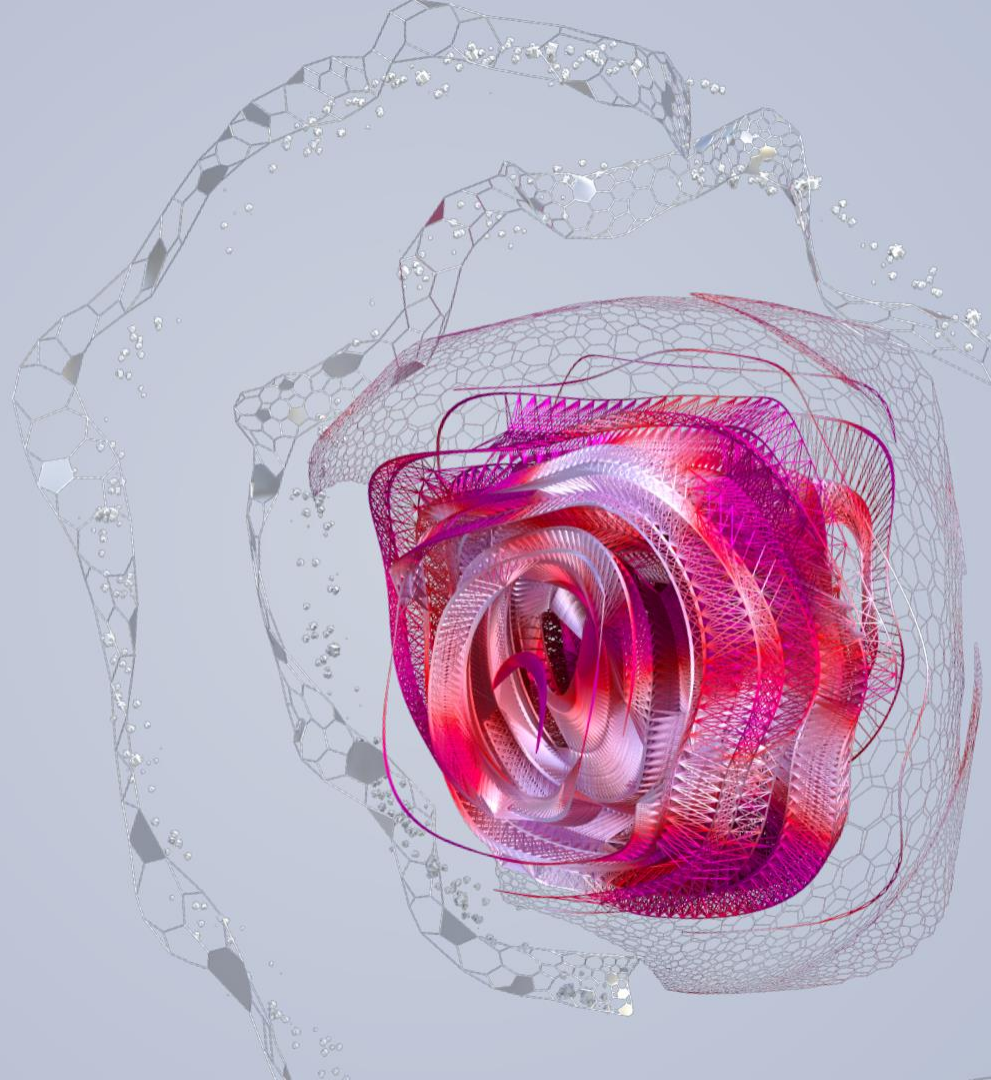




The Power of One Vision

Eva Chen, CEO
February 2022



**2021: the year of
our transformation!**



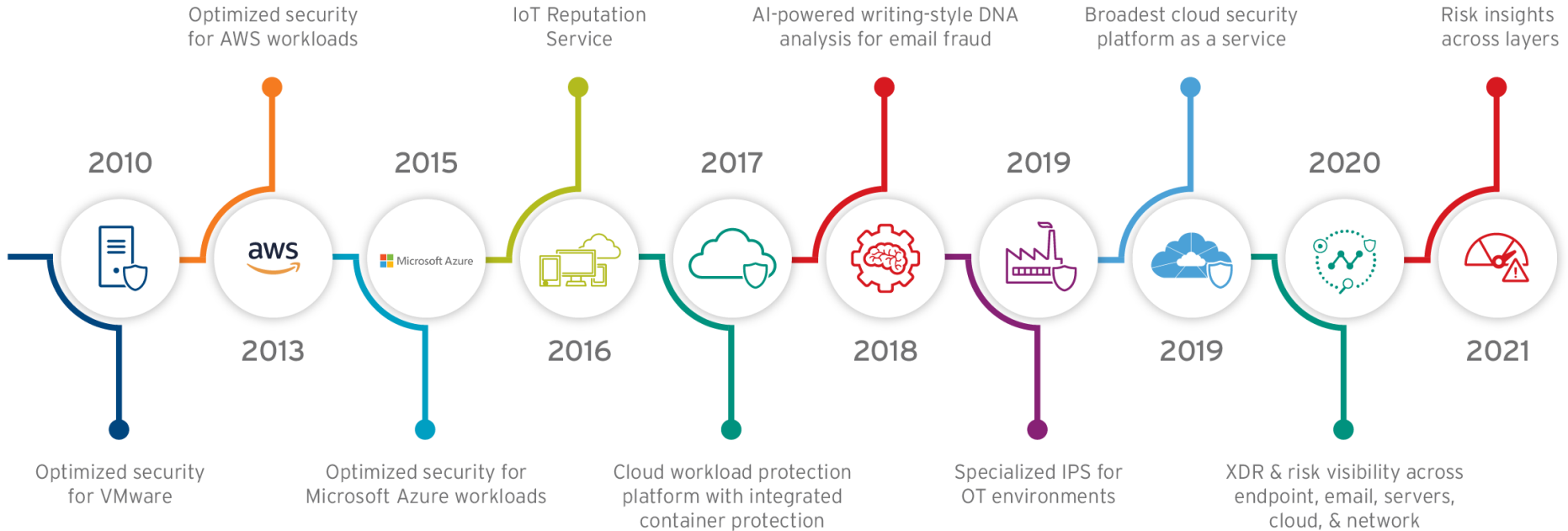
Consistent Strategy: Always Anticipating, Adapting

$$X = i + u - t$$

Infrastructure shifts User behaviors Cyber threats



Result: Innovative, Industry Firsts!



2021 Strategic Investments (the “x”s):

EXAMPLES

1. SaaS First

2. XDR Adoption

