

Driving Success in 2013: Enabling a Smart Protection Strategy

in the age of Consumerization, Cloud and new Cyber Threats

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CEO and Co-Founder



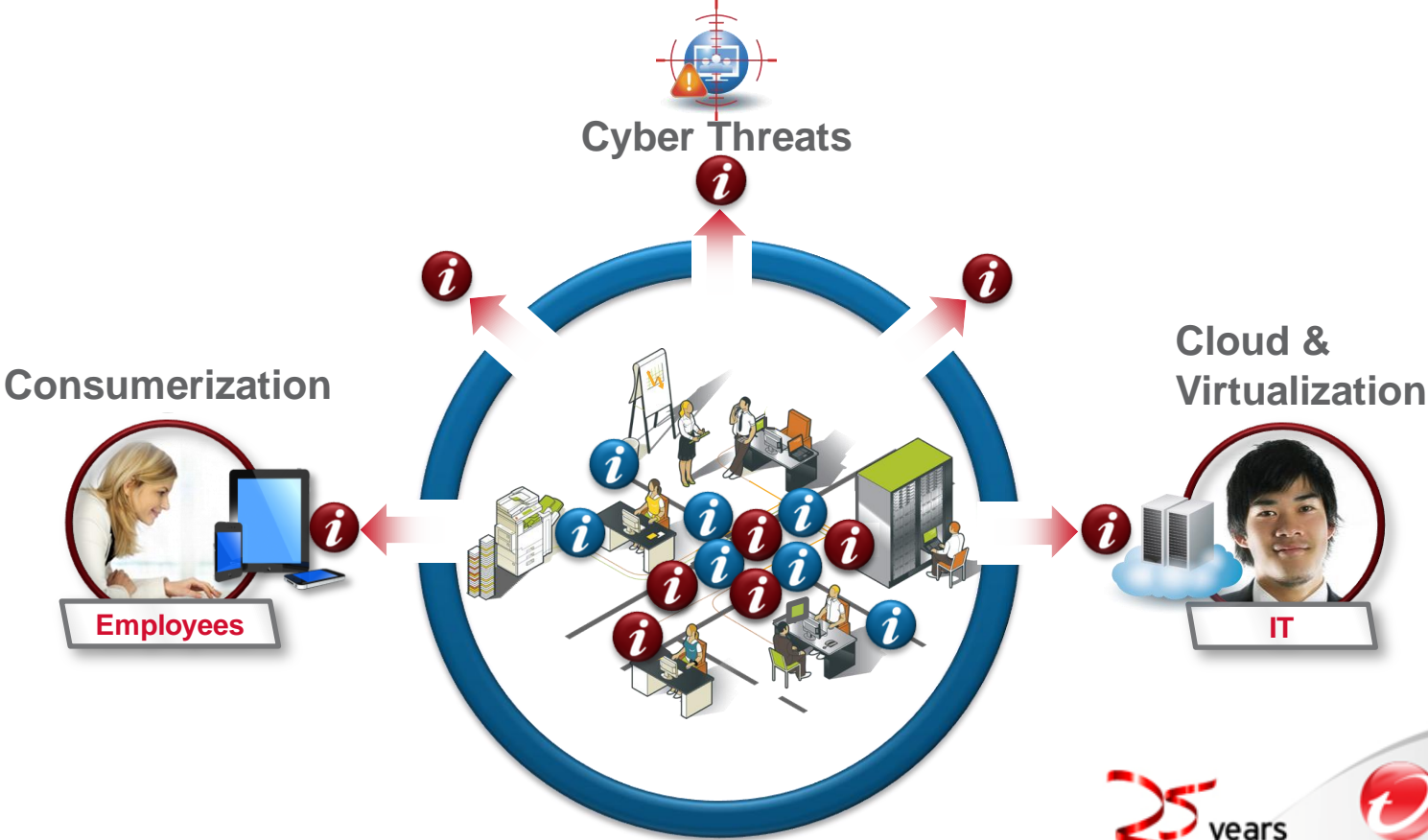
Consistent Vision for 25 Years



**A world safe for
exchanging
digital information**



Customer Challenges in the Cloud Era

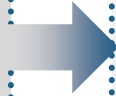


Organizations Need a Smart Protection Strategy

Then...

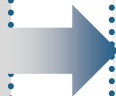
Now...

