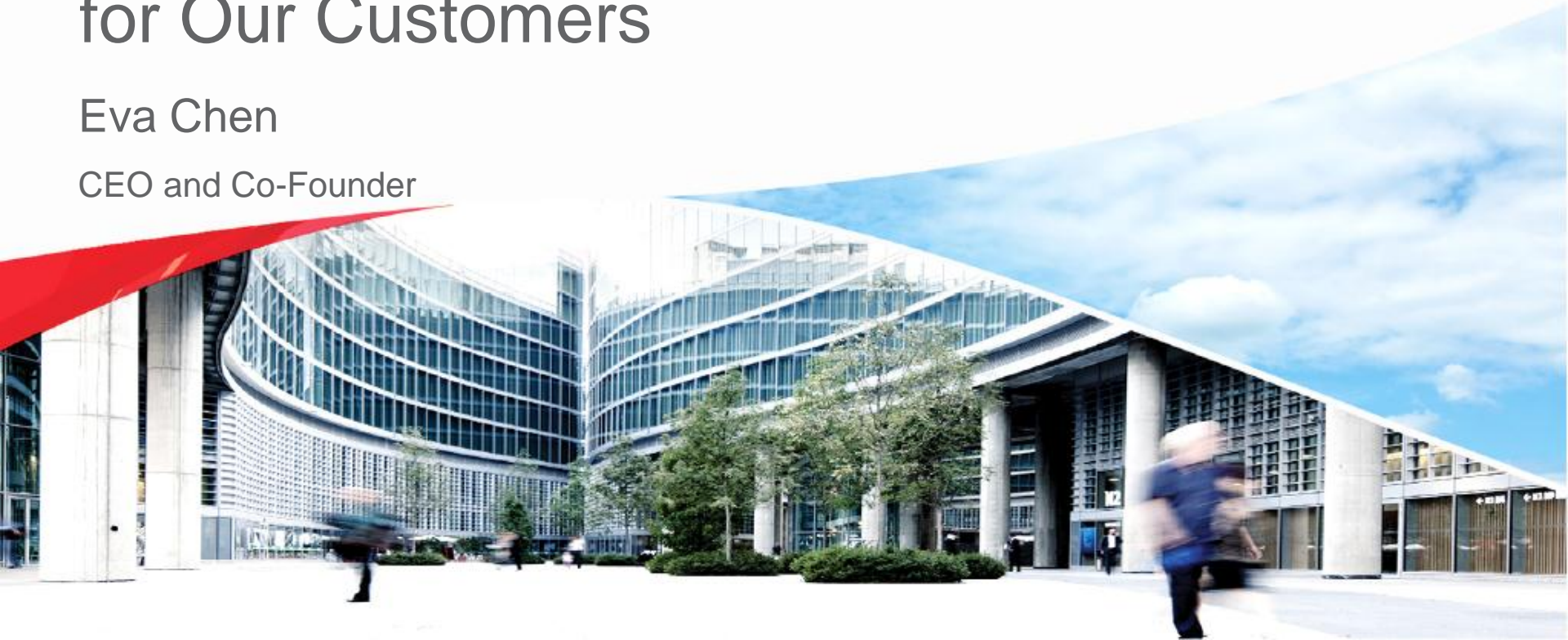




Enabling a Smart Protection Strategy for Our Customers

Eva Chen

CEO and Co-Founder



Executive Vice President, Corporate Strategy and Global Field Operations, US Sales Head

