

Our Vision and Strategy for 2016

Eva Chen

CEO and Co-Founder



Three Key Aspects of our Success in 2016

Staying true to our vision and philosophy as innovators



Addressing hottest customer pain points with enhanced solutions



Building upon our 2015 success and momentum





The Innovator's Equation

Solve real customer pains
to create customer value...

VS.

While doing something
you **do well**, AND you
feel good about doing...

And the money
will follow.

Focus on the **money**
above all else!

Biggest market opportunity
+ Buyers with budget
+ Competitive advantage



Making the World Safe for Exchanging Information: *27 Years of Innovation*

1995:
LAN Server
Security



1996:
Gateway
Security



2008:
Trend Micro
Smart
Protection
Network



2010:
Integrated
Virtualization
Security



2012:
Breach
Detection



2013:
Cloud
Computing
Security



2016:
Network
Defense



Our Core Value for Customers

The background of the slide features two men in a professional office environment. On the left, an older man with grey hair, wearing a dark suit and a blue striped tie, is looking towards the right. On the right, a younger man with dark hair and a beard, wearing a light-colored striped shirt, is looking down at a laptop screen. The office has glass partitions and a whiteboard in the background.

**Effort to secure
the enterprise**



**Pain of a
data breach**



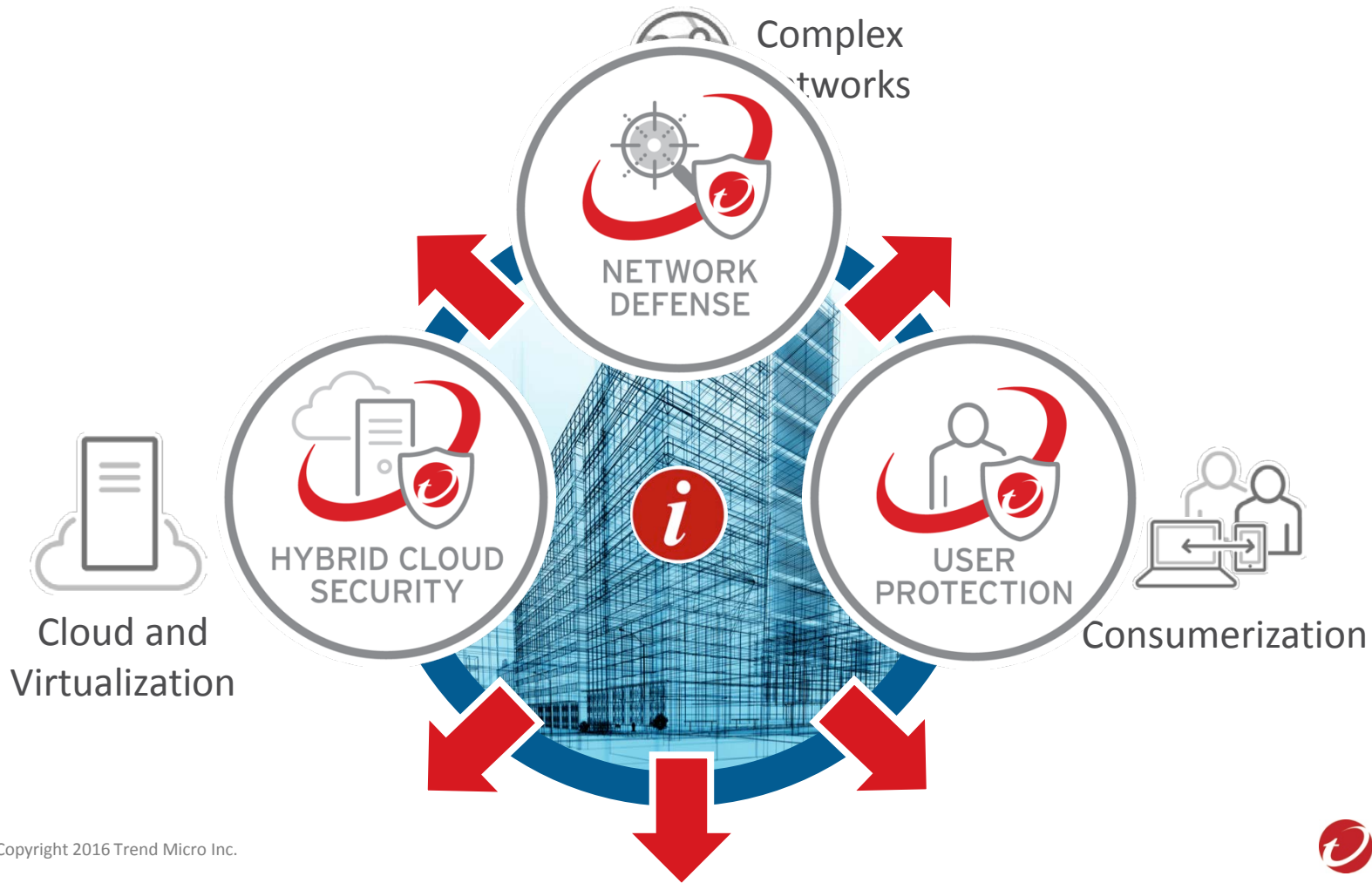
Complex
Networks

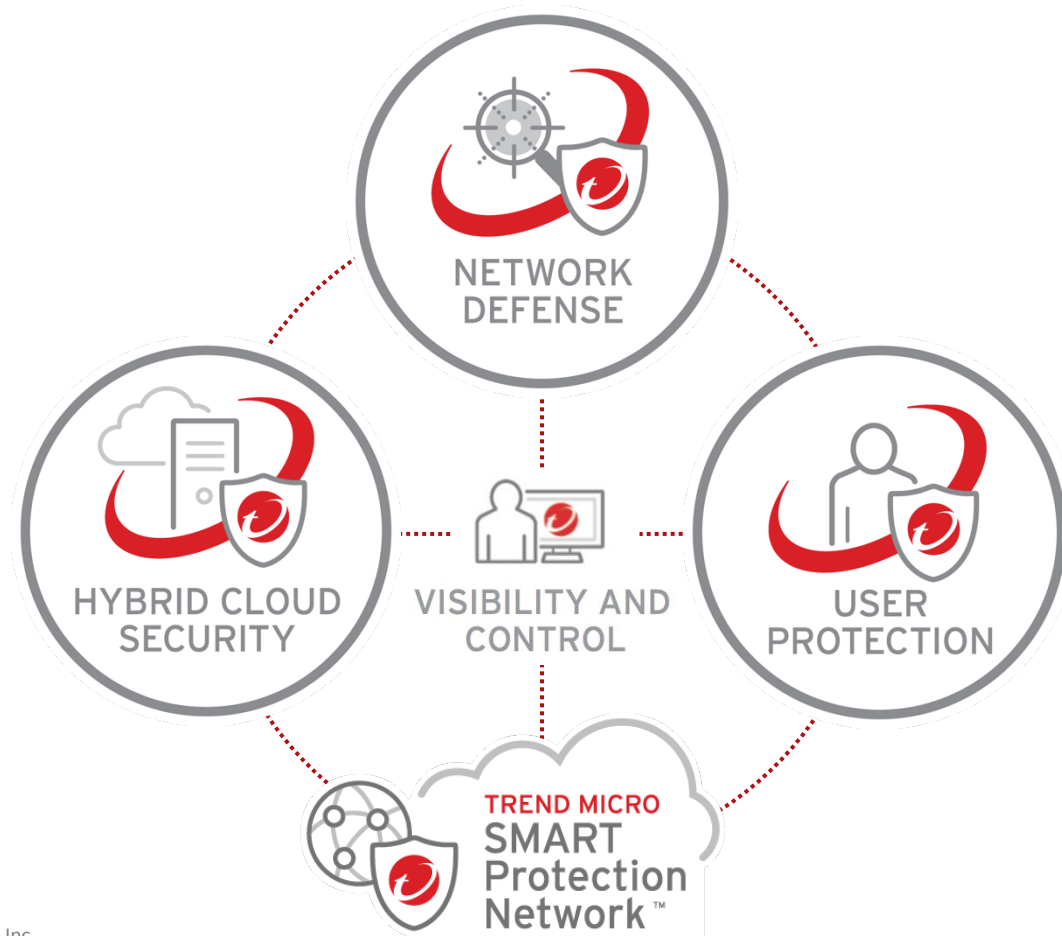


Cloud and
Virtualization



Consumerization





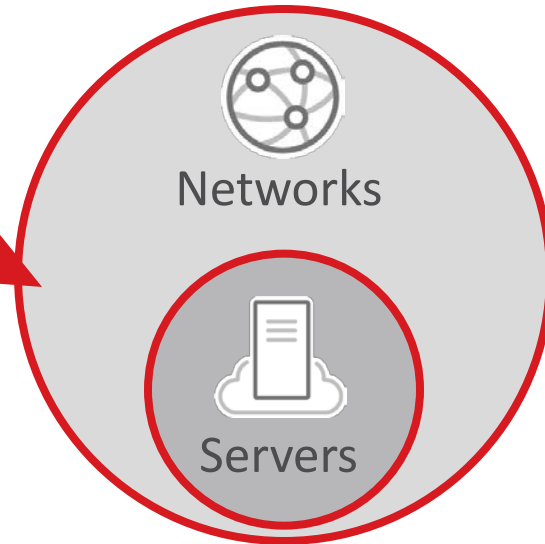
Risk Management Requires Layered Protection

Protect server workloads wherever they may be -- physical, virtual or cloud



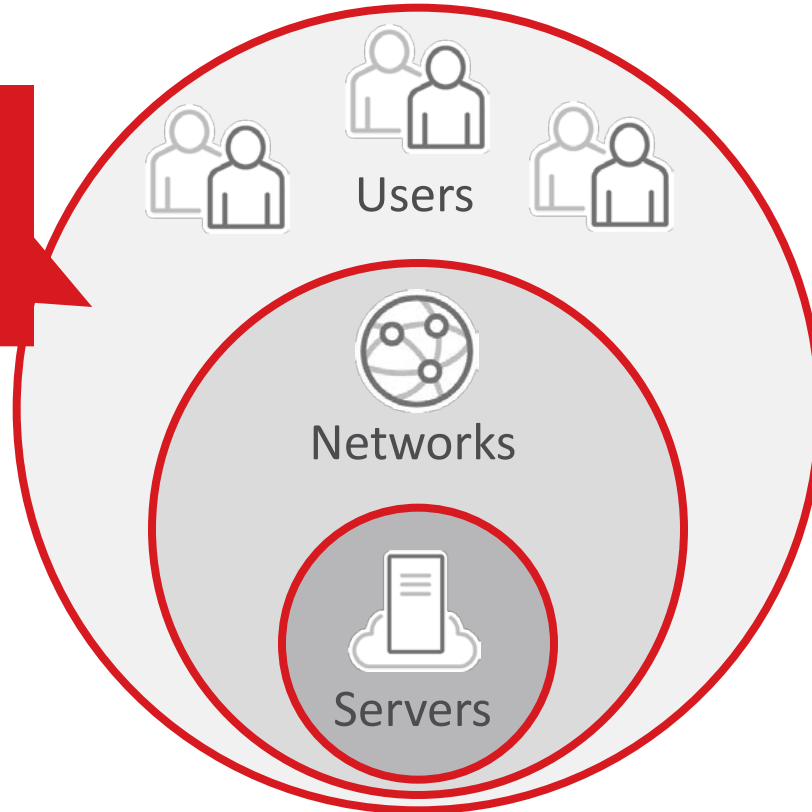
Risk Management Requires Layered Protection

Detect and block threats hitting the data center and user environments, maximizing efficiency



Risk Management Requires Layered Protection

Protect user activities
anywhere on any
device reducing initial
point of infection



