The Power of TREND MICRO ONE

Eva Chen, CEO
August 2022
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

Always Adapting.
Always Innovating.
Trend Micro At a Glance

$1.93 Billion
2021 Gross Sales, +9% YoY

94 Consecutive Profitable Quarters
Every quarter since going public

385000+ SaaS Commercial Customers
500,000+ commercial customers, 150+ countries

52 MN Protected Assets

#1 in Public Vulnerability Disclosure
+ Over 94 Billion threats blocked in 2021

65 Countries

#1 The Leader in Cloud Security
Based on global market share*

Leader in XDR
Based on offering strength and strategy*

7000+ Employees

500,000+ commercial customers, 150+ countries

Transforming to Reach New Heights

Faster innovation and delivery across our global SaaS platform

Easier to find, buy, and grow across super marketplaces

Globally trusted and certified, expanded global government focus, and packaged services
Shifting Markets:
IT Infra to SOC and Cloud Buying Centers
Primary Security Buying Center in the past

- Endpoint Security
- Firewall
- DLP
- WAF
- IAM
- DDOS
- Email Security
- IT Infra & Ops
- Network IPS
- WFH
- Encryption
- Web Gateways
- Server Security
- VPN
- Vulnerability management
Shifts in Security Buying Centers

IT Infra & Ops

Security Operations Center

Cloud Buying Center
Our Large & Growing Total Addressable Market

2020
- $14.5B
- $2.2B
- $7.8B

2021
- $16.8B
- $3B
- $9.2B

2022
- $19.0B
- $3.8B
- $10.9B

2025
- $26.9B
- $6.8B
- $15.2B

24B
- $24B

29B
- $29B

34B
- $34B

49B
- $49B


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A unified cybersecurity platform

Common Services

Cloud Buying Center

SOC Buying Center

IT Infra Buying Center

Global Threat Intelligence

Managed Services

Targeted Attack Detection

Incident Response

MXDR

24x7 Global Support

On-boarding and Health Monitoring

Ecosystem Integration

Vul. Mgmt.

Attack Surface Mgmt.

IAM

SIEM

SOAR

Cloud Providers

DevOps Tools

Public

Organizations need to understand Risk Exposures across all Cyber Assets

Connects and unifies sensors & telemetries

Endpoints & Servers

Mobile

Email

SaaS Apps

Code Repo

File Storage

Cloud Network

Workloads

Containers

Serverless

Enterprise Network

ICS/OT

Service Edge

A unified cybersecurity platform
The SOC
BUYING CENTER
Digital transformation and WFH has increased attack surfaces exponentially, both internal/external and known/unknown.

75% of the CISO reported lack of visibility in cyber assets and full understanding of cyber risks, and potential blast radius of exposed entities.

Fifty, average number of tools in a security operations center. Siloed tools and vendors slows down visibility, detection, analysis and response.
Industry’s Only XDR with Attack Surface Risk Management Lifecycle
The Attack Surface
Risk Management Lifecycle
Trend Micro Vision One: XDR Growth and Success

Platform Growth

6250 Active XDR Customers

11M Active Sensors Deployed

VLE Segment with SOC Grew

5000+ users & up 290%
The CLOUD BUYING CENTER
Trend Micro Cloud One
#1 in Cloud Security

Total visibility of attack surfaces and risk exposure across DevOps Lifecycle.

SOLVE PROBLEM.
SHIP FAST.
SECURE EVERYTHING.

Source: IDC Worldwide Cloud Workload Security Market Shares, 2021 (July 2022)
Trend Micro Cloud One Growth and Success

Customer Growth

7000
Customers

40%
YOY

Multi-Services
Customers with multiple services grew

280%

Cloud Marketplaces
Revenue Growth

30%
Seamlessly, integrate security into your DevOps

Unleash Cloud Builders to Run Fast & Secure with Confidence

Empower CloudSecOps to protect apps and meet compliance, without disrupting Dev workflow

Pre-Runtime Protection

Developer IDE
Empower developers to find and fix security flaws as they are created in their toolchain

Build Pipeline
Discover and resolve security issues in infrastructure templates and container images

Runtime Posture
Discover and assess assets across complete application lifecycle at runtime

Runtime Protection
Detect and block file and network-based attacks across compute, storage, and network resources
Market Reality: Hybrid Environment Lives On

The only security vendor that delivers security from the cloud and on-premise.

Roughly only 10% of world’s IT has moved to the cloud

80% of our customers maintain a hybrid environment

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Recognition
Customers & Analysts
"After we saw how Trend Micro’s Vision One integrated with our existing SOC technology stack - firewall, SIEM, SOAR, threat Intel, and ticketing, it was clear that the partnership would be more than just EDR. Coupled with its XDR capabilities, Vision One’s attack surface risk management provided us unprecedented insight into attack surfaces and mitigations priorities of risk exposures."

- Head of Information Security
Global Manufacturer of Tires

"Trend Micro Cloud One’s multi-cloud and vast number of Linux version support were critical to our cloud migration strategy. Trend Micro was the only vendor that could consistently enforce policy across hybrid and auto-scaling cloud infra.

With compliance and auditing requirements, we were pleasantly surprise that we could automate monitoring & reporting of our cloud infra for misconfigurations, compliance and governance, out-of-the-box.

- Global Head of Security and IT Risk Mgmt.
Our Next 10 Years Strategy