3. Address Geopolitical Concerns

4. Zero Trust and SASE

5. IR Services

6. MSP recruitment

7. US Consumer growth

Trend Micro
**cloud
one**

- ✓ All 7 services on cloud-native platform
- ✓ Enhanced trial and “Cloud Risk Assessment”
- ✓ Marketplace listing with free tier and trial

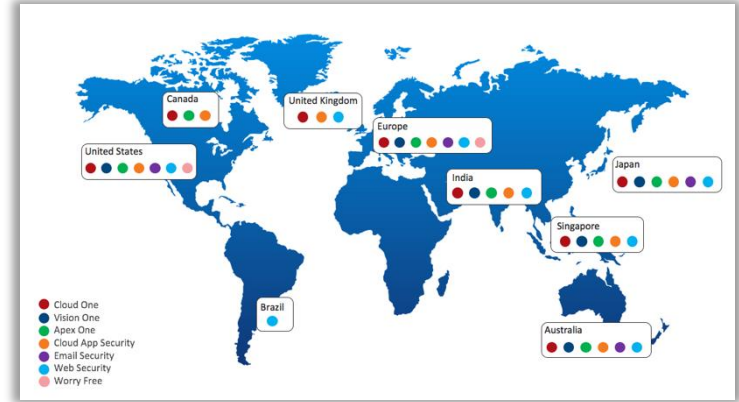
Trend Micro
**vision
one**

- ✓ Hundreds of new features/enhancements
- ✓ New apps and in-app messaging
- ✓ New “Test Drive” and trial