*Need for connected
threat defense and
centralized visibility
increases*

SERVERS



2200+ new Deep Security customers in 2015



59% increase in revenue for Deep Security in 2015

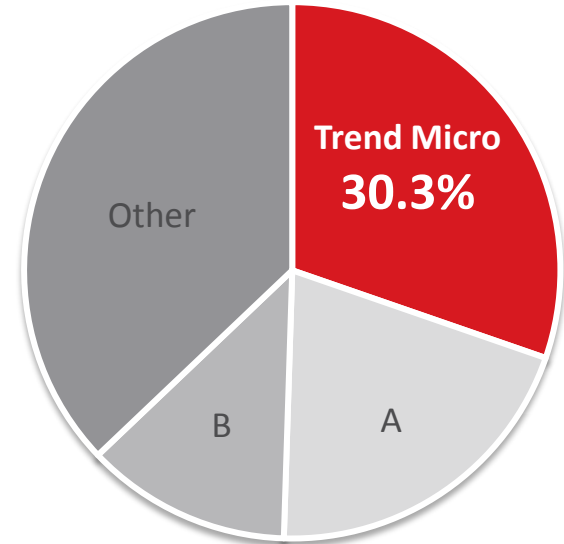
SERVERS



The **market leader**
in server security
for the
6th straight year!¹

IDC

Server Security
Sales Share in 2014



Source: IDC Technology Spotlight, Jan 2016 "Server Security: Virtualization and Cloud Changes Everything" Sponsored by Trend Micro

USERS

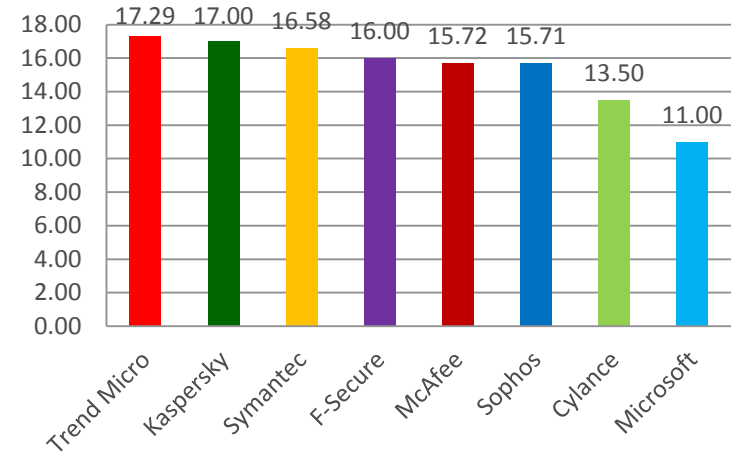


15,000+ new endpoint suite customers in 2015



Best Overall Score

2014-2015: Includes performance, protection (prevalent & 0-day) & usability



av-test.org January 2014 to Dec 2015

Gartner Magic Quadrant for Endpoint Protection Platforms

Feb 2016

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NETWORKS



400+ *new Deep Discovery customers in 2015*



153% *increase in revenue for Deep Discovery in 2015*

Splunk

HP

IBM

NETWORKS



Certified

Test Period: Q4 2015
Certified Since: 12 / 2015

Trend Micro™ Deep Discovery
MOST EFFECTIVE
Recommended Breach
Detection System



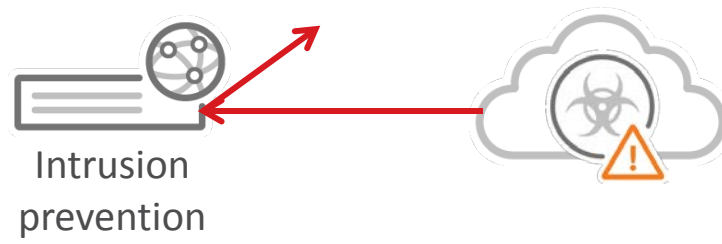
2015 Breach Detection Tests

Deep Discovery



Detects targeted attacks by monitoring all network traffic and analyzing payloads

