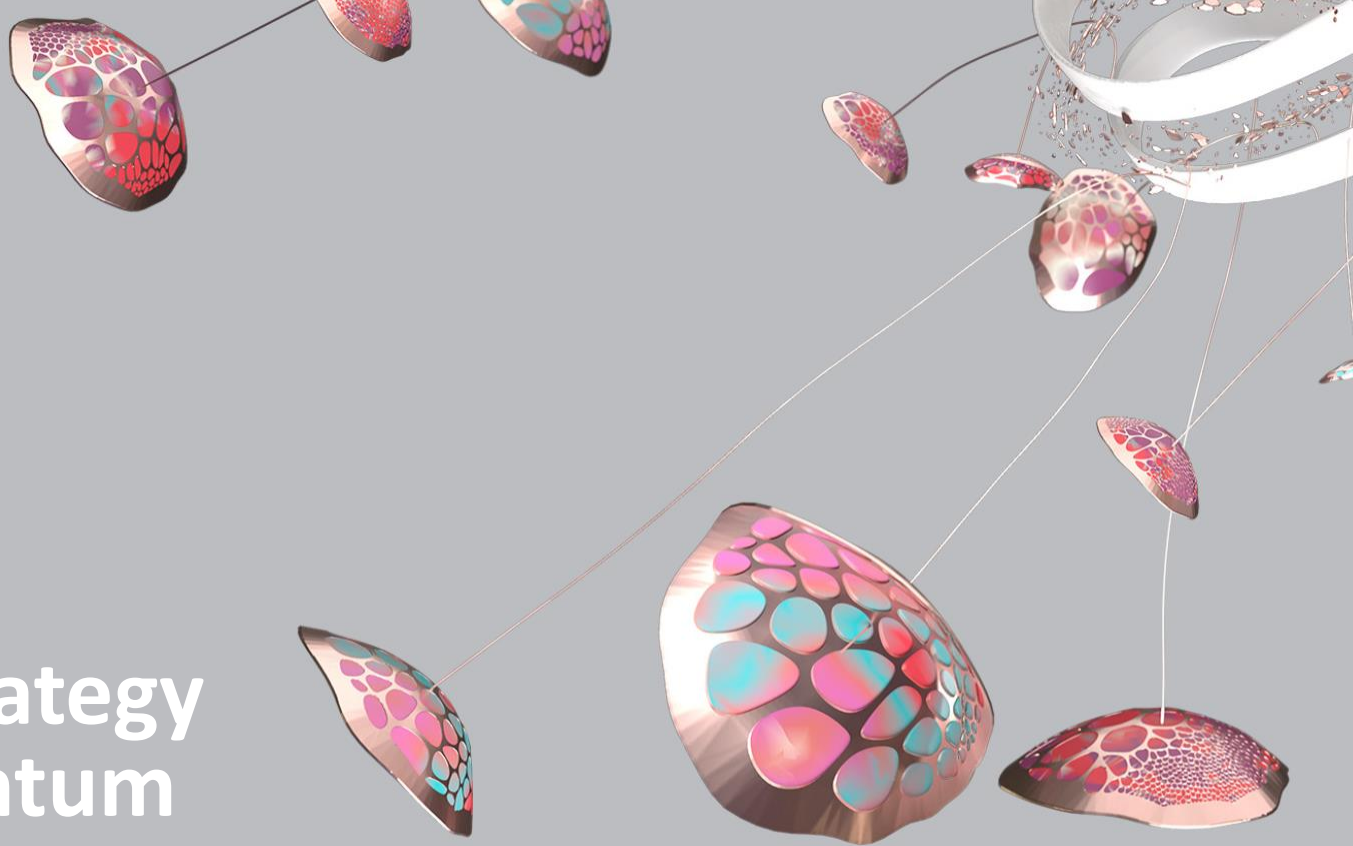




# 1H 2021 Strategy and Momentum

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Eva Chen, Co-Founder and CEO



# Top 10 Areas of Strategic Transformation

Functional Organization  .....  Radial Web Organization


Product  .....  Platform

Development Waterfall  .....  DevOps

On-Premise Offering  .....  SaaS-Based Offering

Perpetual Licensing  .....  Subscription Licensing

High Touch, Sales-Led  .....  Digital First, Tech-Led

Direct Outreach  .....  Inbound, In-Context, Influencer Marketing

Traditional Distribution  .....  Super Marketplaces

Traditional Channel Ecosystem  .....  Services Channel Ecosystem

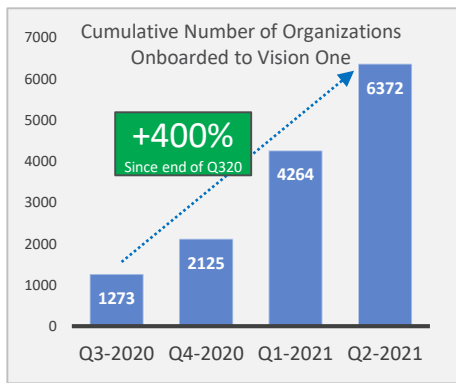
Customer Support  .....  Customer Success