2021 Strategic Investments (the “x”s):

EXAMPLES

1. SaaS First
2. XDR Adoption
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Data center expansion to 9 geos



New certifications and online Trust Center

2021 Strategic Investments (the “x”s):

EXAMPLES

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Trend Micro
**network
one**

NEW SASE solution that combines:

- ✓ Zero Trust Risk Insights
- ✓ Secure Web Gateway
- ✓ Cloud App Security
- ✓ **NEW** Zero Trust Network Access



Secure Access
Service Edge (SASE)

COMING in
Q2 2022

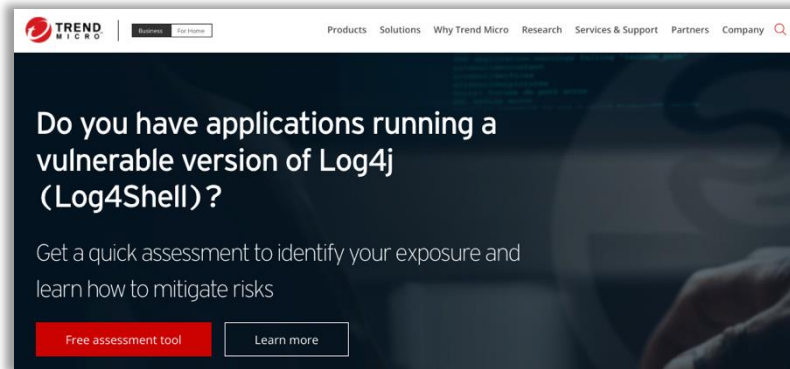
2021 Strategic Investments (the “x”s):

EXAMPLES

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Trend Micro
service
one

We formalized the packaging of the customer support lifecycle, from onboarding to Incident Response (IR)



The screenshot shows a website banner with the Trend Micro logo in the top left. The main text reads: "Do you have applications running a vulnerable version of Log4j (Log4Shell)?" Below this, it says "Get a quick assessment to identify your exposure and learn how to mitigate risks". At the bottom, there are two buttons: "Free assessment tool" (in a red box) and "Learn more" (in a white box).

Rapid cross-team response to Log4j

2021 Strategic Investments (the “x”s):

EXAMPLES

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Worry-Free XDR offered new value for MSPs

