

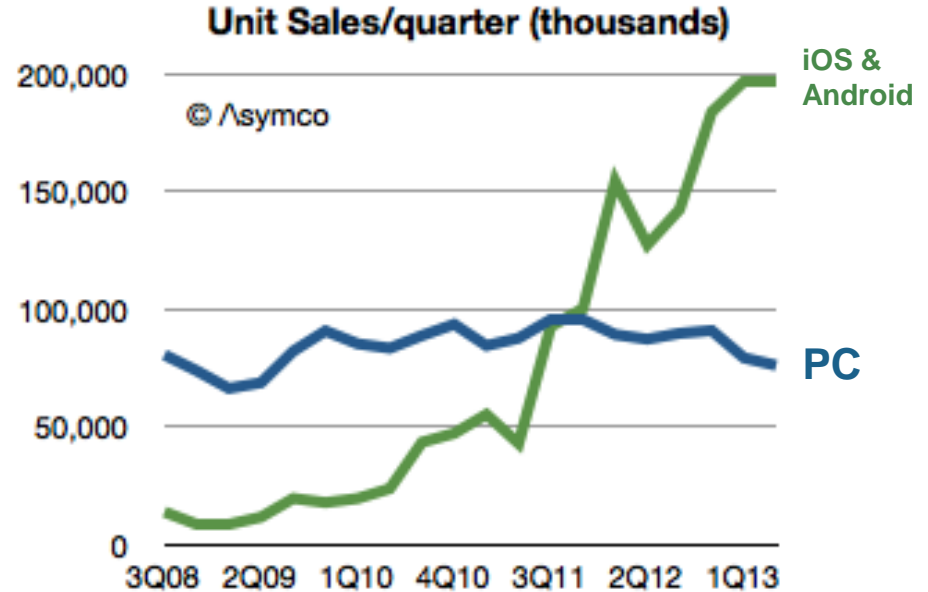
Next Generation Trend Micro

Eva Chen

CEO and Co-Founder



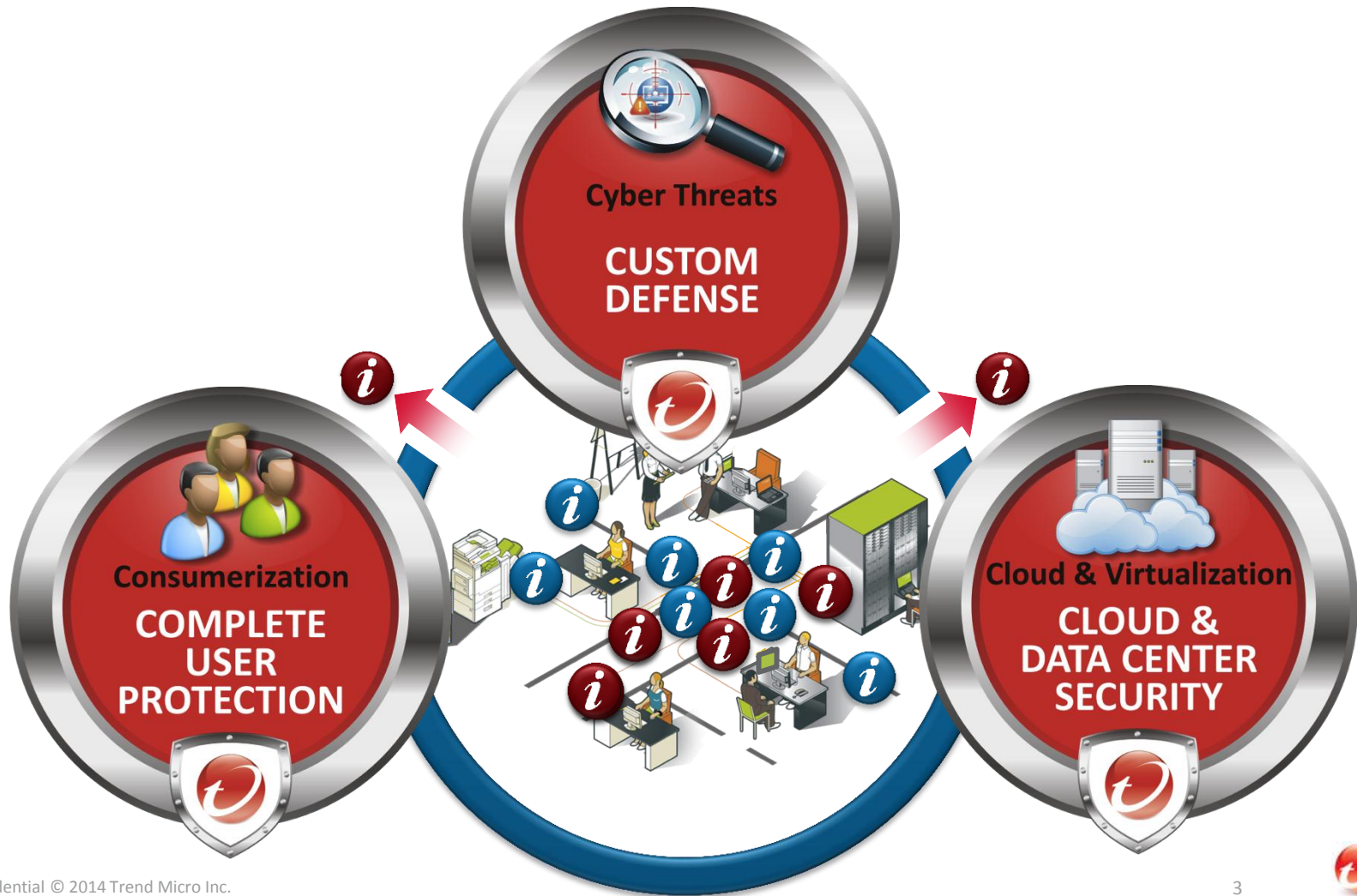
A computing category that **did not exist six years ago** has come to overtake one that has been around for 38 years!