# A Cybersecurity Platform

Optimized for Enterprise Threat Defense

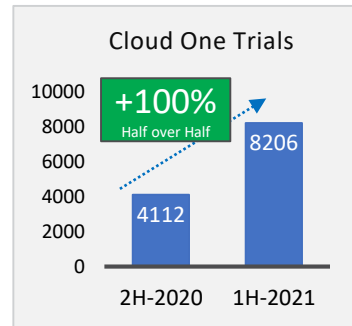
## 1H 2021

- **4200+** additional enterprises onboarded



## 1H 2021

- **8000+** trials vs. 4000+ in 2H20
- **2400+** NEW enterprise customers



Trend Micro  
**cloud one**

Trend Micro  
**vision one**

Trend Micro  
**apex one**

Trend Micro  
**network one**

**NEW!**  
Trend Micro  
**service one**

- Customer Health
- Managed XDR
- Incident Response

## 1H 2021

- **8800+** NEW enterprise customers

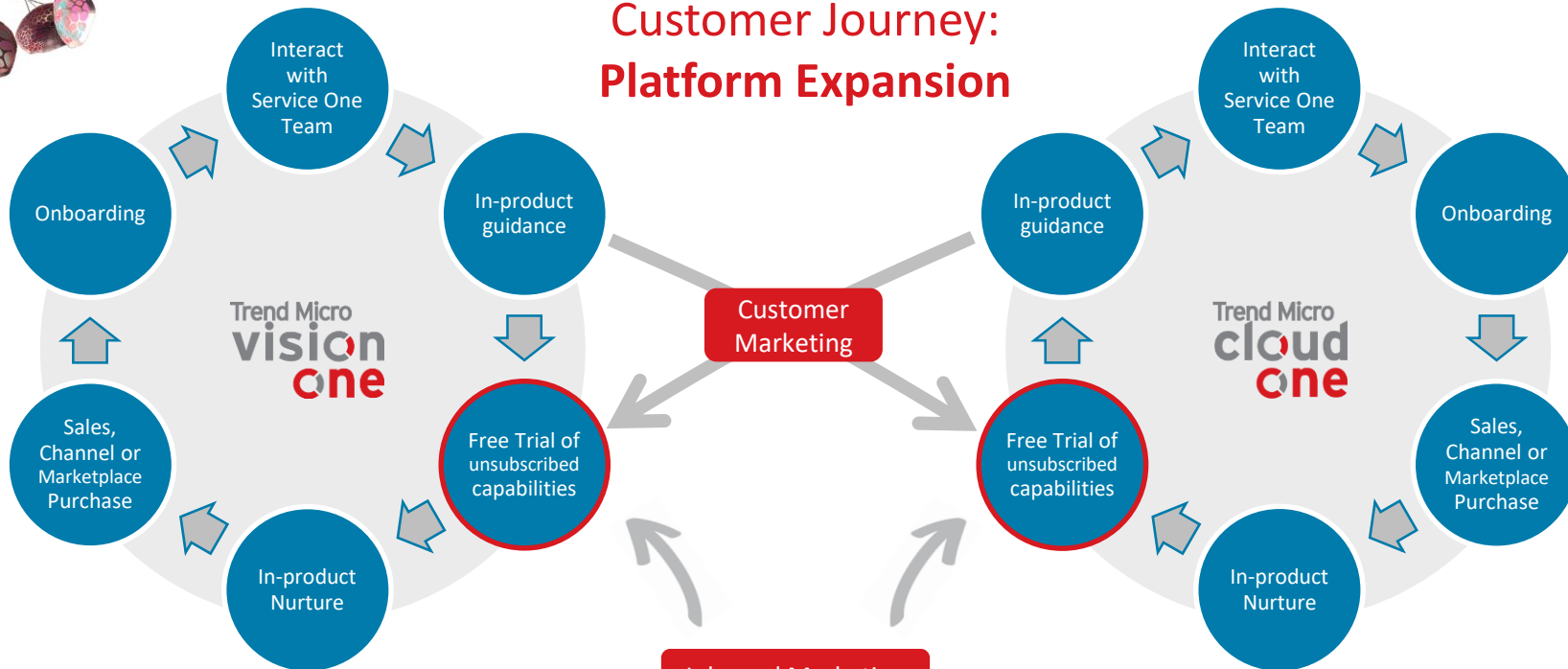
## 1H 2021

- **1900+** NEW enterprise customers