Perimeter security



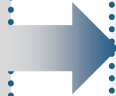
Elastic perimeter, sophisticated threats

Complete IT control



Consumerization of IT with many points to secure

Static environment



Dynamic and complex with cloud and mobile

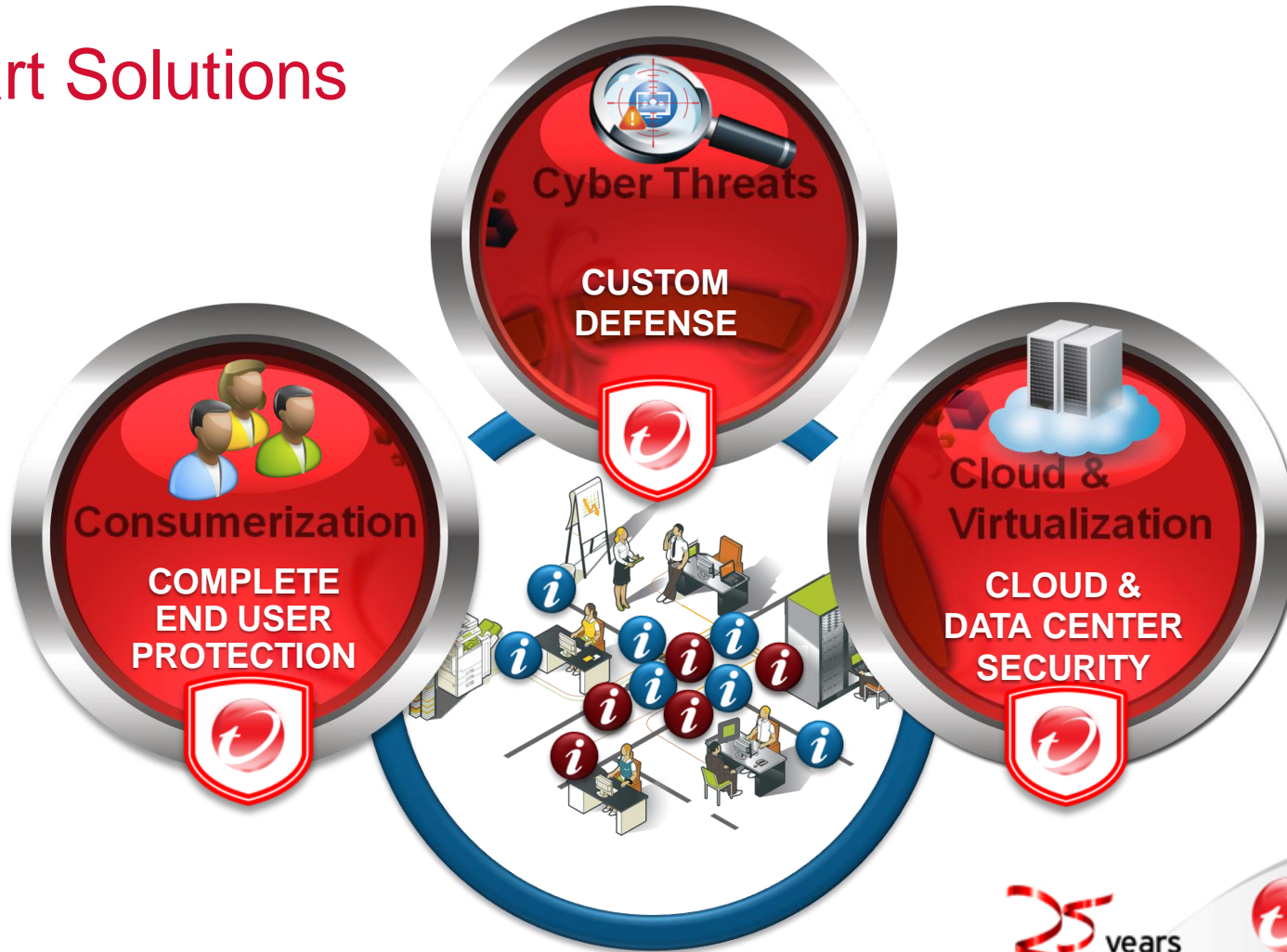
Smart layered protection against theft and loss