Source: Asymco.com July 2013

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All of Trend Micro Aligned to these Solutions

*25% growth in
active seats for SaaS
endpoint security*



Consumerization

**COMPLETE
USER
PROTECTION**



*Over 90% YoY
revenue growth*



Cyber Threats

**CUSTOM
DEFENSE**



85% customer growth

*New offerings to secure
Web Apps, AWS, SAP*

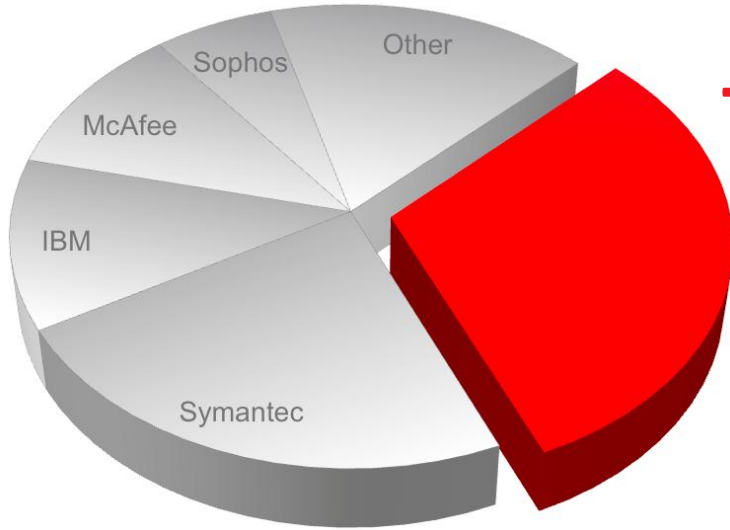


Cloud & Virtualization

**CLOUD &
DATA CENTER
SECURITY**



#1 Corporate Server Security Market Share¹



Trend Micro 31%



1. IDC Worldwide Endpoint Security 2013-2017 Forecast and 2012 Vendor Shares, Figure 2, doc #242618, August 2013

Validated by Industry Experts



(for Deep Discovery)