Global Threat Intelligence



# Customer Journey: Platform Expansion



## Inbound Marketing



- CISO Resource Center
- Cybersecurity Risk Assessment
- Virtual Experience



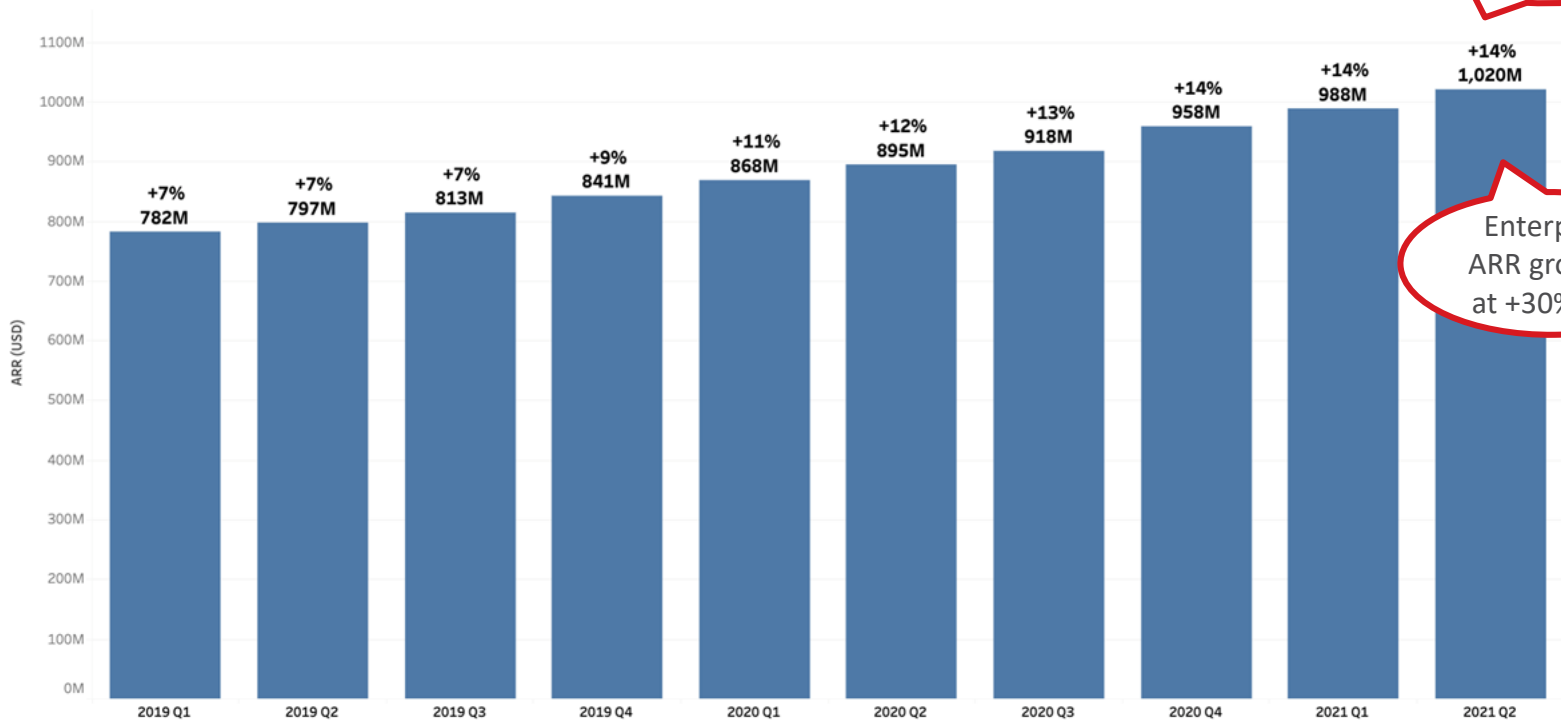
- DevOps Resource Center
- Cloud Risk Assessment
- Knowledge Base





# Subscription Annual Recurring Revenue (Enterprise and Consumer)

Greater than  
\$1B USD!



Enterprise  
ARR growing  
at +30% YoY



# THE ART OF CYBERSECURITY

Threat detection and response across multiple attack vectors by Trend Micro. Created with real data by artist **Brendan Dawes**.