Simple yet flexible to manage and deploy

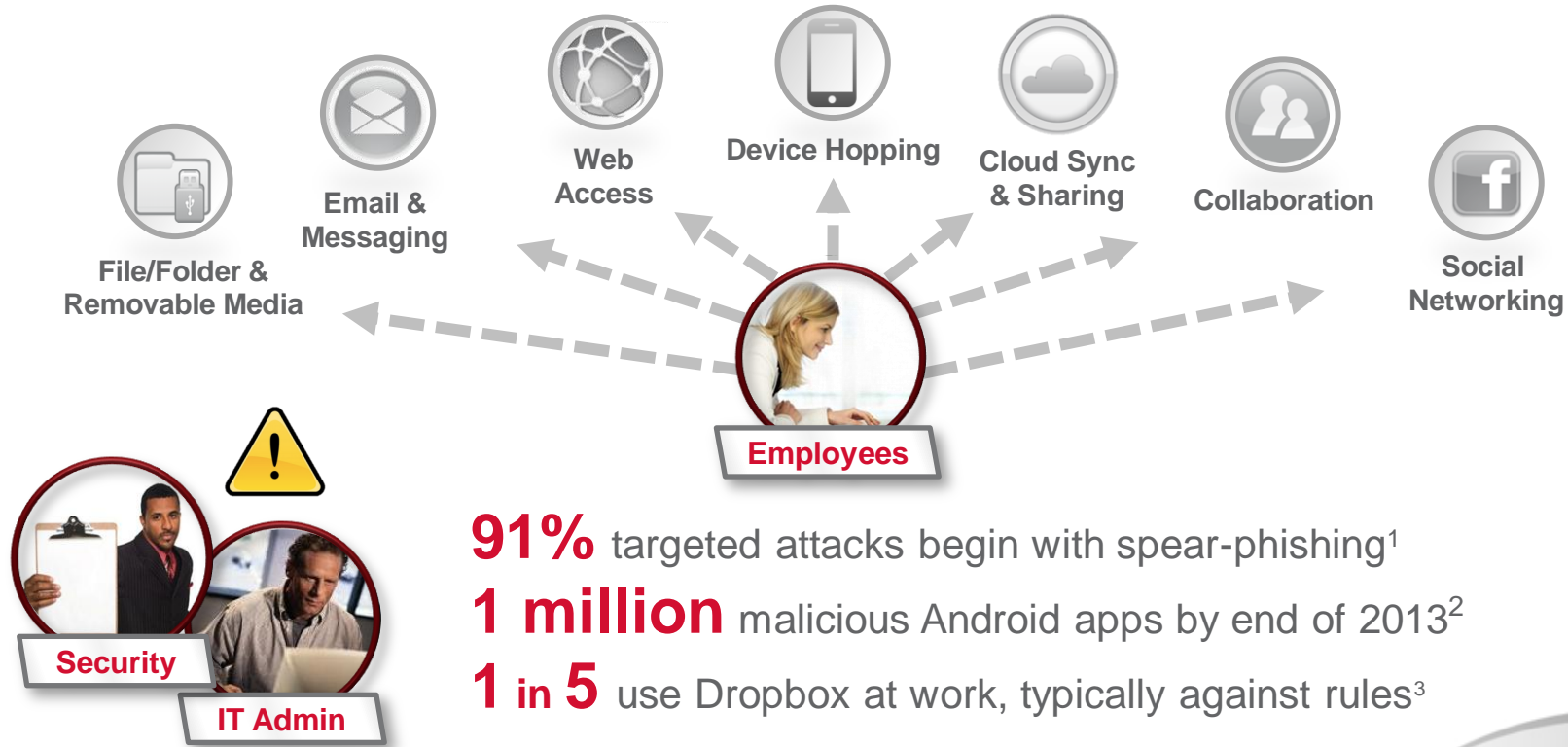
Security that fits an evolving ecosystem



Smart Solutions



Consumerization: Risky New Environment!