Wael Mohamed

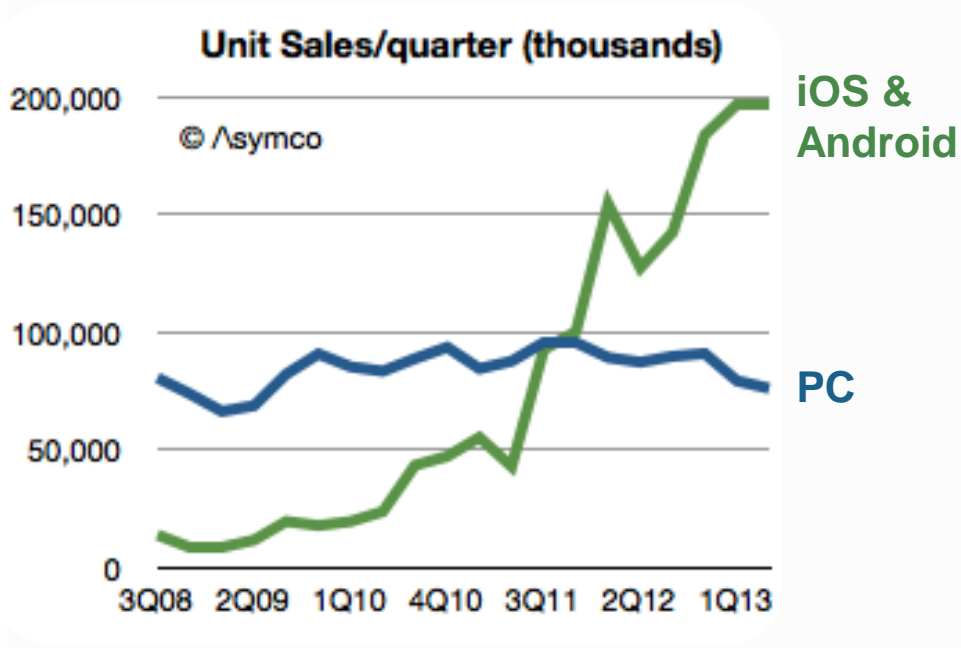
- EDS
- IBM
- Entrust
- Third Brigade
- Trend Micro from 2009





A world **safe** for
exchanging
digital information

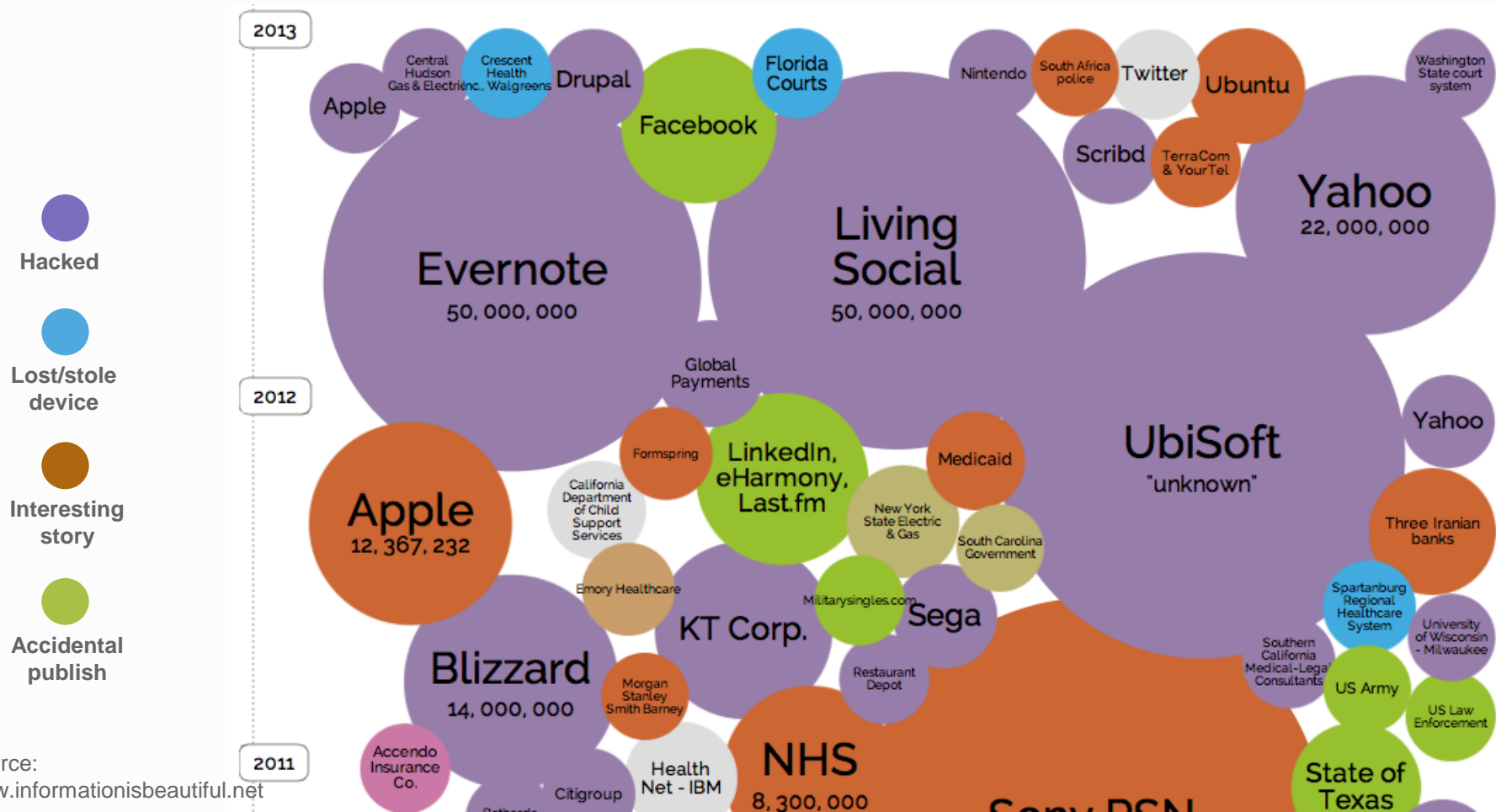
A computing category that **did not exist six years ago** has come to overtake one that has been around for 38 years!