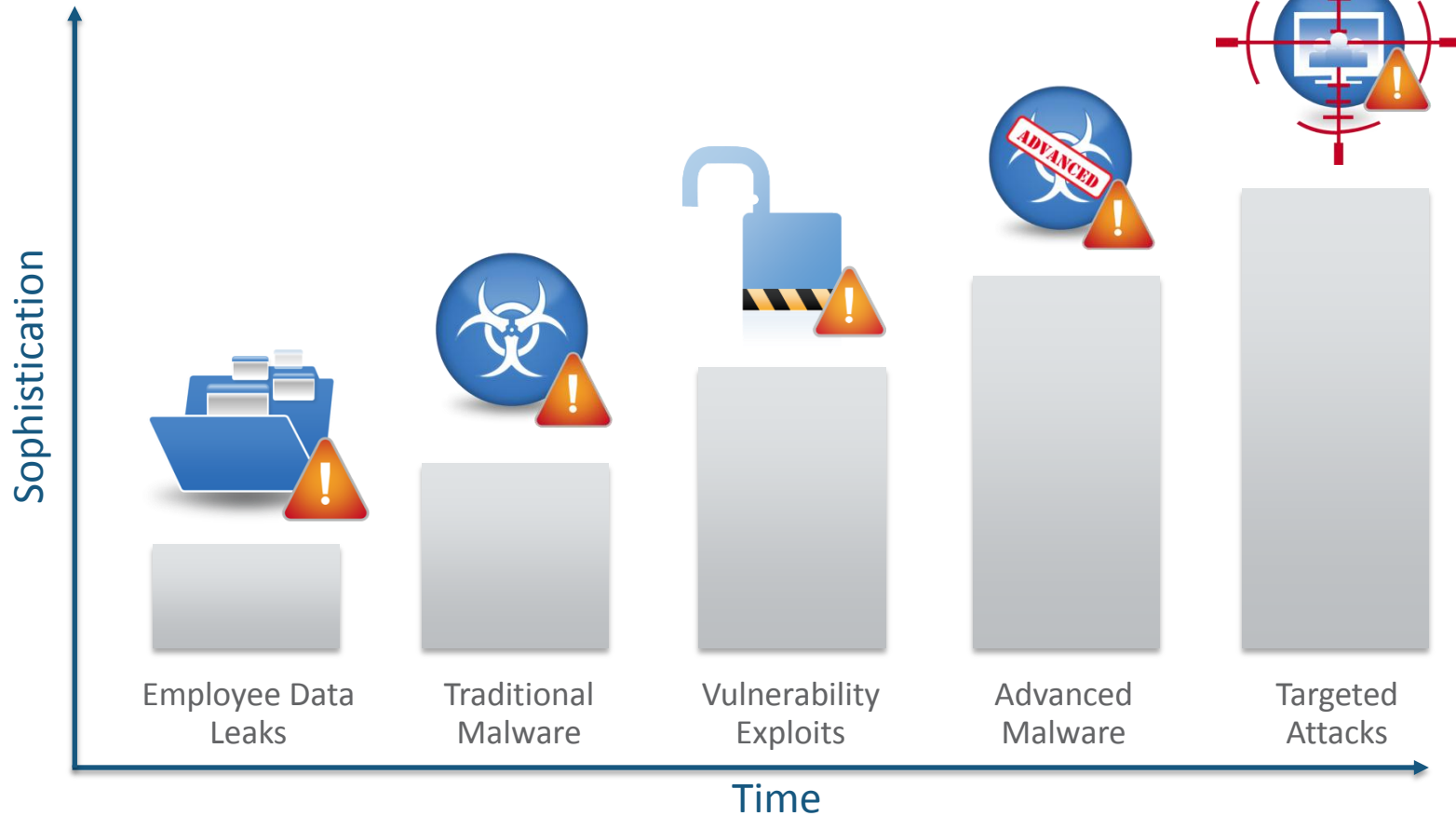
1. IDC Worldwide Endpoint Security 2013-2017 Forecast and 2012 Vendor Shares, Figure 2, doc #242618, August 2013
2. Canals – 2012 Small Business Segment Content Security Market Trends, March 2013
3. Experton Group, Cloud Vendor Benchmark, May 2013
4. Network Computing Magazine announced Trend Micro Deep Discovery won best new product of the year in its 2013 awards, March 2013
5. Trend Micro™ Enterprise Security for Endpoints Receives Best Buy Award and Five Stars From SC Magazine

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So What's Next for Trend Micro?

What will it take to compete in 2014 and beyond?

Evolving Threat Landscape



Target Confirms Encrypted PIN Data Was Stolen

December 27, 2013 3:28 PM



Victims of Target Credit Breach Threaten Lawsuits

One suit alleges the retailer failed to implement and maintain reasonable security procedures.

12/23/2013

Target Admits Massive Credit Card Breach; Million Affected

BY KIM ZETTER 12.19.13 2:03 PM

 Follow @KimZetter

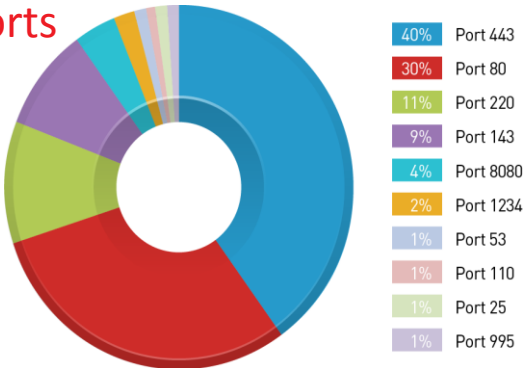
110



Why Targeted Attacks are So Tricky!