91% targeted attacks begin with spear-phishing¹

1 million malicious Android apps by end of 2013²

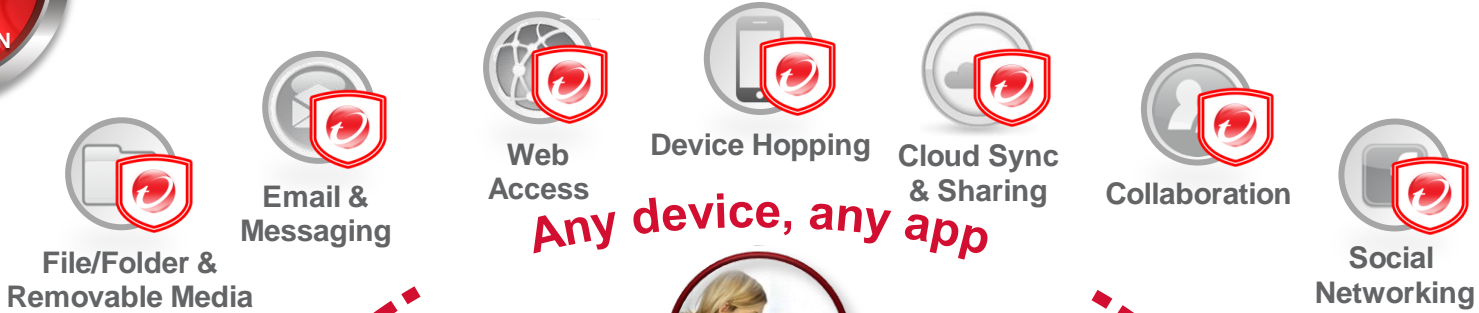
1 in 5 use Dropbox at work, typically against rules³

1: Trend Micro: "Spear Phishing Email: Most Favored APT Attack Bait", Nov 2012

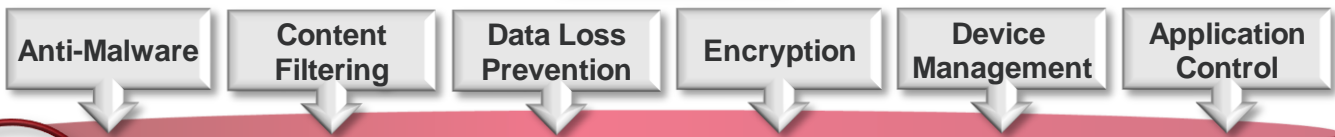
2: Trend Micro Threat Predictions for 2013

3: Global survey of 1300 enterprise customers; "Shadow IT in the Enterprise", Nasuni, Sept 2012

Protecting Full Range of User Activities



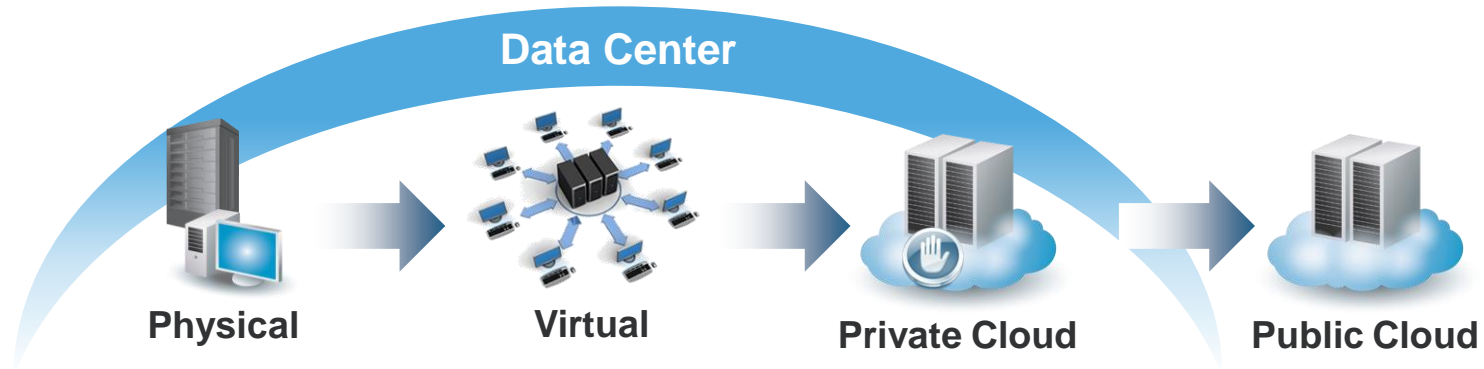
Any device, any app



Complete End User Protection



Cloud and Virtualization: New Challenges!