Source: Asymco.com July 2013



World's Biggest Data Breaches



Making the World Safe for Small, Midsize and Large Organizations

Cyber Threats



1.8 successful attacks
per week / per large
organization³

Attackers

76% of senior executives
allow "BYOD"¹

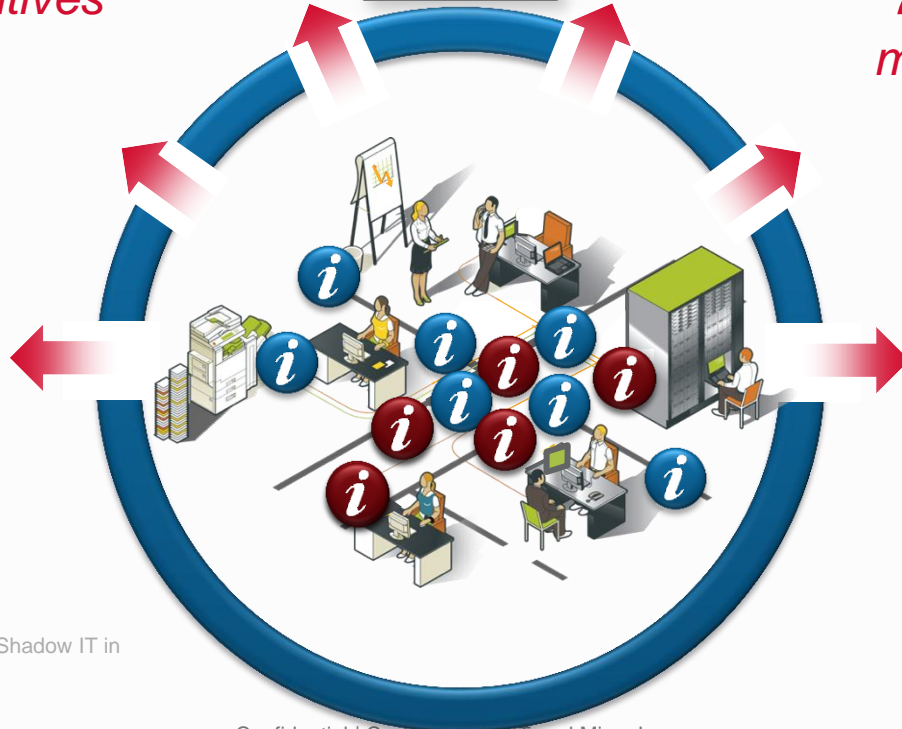
74% cost reduction
moving data to cloud²