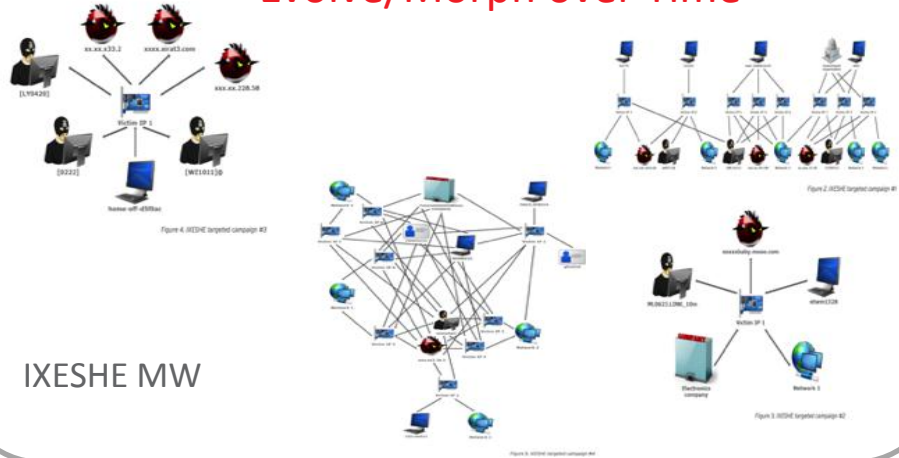
Multiple Ports

Poison Ivy



Customized for each environment!

Evolve/Morph over Time



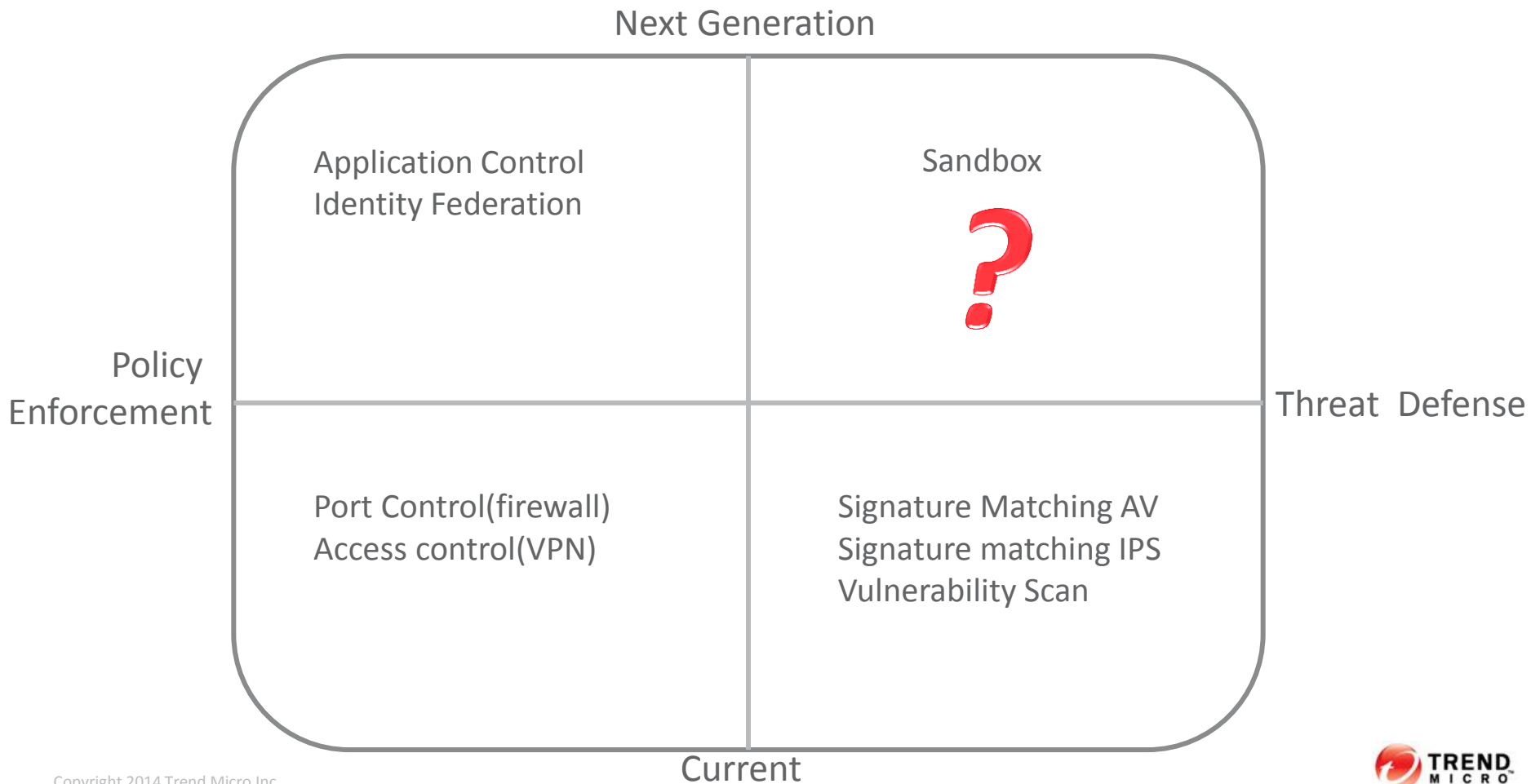
Multiple Protocols



EvilGrab MW

IXESHE MW

IT Security Industry Overall Landscape



Two Very Different Approaches



Policy Enforcement

- Focused on network traffic and rule enforcement
- Set and Forget
- Action is “Block” or “Pass”; no grey area