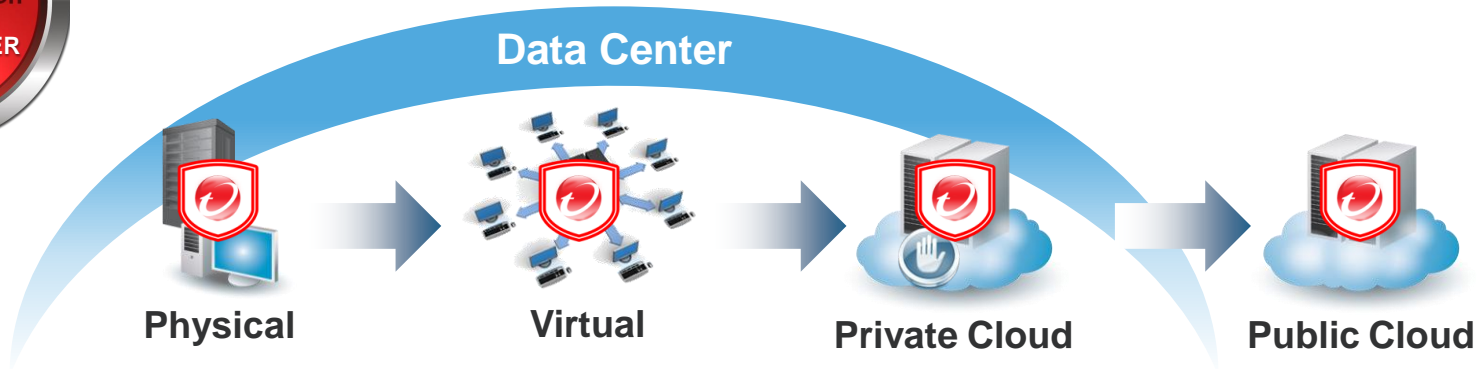


By 2016, **71%** of server workloads will be **virtualized***;
Organizations can cut costs by **74%** by storing data in the cloud*



- Server and VM integrity
- Appropriate policy enforcement
- Data protection, especially in the cloud
- Performance and manageability

Single Security Platform across Environment



- Anti-Malware
- Intrusion Prevention
- Firewall
- Integrity Monitoring
- Log Inspection
- Encryption

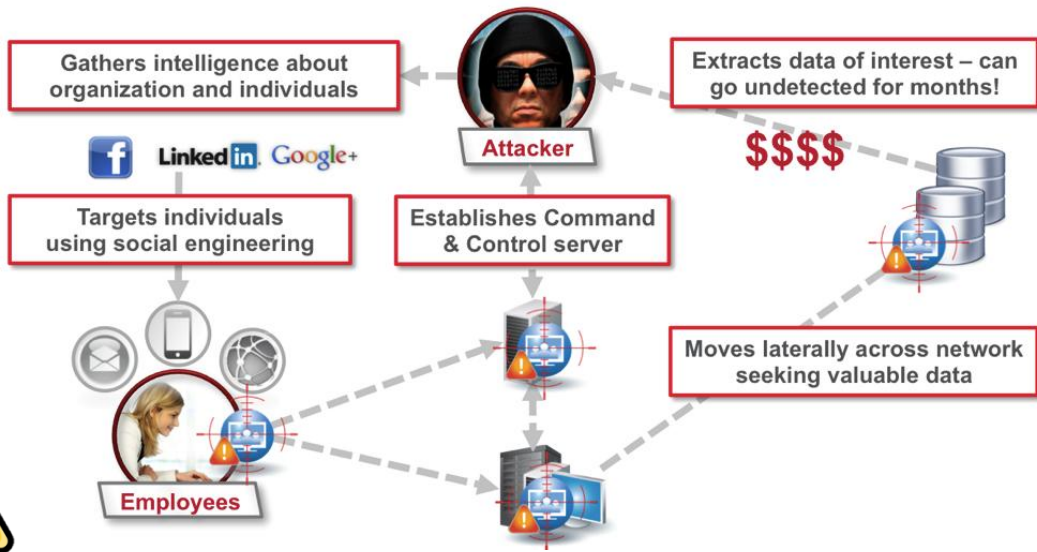


Data Center Ops

Cloud and Data Center Security



Cyber Threats: More Social, Sophisticated, Stealthy!



