

FY2012 Q3 Business Update

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Board Member

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Global Consumer Business

JAPAN, LAR, APAC Business

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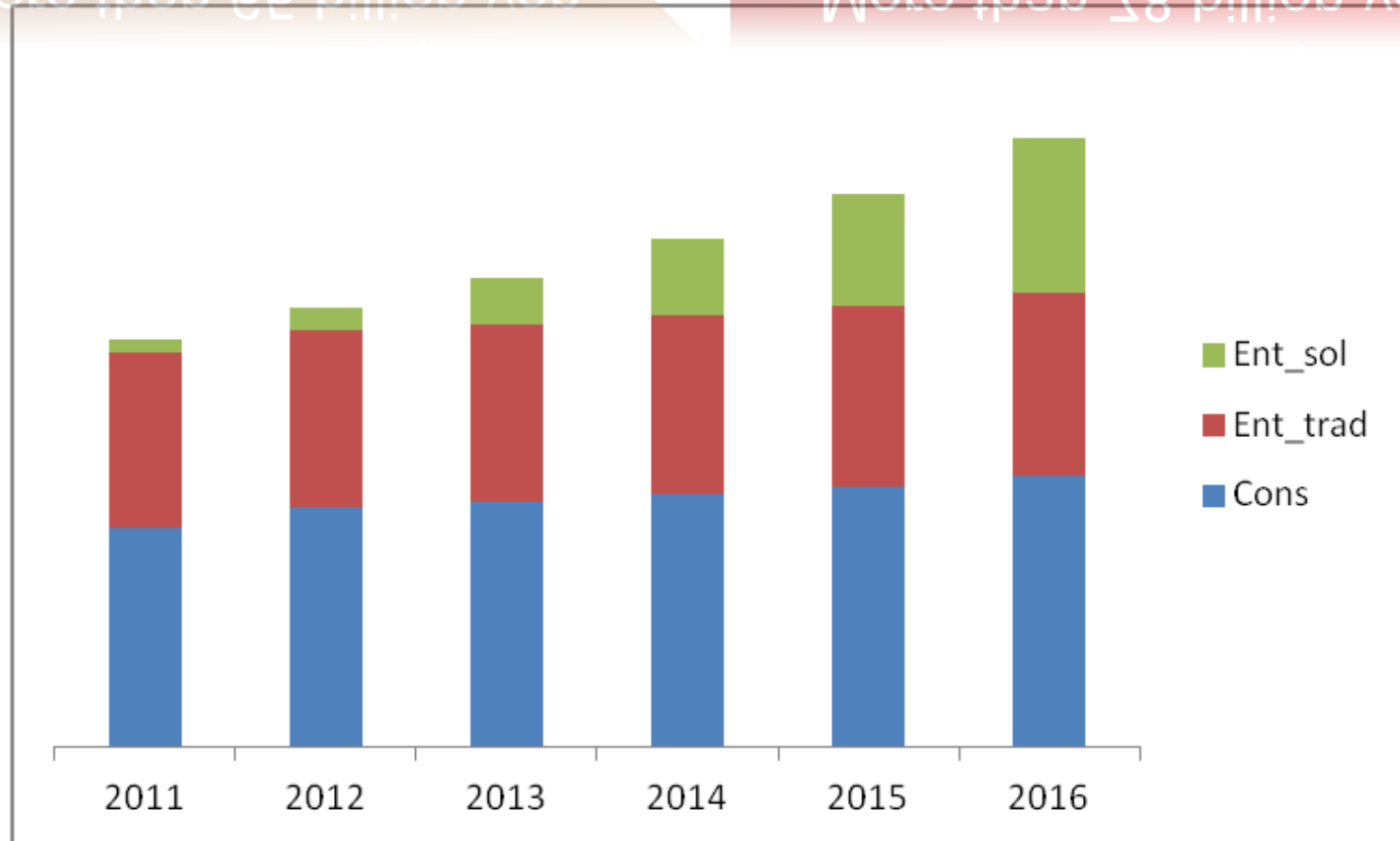
Mid-term Goal of Japan Market