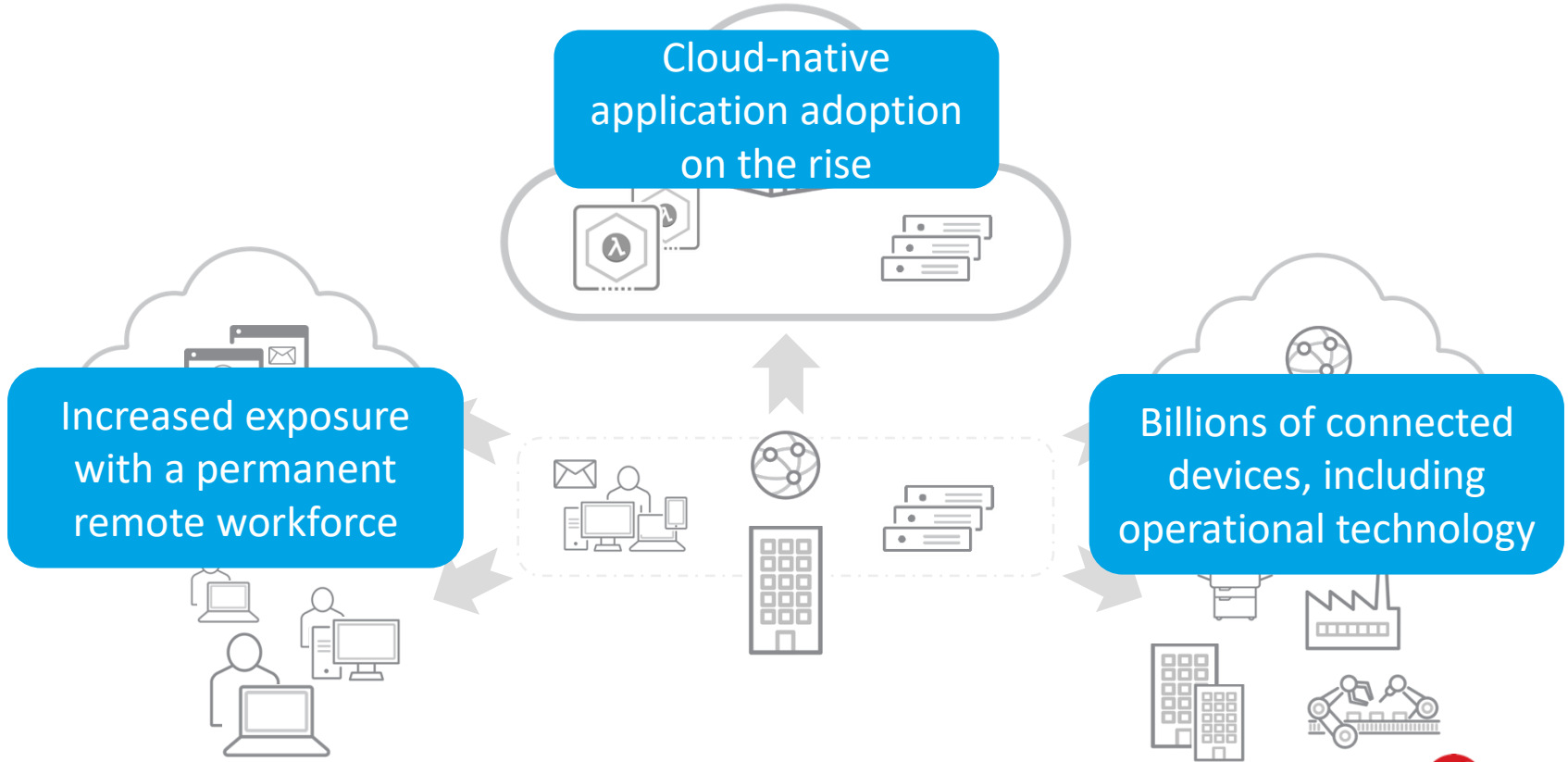


New Anti-scam consumer offering increased awareness in the US



What's Next?

Digital Transformation Continues



What is the Digital Attack Surface for an Organization?



2022 Predictions: Attackers Will Exploit Broadened Attack Surface



Attacks will shift left, targeting DevOps tools and pipeline!

Attackers will target developer credentials and build systems to serve as entry points for spreading malware across multiple companies via supply chain attacks.



Ransomware will be more prominent and targeted!

Attackers will strong-arm big-name victims into paying large sums of money via a fourfold extortion technique:

1. Holding the victim's critical data for ransom
2. Threatening to leak the data and publicize the breach
3. Threatening to go after the victim's customers
4. Attacking the victim's supply chain or vendors.



Vulnerabilities will be weaponized in record time!

There will be even more zero-day exploits and an influx in blended attacks that will target multiple software products at once by daisy-chaining.

Cybersecurity Professionals Globally are Well Aware of the Potential Damage Caused by Cyber Attacks...



TOP 5 negative consequences:

1. Customer turnover
2. Lost intellectual property
3. Disruption to critical infrastructure
4. Cost of outside consultants/experts
5. Lost revenues



However...

62% said it would help if they could
**better report on and more
easily explain** the business risk of
cyber threats.

Source: Trend Micro Global
Risk Survey of IT Decision
Makers and C-Level
Executives, October 2021

Why is it so Difficult to Understand and Manage Risk?