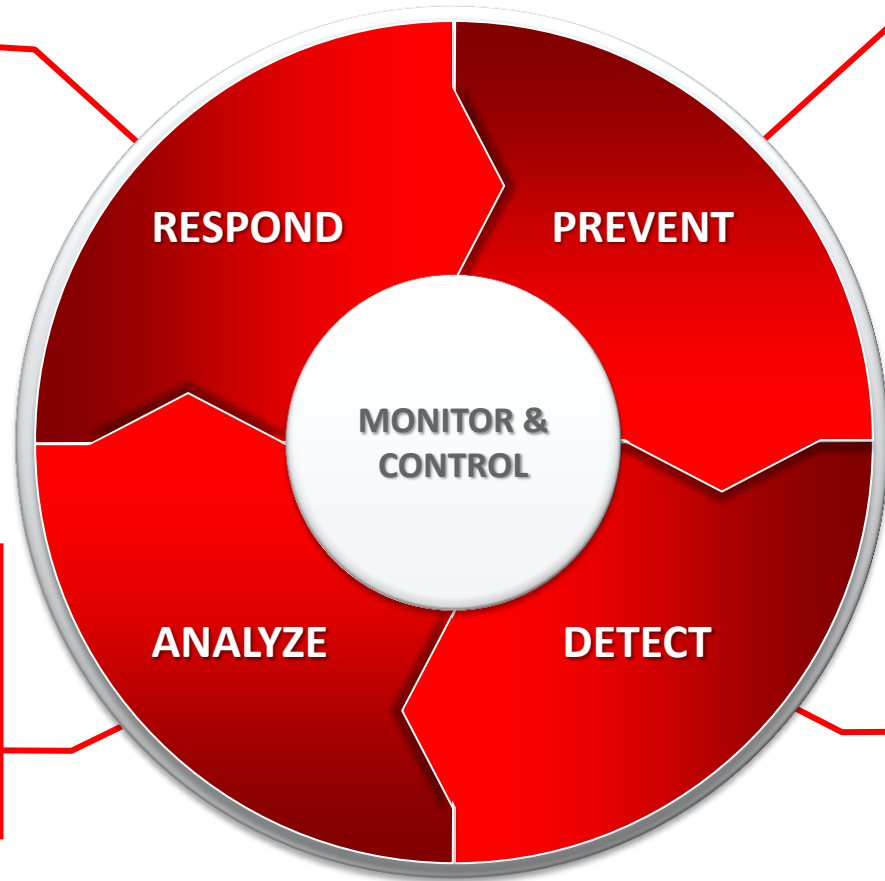


Threat Defense

- Focused on understanding hacker behavior and evolving techniques
- Dynamic updates and change
- Risk management approach, balance between high detection and false alert

To Enable New Generation Protection Process!

Update protection automatically, prioritize areas for remediation and adapt protection



Assess potential vulnerabilities and proactively protect endpoints, servers and applications