FY2014

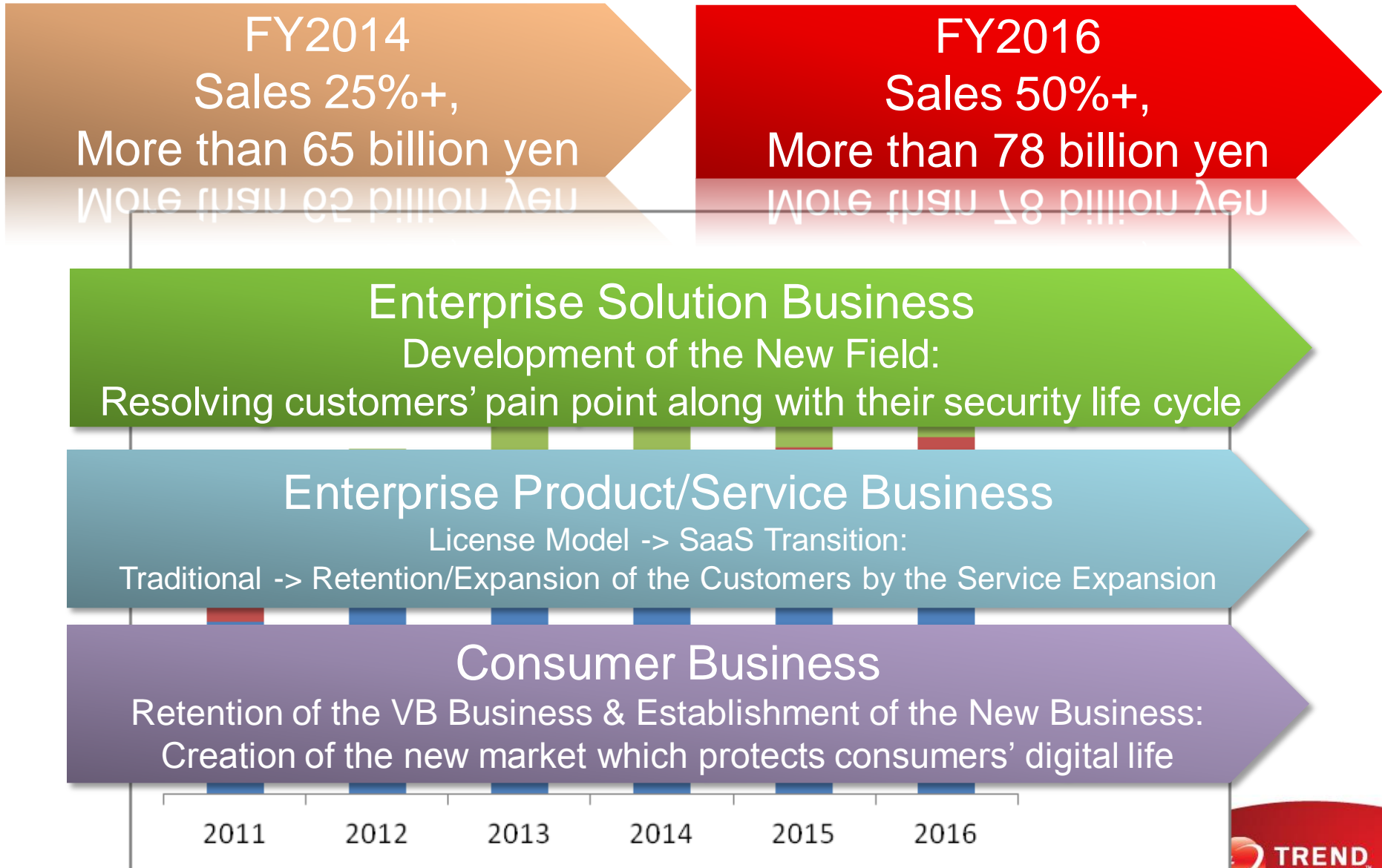
Sales 25%+,
More than 65 billion yen

FY2016

Sales 50%+,
More than 78 billion yen



Mid-term Goal of Japan Market



Focus Point of the Domestic Enterprise Market

Protecting Information Asset in the Future Cloud/Mobile Environment

Cyber Attack Protection

(Protection of the Information Asset)

Promotion of the proposal, installation and management of the comprehensive security focusing on the information asset which companies should protect

Cloud

((Physical, Virtual, Cloud)

Provide seamless security in the transition/intermingled environment

Mobile

(Multi-device, BYOD)

Provide contents security & device management required for business

Security Intelligence Center

(Expertise Specializing Domestic Environment & Threat)