Too many alerts

Limited visibility, silos of data

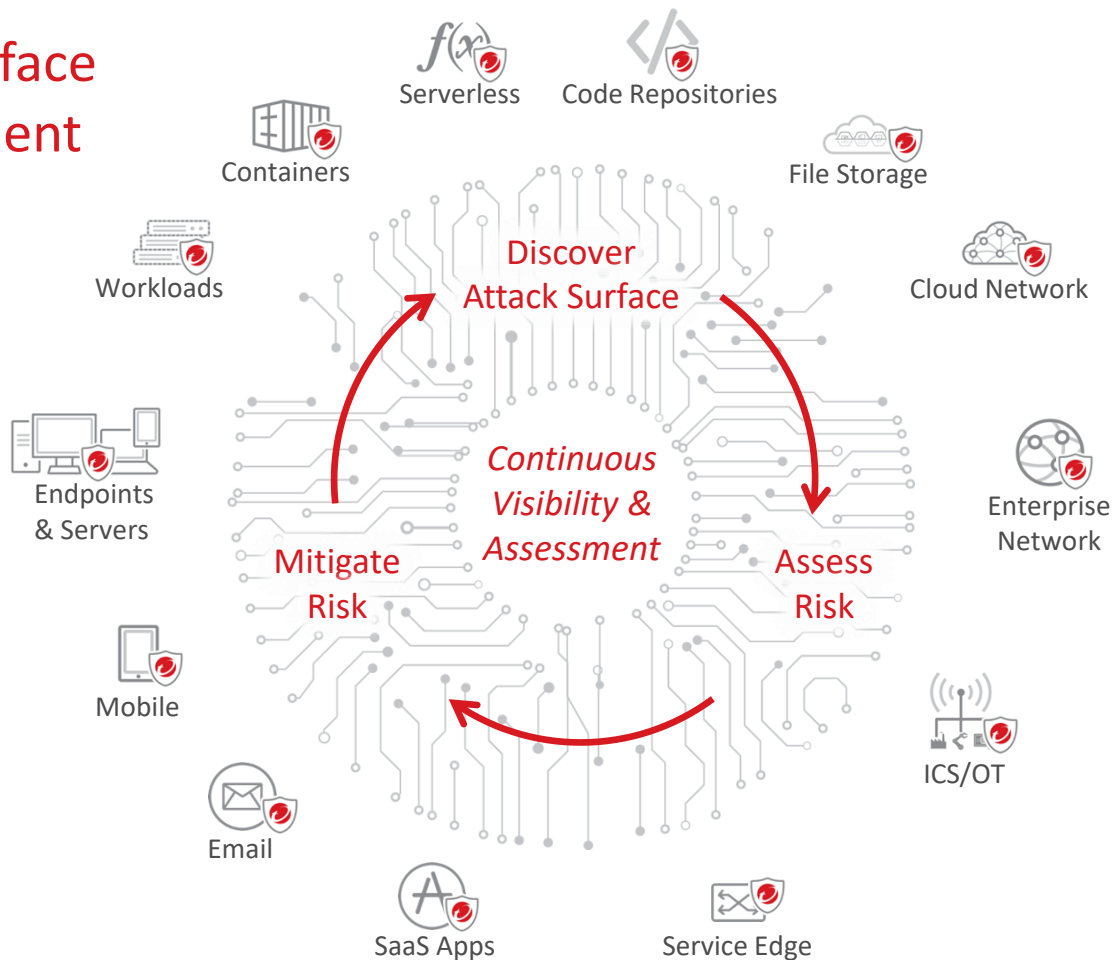
Too many tools and vendors