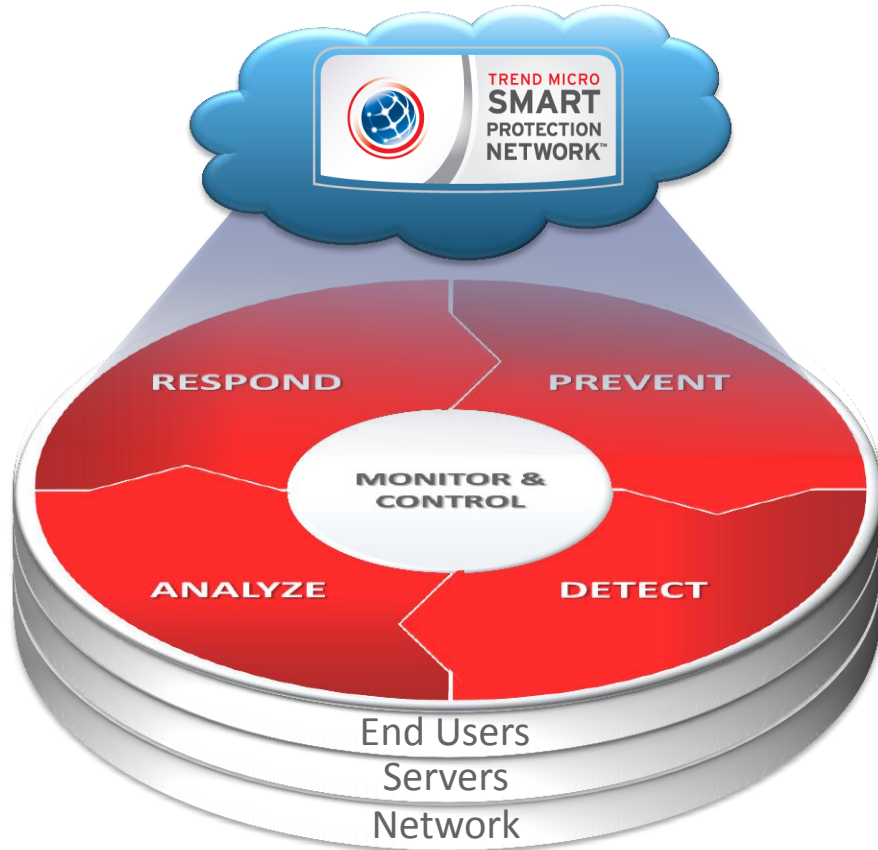
Analyze risk and nature of attack and attacker, and assess impact of threats retrospectively

Detect advanced malware, behavior and communications invisible to standard defenses

Trend Micro Smart Protection Platform



Trend Micro Smart Protection Platform



- ✓ Range of threat defense capabilities, including 'next-gen' approaches
- ✓ Applies across endpoints, servers and network
- ✓ On-premise and in cloud
- ✓ Connected to cloud-based global threat intelligence

Consumer 3Cs


Cyber Threats




Attackers



- Consumer Fraud
- Kids Safety
- Identity Theft

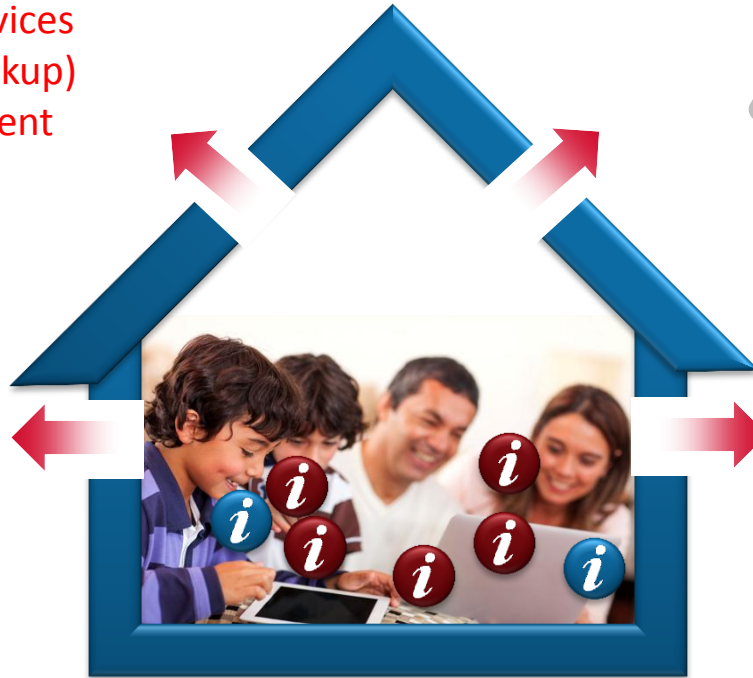
- 
- Unprotected mobile devices
 - Unprotected home devices
 - Lost devices (theft/backup)
 - No visibility/management
 - Hard to Fix

- 
- Unprotected network traffic
 - Data leakage
 - Privacy concerns

“Corporatization”



Family



Cloud



Applications

Next Generation Consumer Protection

Providing value

Target device

Protection target

Future...



Enjoy



All home devices



Family

Now...



Protect



PC & Mobile



Individual

In the past...



Detect & Clean



Windows PC



Device, Data

Internet of Everything Protected at Home



3G/4G



Bedroom

Smart books interact with the house's 3D and virtual reality system, bringing to life what you read.

Bathroom

Doctors will be able to give you virtual medical checks. Toilets will analyse waste for medical problems such as colon cancer.



Roof

Power collected through solar panels and stored in backup resources to power house and car.



Bedroom

Clothes made with smart fabrics regulate your temperature and monitor your health. E-commerce will become F-commerce - online consumers will be able to enjoy a tailored shopping experience based on Facebook 'Likes'.