Provide advanced security information & protection by the Regional Trend Labs (analyses threats) & research team (forecasts future risks)

Solution Business

Customer-based approach by the special team

Service Business

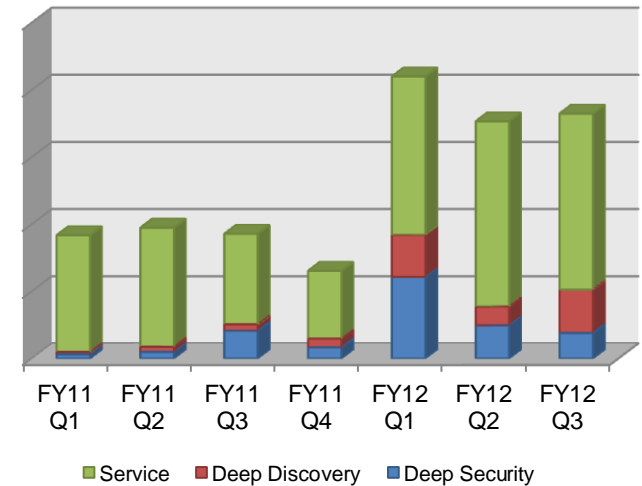
Development of the partner-friendly products, Provide sales support

FY2012 Q3 Strategic Product in Japan

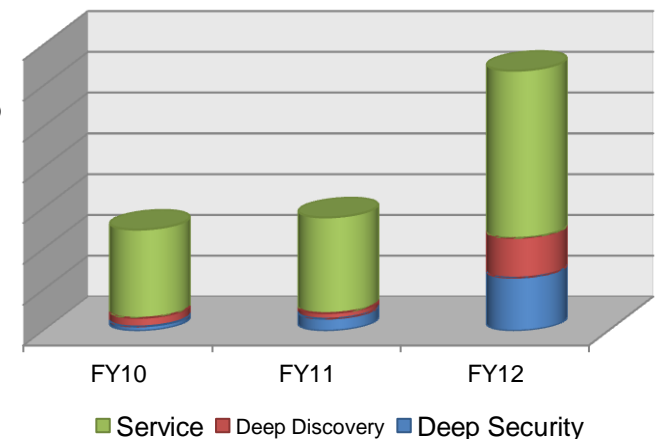
● Q3 Topic

- Number of **Deep Security** installation (mainly VDI cases) has been going up.
- **Deep Security** was adopted for Works Application's service for cloud management.
- **Deep Discovery** has been adopted in various industries such as Government, Finance, Manufacture, Distribution, Transport, Energy as an APT solution.
- "**Deep Discovery** powered by **Express5800**" was deployed in the market in collaboration with Otsuka Corp., NEC.
- **Overall Service** grew 194.5% compared with last Q3
- **Premium Support Service** (as an APT solution / security management) orders have been going up.
- Kept high renewal rate in **Premium Support Service** (100% renewal rate in existing users)

Last 7 Quarters



YoY Transition (FY12 = Forecast)



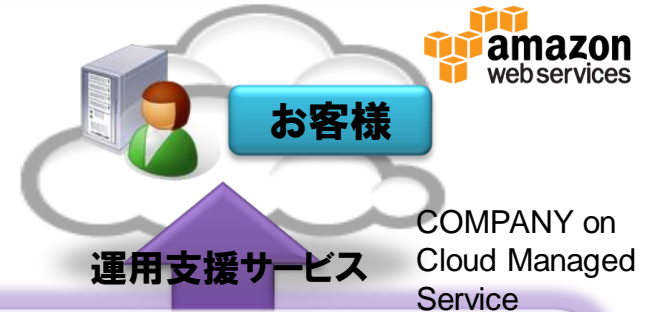
Appendix

Collaboration w/Partner



Released **Deep Discovery** appliance from NEC and deployed in the market in collaboration with Otsuka Corp.

Collaboration w/Partner



COMPANY[®]

<標準サービス>

リソース管理サービス

監視サービス

バックアップサービス

セキュリティサービス

障害対応サービス

システム診断サービス



Deep Security has been provided as a basic for its management support service. **Deep Security** protects operational application server on AWS.