Compliance pressures

Too few resources

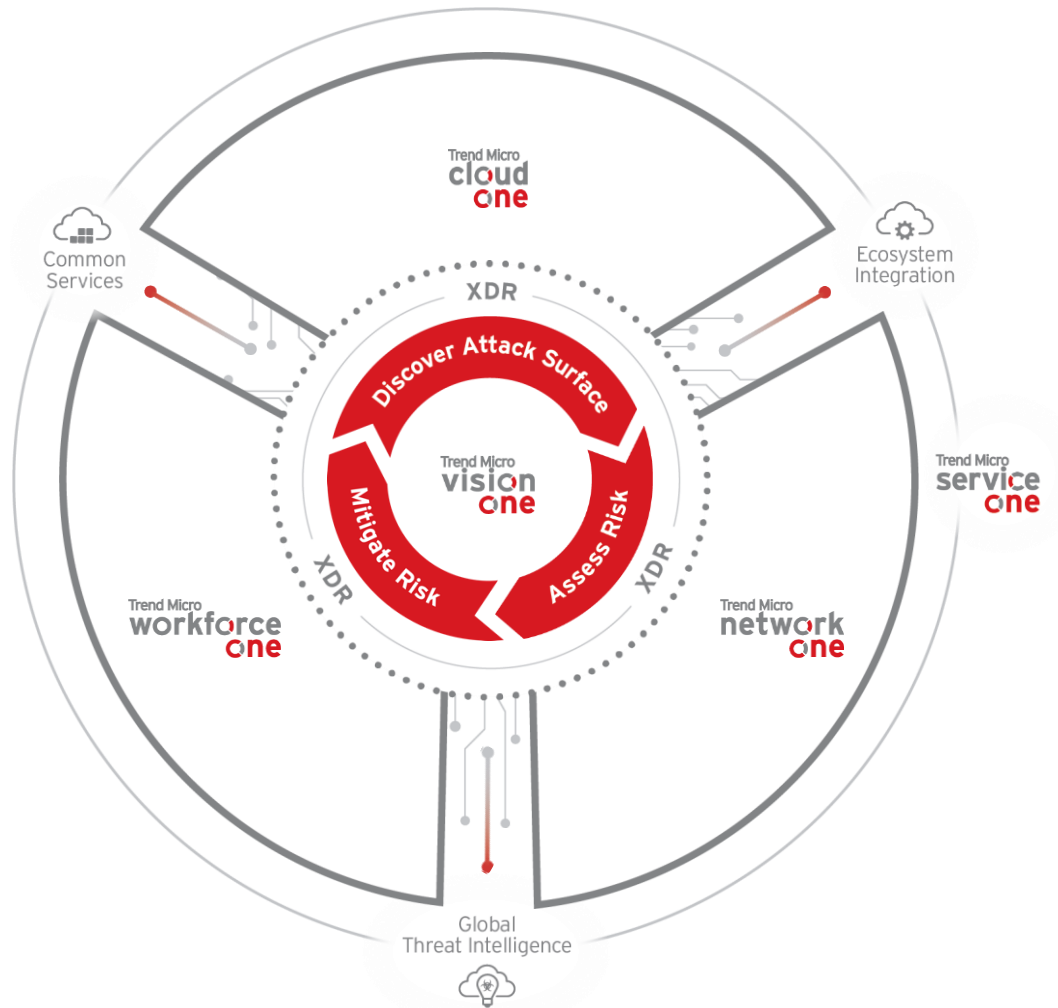
And users and applications are
everywhere!

