8230510	Scanning Computer Data for Malicious Codes Using a Remote Server Computer
Patent 8234496	Image Leak Prevention Using Digital Watermark
Patent 8370931	Multi-Behavior Policy Matching For Malware Detection
Patent 8375450	Zero Day Malware Scanner
Patent 8379816	Phishing Calls Filtering for Mobile Phones
Patent 8386792	Asymmetric Content Fingerprinting With Adaptive Window Sizing
Patent 8375120	Domain Name System Security Network
Patent 8392539	Operating System Banking and Portability
Patent 8392357	Trust Network to Reduce E-Mail Spam
Patent 8402544	Incremental Scanning of Computer Files for Malicious Codes
Patent 8407787	Computer Apparatus and Method for Non-Intrusive Inspection of Program Behavior

## Notice Regarding Forward-looking Statements

Certain statements that we make in this release are forward-looking statements. These forward-looking statements are based upon management's current assumptions and beliefs in light of the information currently available to it, but involve known and unknown risks and uncertainties. Many important factors could cause our actual results to differ materially from those expressed in our forward-looking statements. These factors include:

- Difficulties in addressing new virus and other computer security problems
- Timing of new product introductions and lack of market acceptance for our new products
- The level of continuing demand for, and timing of sales of, our existing products
- Rapid technological change within the antivirus software industry
- Changes in customer needs for antivirus software
- Existing products and new product introductions by our competitors and the pricing of those products
- Declining prices for products and services
- The effect of future acquisitions on our financial condition and results of operations
- The effect of adverse economic trends on our principal markets
- The effect of foreign exchange fluctuations on our results of operations
- An increase in the incidence of product returns
- The potential lack of attractive investment targets and
- Difficulties in successfully executing our investment strategy

## About Trend Micro

Trend Micro Incorporated (TYO: 4704; TSE: 4704), the [global cloud security leader](#), creates a world safe for exchanging digital information with its Internet content security and threat management solutions for businesses and consumers. A pioneer in [server security](#) with 25 years experience, we deliver top-ranked client, server and cloud-based security that fits our customers' and partners' needs, stops new threats faster, and [protects data](#) in physical, virtualized and cloud environments. Powered by the industry-leading Trend Micro™ **Smart Protection Network™** global threat intelligence [data mining framework](#), our products and services stop threats where they emerge – from the Internet. They are supported by 1,000+ threat intelligence experts around the globe.

Additional information about Trend Micro Incorporated and its products and services are available at [Trend Micro.com](http://TrendMicro.com). This Trend Micro news release and other announcements are available at <http://NewsRoom.TrendMicro.com> and as part of an RSS feed at [www.trendmicro.com/rss](http://www.trendmicro.com/rss). Or follow our news on Twitter at [@TrendMicro](https://twitter.com/TrendMicro).