Consumerization

Cloud & Virtualization



Employees



IT

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

2. Forrester study

3. 2012 Ponemon Study on costs of Cybercrime

A Smart Protection Strategy is Defined As:

Smart protection for information

- ✓ Layered security
- ✓ Interconnected
- ✓ Real-time
- ✓ Transparent



Simple yet flexible to manage and deploy

- ✓ Centralized
- ✓ Automated
- ✓ Lightweight
- ✓ Flexible



Security that fits an evolving ecosystem

- ✓ Open
- ✓ Optimized
- ✓ Focused
- ✓ Innovative



Powered by the Smart Protection Network



Consumerization
**COMPLETE
END USER
PROTECTION**

A circular badge with a red background and a silver border. At the top is an icon of three stylized people. Below it, the text "Consumerization" is in black, and "COMPLETE END USER PROTECTION" is in white. At the bottom is a silver shield with a red background and a white 't' logo.

Cyber Threats
**CUSTOM
DEFENSE**

A circular badge with a red background and a silver border. At the top is an icon of a magnifying glass over a globe. Below it, the text "Cyber Threats" is in black, and "CUSTOM DEFENSE" is in white. At the bottom is a silver shield with a red background and a white 't' logo.

Cloud & Virtualization
**CLOUD &
DATA CENTER
SECURITY**

A circular badge with a red background and a silver border. At the top is an icon of server racks on a cloud. Below it, the text "Cloud & Virtualization" is in black, and "CLOUD & DATA CENTER SECURITY" is in white. At the bottom is a silver shield with a red background and a white 't' logo.

Consumerization: Part of an Organization's Smart Protection Strategy



Smart

- Layered security from mobile to gateways
- Superior architecture; detects real-world threats faster
- The only integrated protection against targeted attacks

Simple

- Modular, lightweight and efficient
- Unified dashboard with centralized policy control
- Integrated DLP for easiest configuration
- Flexible deployment: on-premise or as a service

Security that fits

- Specialized plug-ins for Exchange, Domino, SharePoint
- Open: Win, Mac, iOS, Android, Blackberry...



Cloud & Virtualization: Part of an Organization's Smart Protection Strategy



Smart

- Comprehensive protection across physical, virtual, cloud
- Automated protection, including virtual patching

Simple

- Single platform and administration; modular deployment
- Market-leading, truly agentless for VMware; enables maximum density, consolidation, and performance
- Cloud-friendly: multi-tenancy, usage-based billing...

Security that fits

- Optimized, automated security for VMware and AWS
- Certifications: VCE Vblock, Cisco UCS, SAP Netweaver...
- Open: Microsoft, Linux, Solaris, Unix, Citrix



Momentum: Cloud and Data Center Security



- In Q2, launched **Deep Security as a Service** – hosted, automated security for AWS instances
-



- In Q2, introduced **Deep Security "Acceleration Pack"** – special packaging and services designed to ease deployment for midsize customers securing their virtualized environments
-



Web apps & servers

- In Q2, launched **Web App Security** – comprehensive vulnerability detection, automated protection, and unlimited SSL certificates for web apps and servers

Amazon Web Services Represents Huge Market Opportunity



- **Amazon** is now world's largest hosting company based on number of web-facing computers
- **Since launch in 2006, AWS has shown relentless growth:**
 - 158k web-facing computers (**30%+ growth** since Sept/2012)
 - 11.6M hosted websites (**70%+ growth** since Sept/2012)
 - Continual innovation: **159 new services/features in 2012** – nearly double the number of 2011
 - Has expanded global reach, now totaling **9 regions**
 - 24 price reductions, with **10 price reductions in 2012**



Multinational Financial Services Organization

- **Q2 competitive win:** beat incumbent endpoint competitor for securing strategic AWS deployment
- **Deep Security** chosen due to comprehensive server security and seamless, automated AWS integration

Major International Mobile Operator



- High volume use of AWS for development projects could not mean sacrificing security
- **SecureCloud** chosen to encrypt all AWS instances through automation and seamless integration