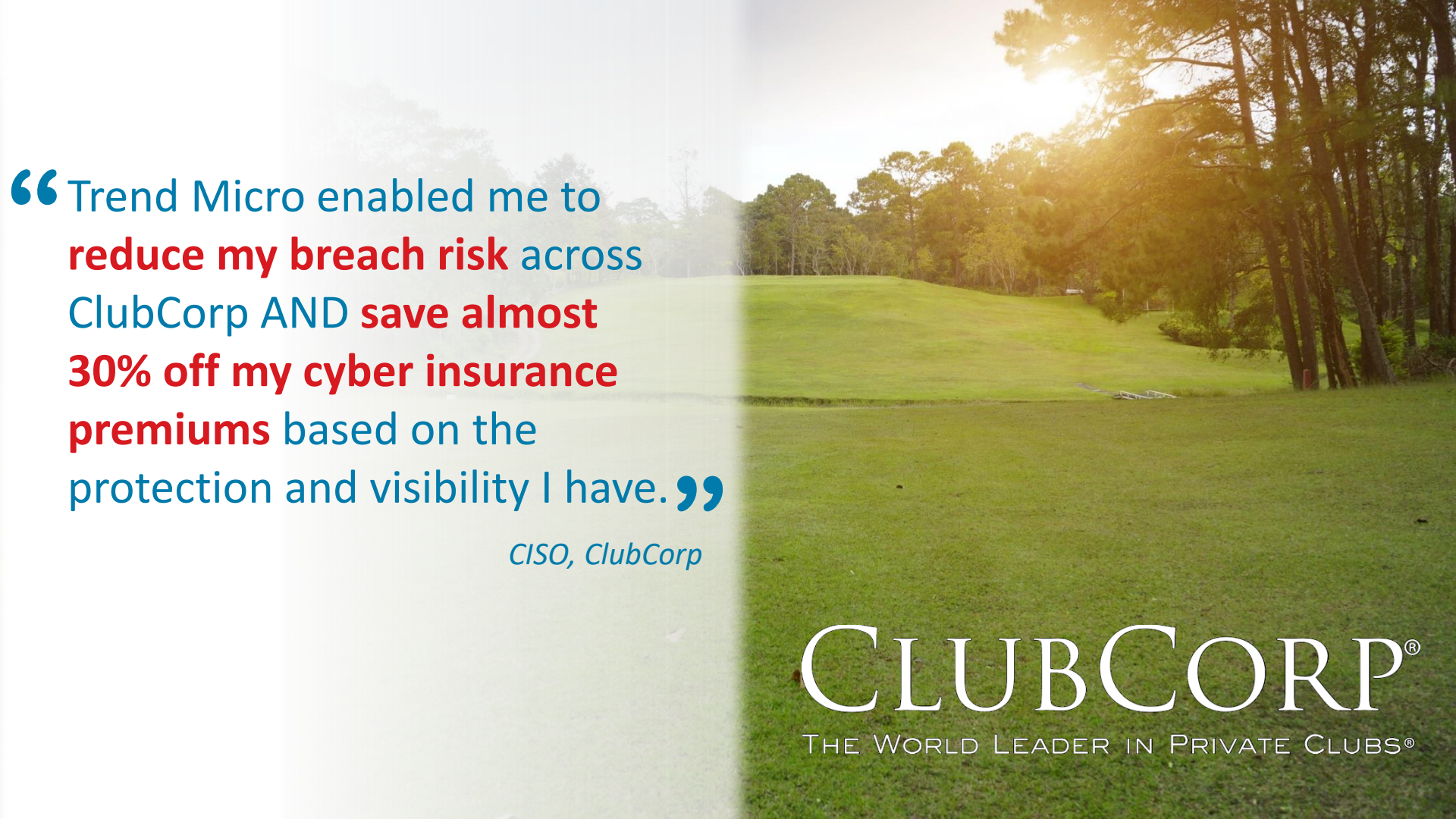
The Attack Surface Risk Management Lifecycle



Trend Micro **one**

A unified cybersecurity platform





“Trend Micro enabled me to **reduce my breach risk** across ClubCorp AND **save almost 30% off my cyber insurance premiums** based on the protection and visibility I have.”

CISO, ClubCorp

CLUBCORP®

THE WORLD LEADER IN PRIVATE CLUBS®

“ The Vision One platform **connects data** from multiple applications together, enabling the cybersecurity team to take action and **respond quickly to events** without having to jump internal operational and technology borders. ”

Samer Mansour
Group Manager, Cybersecurity and Risk
Panasonic North America

Panasonic



THE ART OF CYBERSECURITY

Extended detection and response across multiple IT layers by Trend Micro. Created with real data by artist **Brendan Dawes**.