TippingPoint

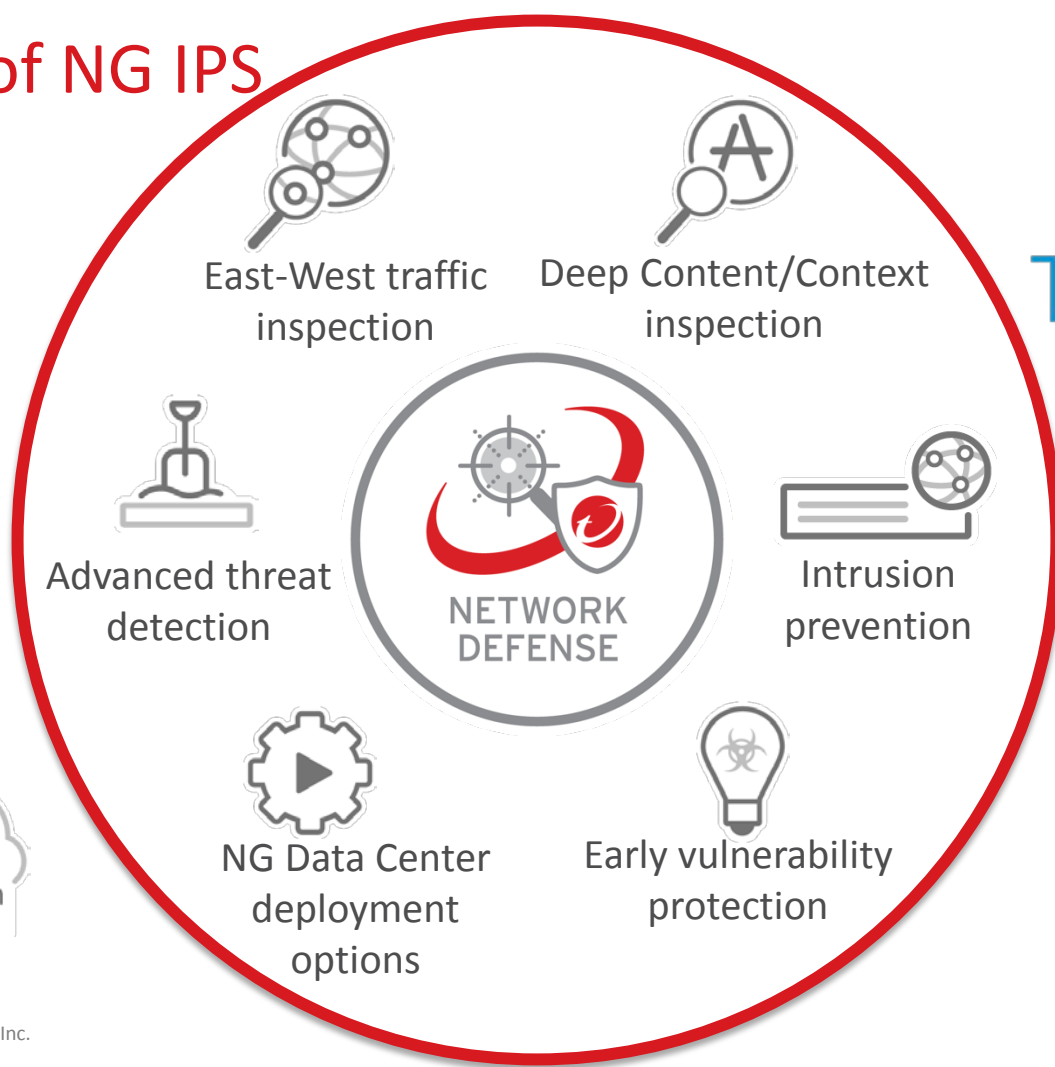


Blocks known and unknown threats at wire-speed

Opportunity of NG IPS



TippingPoint



DVLabs



A photograph of three men in a professional setting, likely a meeting or collaborative work environment. They are gathered around a computer monitor, which is partially visible on the right side of the frame. The man in the center is older, with grey hair and a mustache, wearing a blue and white striped shirt. He is looking intently at the screen. To his left is a younger man with brown hair, also looking towards the screen. To the right is another younger man with dark hair, wearing a light purple shirt, looking at the screen. The background is slightly blurred, showing what appears to be a whiteboard or a wall with some charts. The overall tone is professional and collaborative.

TippingPoint[®]

Enables discussions with network security team, and expands our total SOLUTION value for customers

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Thank you!