FY2012 Q3 Highlight in Global

Solution for APT - Deep Discovery -

- Region: US
- Industry: Manufacture
(Number of Employees: more than 10,000)
- Purpose: to discover threats in early stage
- Region: US Industry: Service
(1,100 hotels in US, Canada)
- Purpose: Protect private information

Data Center Virtualization - Deep Security -

- Region: Canada
- Industry: Leading Communication
- Purpose: data centers integration
- Region: Spain
- Industry: Leading Finance
- Purpose: data center server virtualization

Focus Point in the Domestic Consumer Market

Expansion of the Security Lineup beyond the Anti-Virus

Digital Contents Management

Provide solution which solves complicity, vulnerability caused by the existence of the various devices

Cloud

(SafeSync, OSDP)

Provide secure cloud storage by security vendor in more manageable way

Mobile

(VBMA, other mobile apps)

Provide anti-virus and other utility apps in the growing mobile area

Retention & Expansion of the Existing Customer Base

(Virus Buster)

Improve the communication towards the existing customers
(Security enlightenment activity beyond the sales & Establishment of the long-term customer relationship)
Various activities targeted new platform, Windows 8

Telecom

Online

OEM

Retail

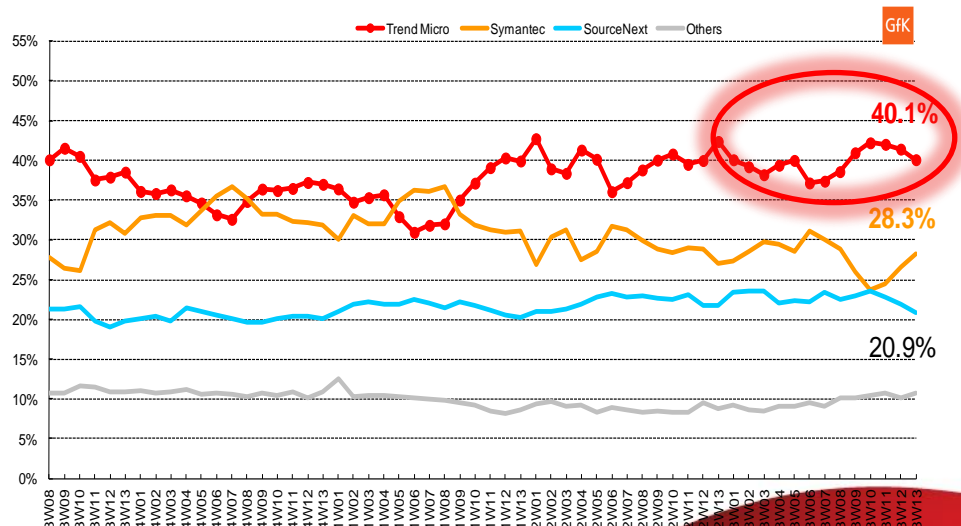
FY2012 Q3 Consumer Business in Japan

- Q3 Topic
 - Growing steadily both in Retail and Telecom
 - Maintained YoY morethan +10% overall
 - Released Virus Buster Cloud on Aug 30th (earlier than competitors)
 - Can be used in Windows 8. New product “Password Manager” and “Virus Buster Mobile™for Android™” new version were released on the same day.
 - “Androider” (leading Android apps information website) adopted our mobile apps evaluation system in their apps inspection

Last 5 Quarters



Domestic Retail Sales Share



Q3 Consumer Highlight

Going in to the Mobile Market

- In addition to Mobile Security, released battery management, password management, back-up, online storage
 - High evaluation VBMA was No.1 in JP, No. 16 in NA at Google Play “tool” from Jul – Se
- Survey by 3rd parties

Score: 98-100



98-100%
detection rate
Less than 3%
battery
consumption

New Product

Released Password Manager

- Manage ID/Password in the cloud and automatically log onto website where verification required