Kitchen

Smart surfaces identify what's on them and have the ability to read accordingly - keeping coffee cups warm and iced tea cold. Refrigerators will advise on recipes based on what's in stock and creates personal diets.



Garage

Camera at entrance has facial recognition software which is linked to criminal database. Car which is able to drive itself.



Office

See-through electronics, screens, touch panels and tactile displays deliver 3D holographic experiences. Contact lenses allow you to access infinite information resources instantly before your eyes.



Living Room

All appliances connected through invisible networking system. Entertainment system creates life like sounds, images and experiences to completely envelop you in near 4D experience.



PLUSNET ROAD

Base image source::

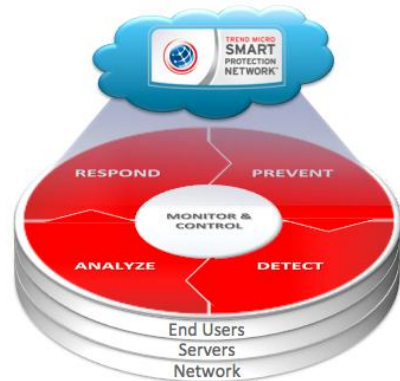
<http://community.plus.net/blog/2012/02/23/smart-internet-will-help-manage-your-home-and-life-by-2027/>

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Enabling a Smart Protection Strategy for Customers

Smart protection for information

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



Simple yet flexible to manage and deploy

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



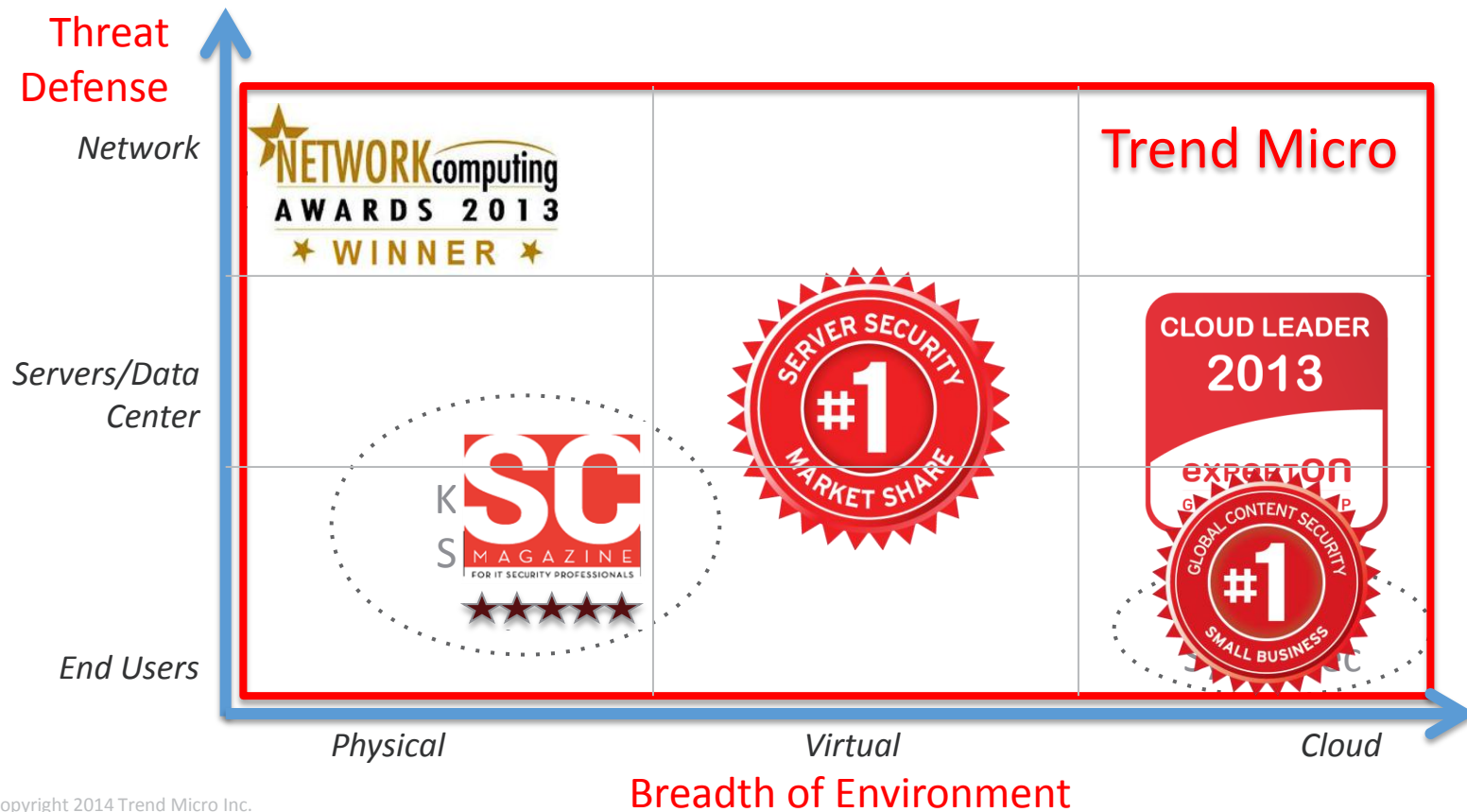
Security that fits an evolving ecosystem