Major Auto Manufacturer

- **New Trend Micro customer**
- Moved part of data center to AWS for infrastructure elasticity
- **Deep Security** chosen for automated, comprehensive security, and seamless integration with AWS ecosystem

Leading Software Provider



- **Q2 deal:** referred by AWS
- Line of business; new service 100% on AWS
- **Deep Security as a Service** chosen for ease of implementation, automated security and breadth of security services

Cyber Threats: Part of an Organization's Smart Protection Strategy



Smart

- Advanced, targeted threat detection, including detection of non-Windows malware (i.e. mobile)
- Only solution with multiple customer-defined sandboxes
- Actionable insight from global threat intelligence

Simple

- Lowest TCO: Single appliance; multiple ports, 80+ protocols
- Only solution that enables the full lifecycle of defense

Security that fits

- Sandbox analysis and custom signatures available to other security products
- Integration with leading SIEM solutions



24 June 2013 - Media release

INTERPOL and Trend Micro to collaborate against cybercrime

LYON, France – INTERPOL and Trend Micro Inc. have announced that the security software leader is to collaborate with the world police body to support global law enforcement programmes to combat cybercrime. The announcement is the latest in INTERPOL's efforts to boost the global fight against cybercrime by engaging with private sector leaders.



INTERPOL





Making the World Safe for Consumers

The Consumer 3Cs

Cyber Threats



Attackers



“Mobile malware gets in the top 10 viruses...Android Plankton now 6th most active virus – PC malware included.”²



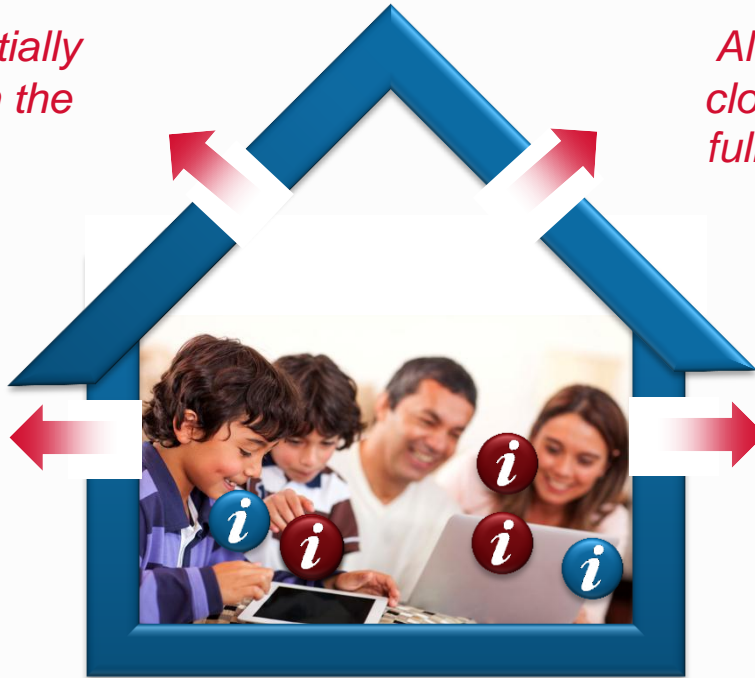
“There are almost 10 potentially Internet-enabled devices in the home today...”¹

Almost all consumers use the cloud, even though many don't fully understand what it means

“Corporatization”



Employees



Cloud



Cloud

1. Gartner, April 2013
2. Blog.fortinet.com

Addressing “Corporatization” of Devices for Consumers



- **Easy** solution for managing digital photos – very valuable digital asset for consumers!
- Launched in Japan in July: **56 positive articles** published so far; received highest ratings in major magazine reviews

JewelryBox™



Login
Username
Password



- Direct Pass (“Password Manager” in Japan) has been picked up by key retailers
 - *Plus, NTT Communications is now offering Password Manager as a service for consumers*
- Allows users to choose **more unique and secure ID/passwords**, while still being **easy** for users to manage many combinations



A world **safe** for
exchanging
digital information

Thank You!