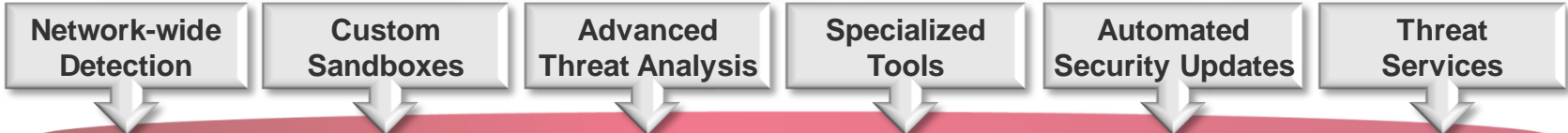
1.8 successful attacks per week
\$8.9M average cost of per year

Sources: 2012 Ponemon Study on costs of Cybercrime
Copyright 2013 Trend Micro Inc.





Full Lifecycle of Defense against APTs



Security

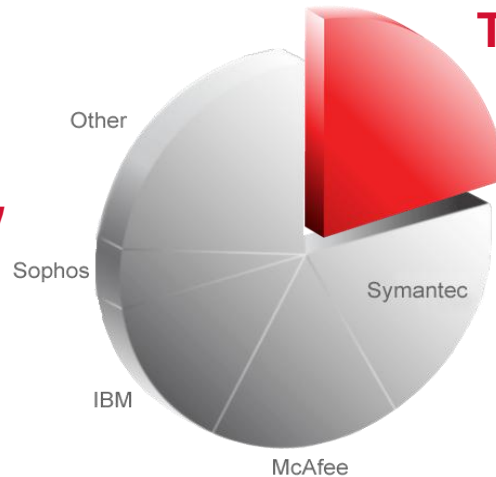
Network Admin



Market Growth in Suites and Server Security

CATEGORY	BY 2016	2011-2016 CAGR
Anti-malware	\$403M	-11.4%
Security Suites	\$2,760M	12.7%
Server Security	\$1,018M	10.5%

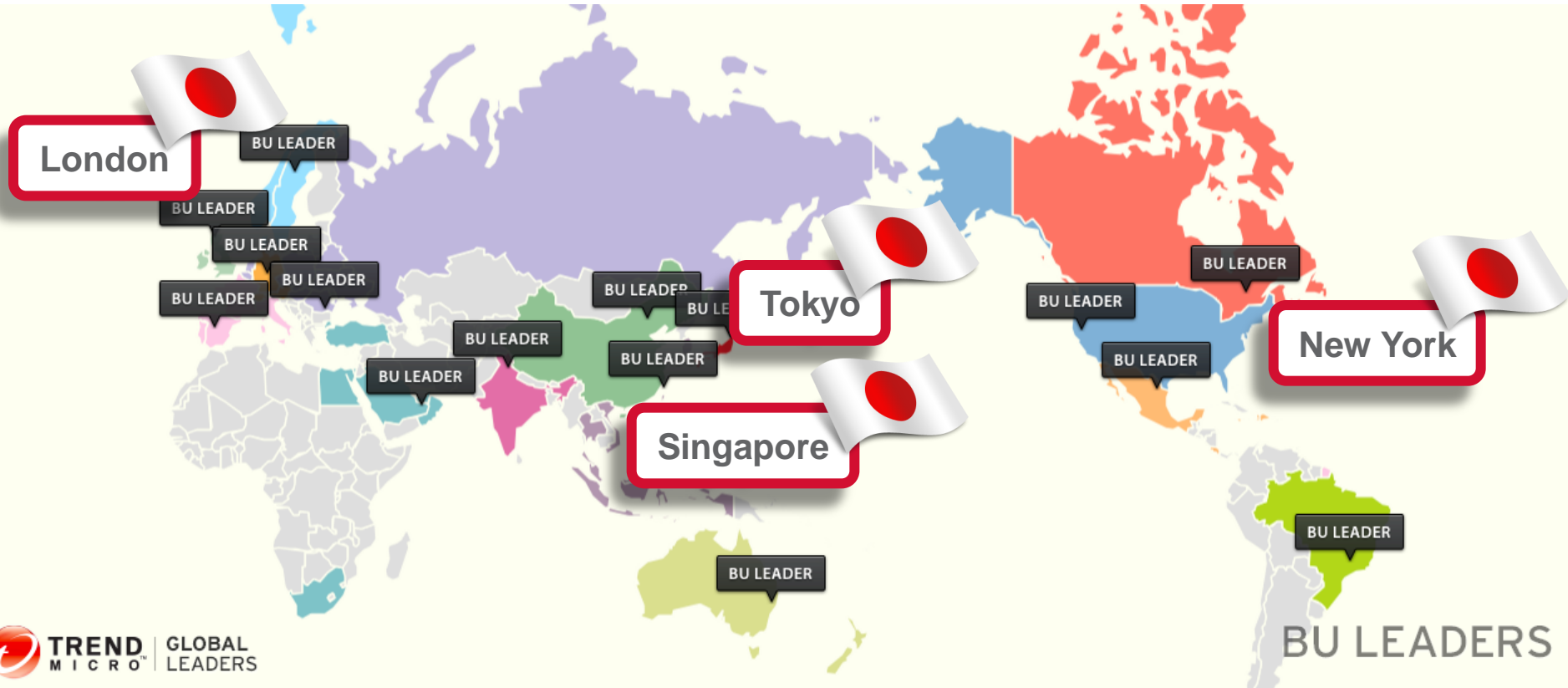
Trend Micro already enjoys a big market lead in Server Security!