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



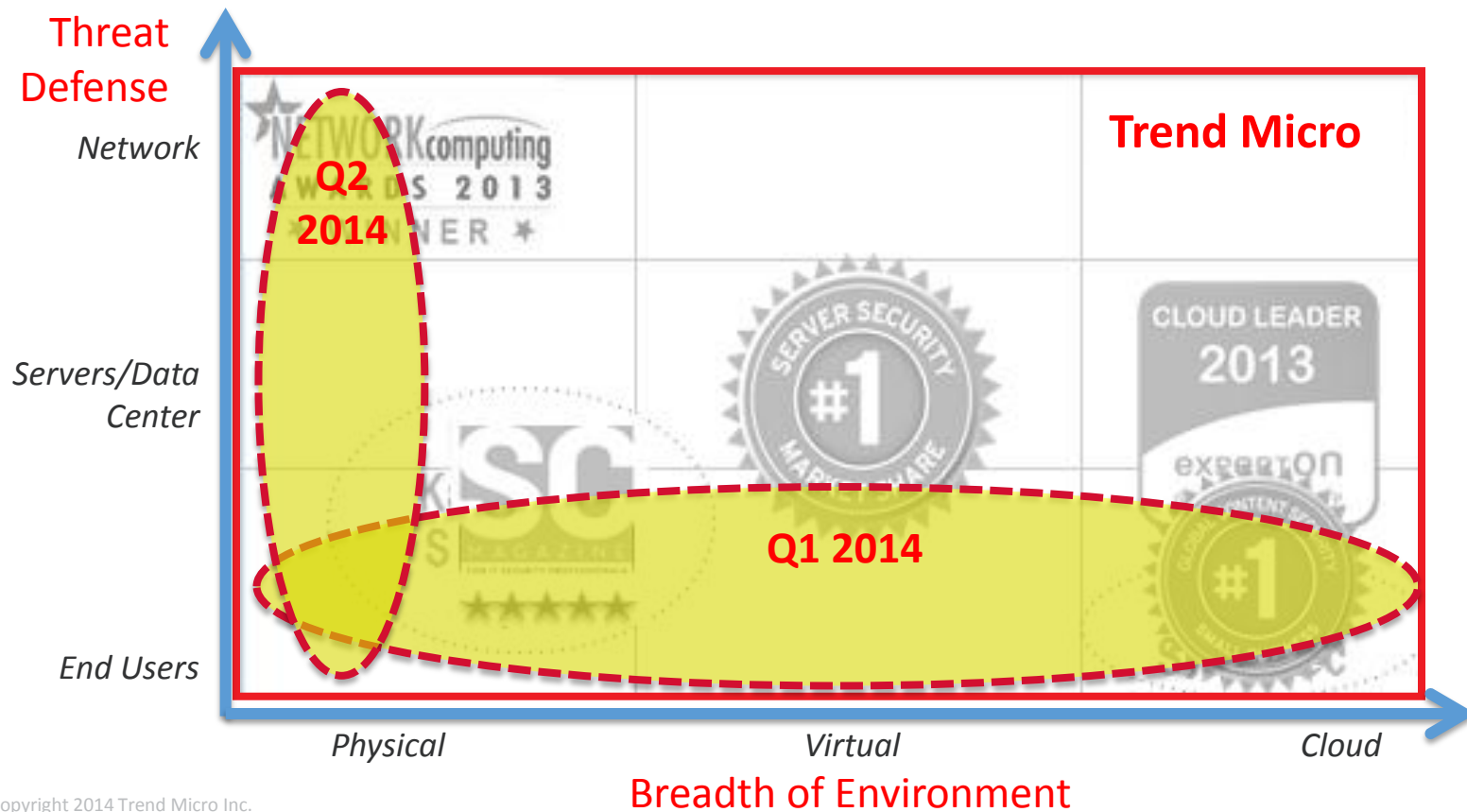
Next Generation Threat Defense

Range of Techniques, Across Layers and Environments



Next Generation Threat Defense

Range of Techniques, Across Layers and Environments



Consistent Vision...



A world **safe**
for exchanging
digital information

Thank You