Enabling Resilience in a Changing World

Eva Chen, CEO
Our Vision: A World SAFE for Exchanging Information

Strategy: Always anticipate and adapt to new infrastructures, user behaviors, threats

30 years ago:
Peace of Mind
Computing

20 years ago:
Your Internet
Virus Wall

10 years ago:
Securing Your
Journey to the Cloud

Now:
Securing Your
Connected World
A Strong, Resilient Company that is Always Here for You

**PEOPLE**

We are passionate people, who care about people

We’ve kept our employees safe during COVID-19

$500k+ in donations for food and PPE globally

**CUSTOMER-FIRST**

Focus on customer success

FREE “Work from Home” protection: 2000 companies

We view the hacker as the competitor; collective good

**FINANCIALLY STRONG**

$1.5B in revenue in 2019; profitable every quarter since going public in 1998

Strong balance sheet for sustainable operations
New Technologies are Transforming our Connected World

Mobile payments will exceed $1T in 2020!

In 5 years, 25% of malls will be gone!

Reducing planned outages by 50%!

Prevents up to 95% of adverse drug events!

Digital Transformation Has Introduced New Risk!

73% of organizations had at least one breach last year; 21% had 7 or more!

Top 2 risk issues are:
- organizational misalignment
- overall complexity
Added Challenges in Light of COVID-19

Rapid shift in additional infrastructure to support remote working

Need for greater agility and flexibility

Protection against threats using COVID-19 as a lure!

- **220x** increase in COVID-related spam from February to March 2020
- **260%** increase in COVID-related malicious URL hits from February to March 2020
In this era of digital transformation, we believe that organizations must be **RESILIENT**

Our mission is to enable customers to *prepare for, withstand, and rapidly recover* from cyber threats so they can be free to go further and do more!
Multi-cloud migration and new cloud-native applications

Services moving to the cloud, users more mobile

Extended network and operational technologies
DIFFICULT TO DETECT AND RESPOND:
Too many tools, alert overload, silos of visibility, threat hunting, skills gap
Trend Micro XDR
Detection and Response beyond the Endpoint (Endpoint, Email, Network, Server, Cloud)

Trend Micro Cloud One™
Security Services Platform for Cloud Builders

IIoT/IoT solutions for Smart Factory, Connected Consumer, Connected Car
Continuously deliver enhanced solutions by fully leveraging the **power** and **agility** of the cloud (DevOps, Big data/AI, SaaS...)

**Delivered with Cloud Excellence**

Now 300k customers with SaaS deployments
A **Leader** in Each of the Enterprise Security Layers

**Endpoint Protection**  
Q3, 2019

**Email Security**  
Q2, 2019

**Cloud Workload Security**  
Q4, 2019

**Detection and Response**  
Q1, 2020

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54 Billion threats detected & blocked in 2019

GLOBAL LEADER in vulnerability disclosure with 1045 in 2019

15 RESEARCH CENTERS with deep cybercriminal expertise
The Trusted Source For Law Enforcement

- Interpol
- Bundeskriminalamt
- FBI-New York
- EUROPOL
- Gendarmerie
- Norwegian Police Service
- Polisen
- United Nations Office on Drugs and Crime
- National Police Corps
- Australian Federal Police
- United States Secret Service
- Homeland Security
- The national police service for Ireland
- National Cyber Security Center
- Royal Canadian Mounted Police
In this era of digital transformation, we enable you to be RESILIENT

Why Trend Micro?

• Passionate people who care about your success
• Connected, innovative security solutions
• Trusted global threat research
THE ART OF CYBERSECURITY

Real-time discovery and remediation of cloud vulnerabilities and misconfigurations by Trend Micro. Created with real data by artist Brendan Dawes.
Thank you