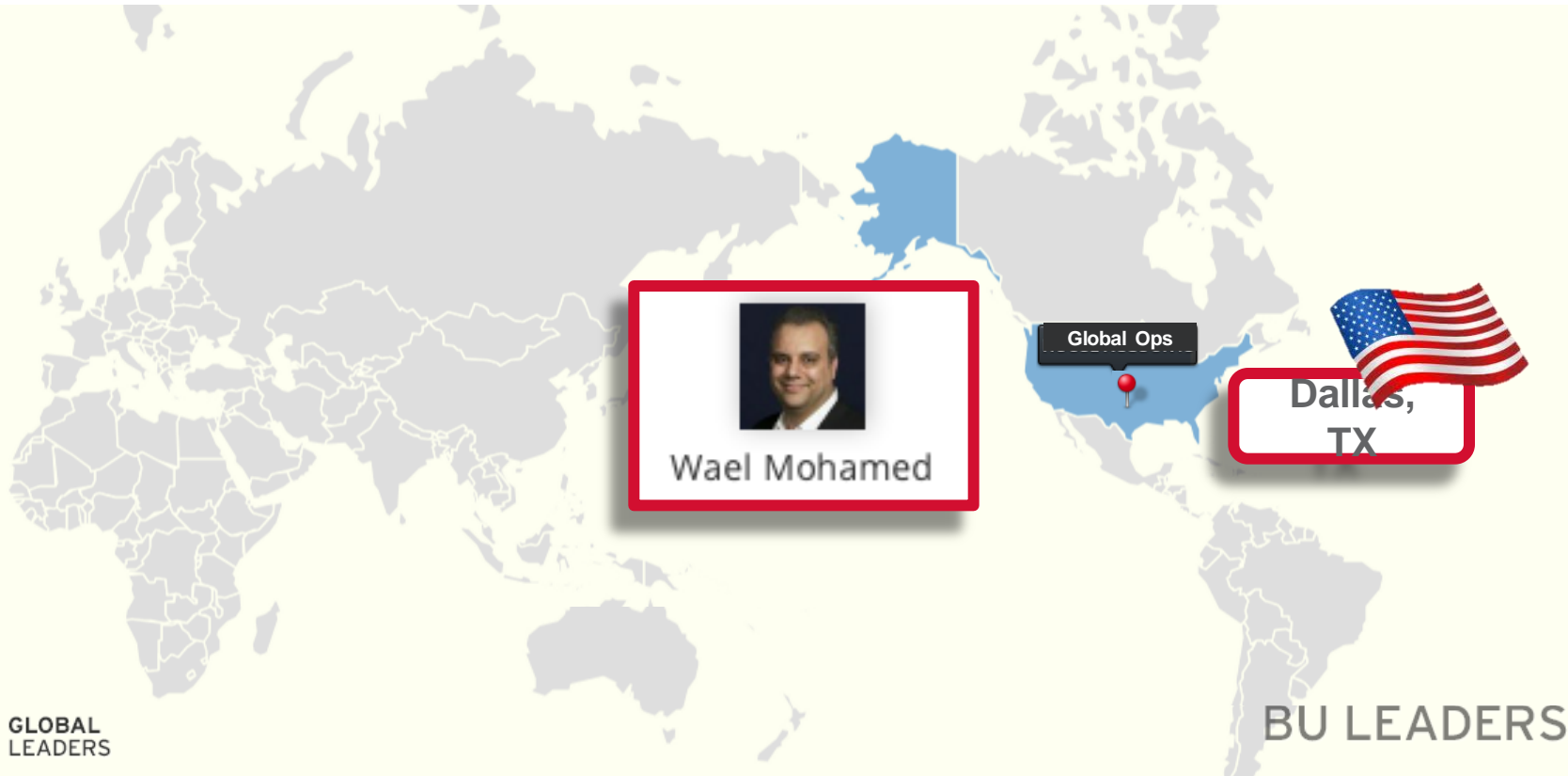
**Trend Micro
27%**



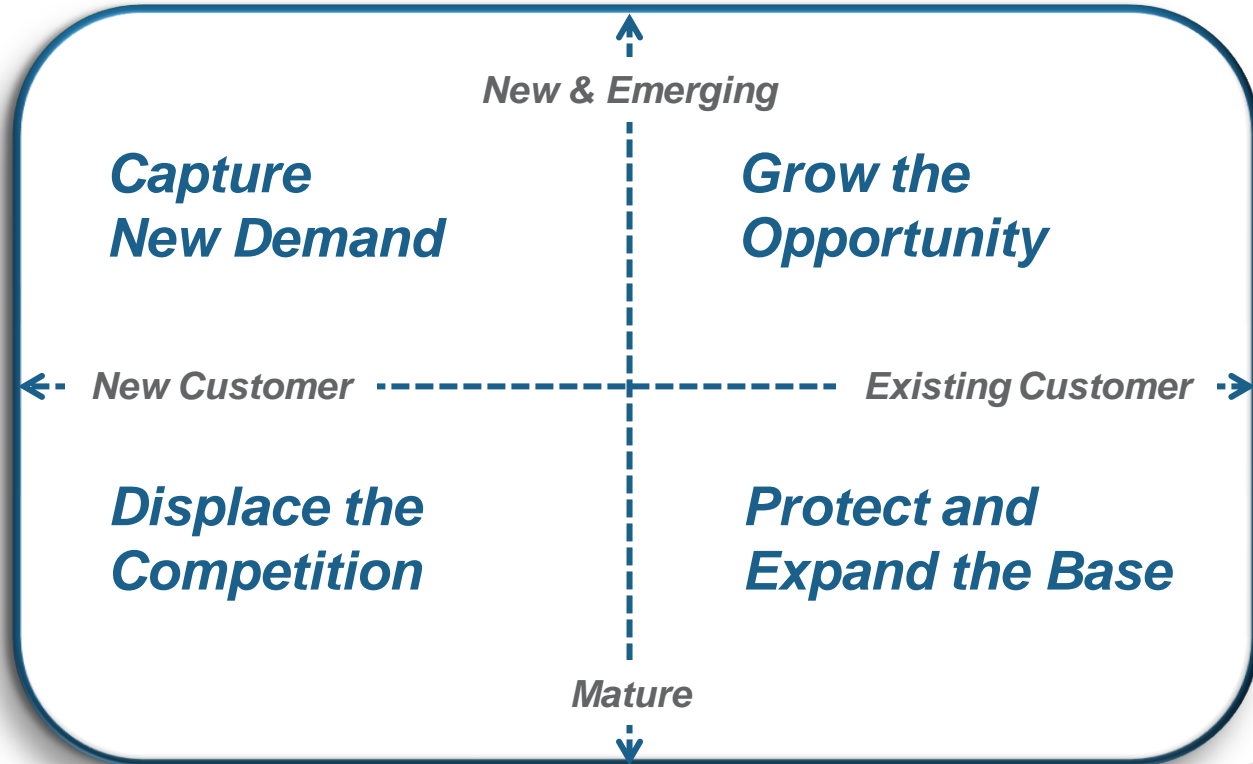
Leveraging Proven Success: “Japan Offices”



Increasing Strategic Focus: Winning in the US



Excellence in Execution: Regional Sales Plays



In Summary

- Driven by a consistent vision for 25 years
- Enabling a Smart Protection Strategy for today's landscape
- Innovating to meet toughest challenges our customers face: Consumerization, Cloud and Cyber Threats
- Executing a GTM strategy to ensure global success