- Available for smartphones



Latest Platform



Available for
Windows 8
Secure Boot



Mac OS
Available for
10.8
Added SNS
Protection

Main Award

VB received 4-star in
PC Magazine's survey

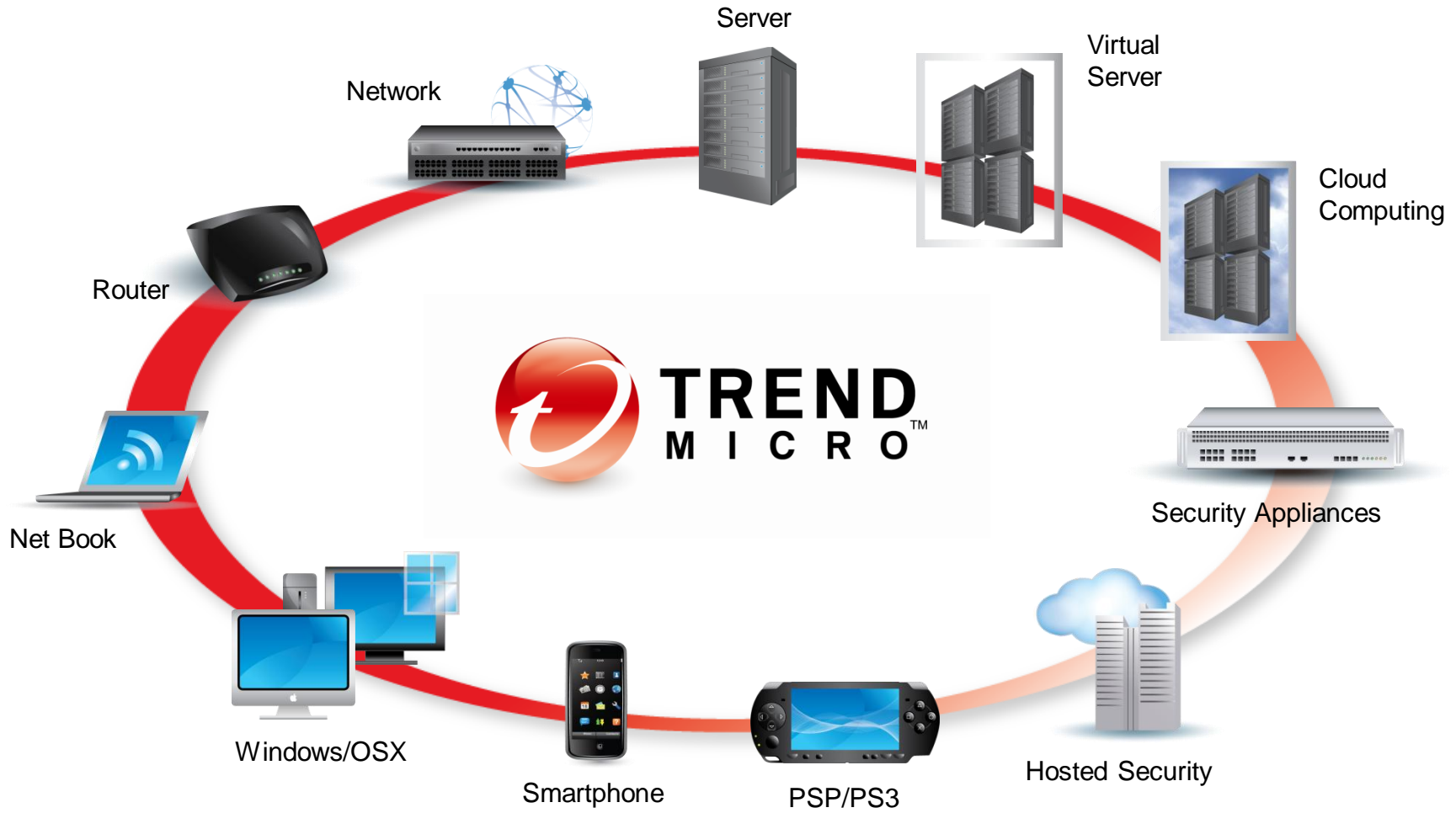


Major Press Release with Partners in Q3

- Strengthened the support for the apps developers in collaboration with Androider.
- Works Application started cloud management service using Trend Micro security solution as their basic component on AWS.
- Collaborated with Fudemame in online storage popularization.
- DIS provided 1 million PCs & 1 hundred thousand tablets bundling Trend Micro security service for SMB which doesn't require management server.
- Strengthened the collaboration with NEC. Released an APT solution appliance, "Deep Discovery™ powered by Express5800" which can be installed in a month at the earliest. Collaborated with Optim on the enterprise mobile security.

Security That Fits: Customers' Environment

Trend Micro's ubiquitous-friendly solution will protect customers' information asset





Securing Your Journey
to the Cloud

Thank You!