



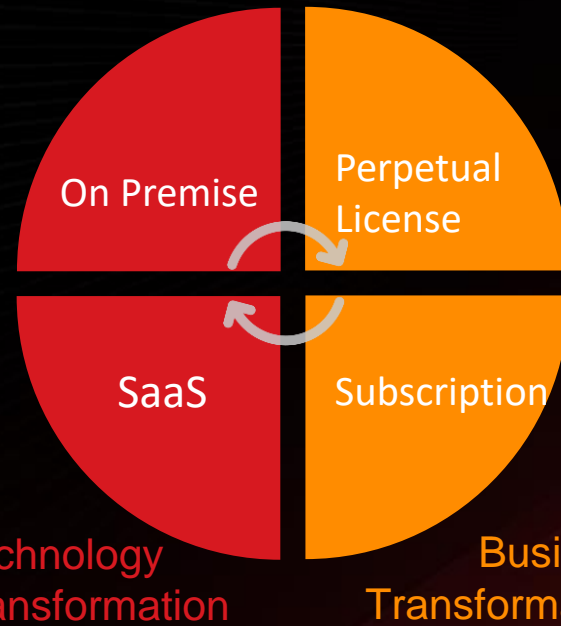
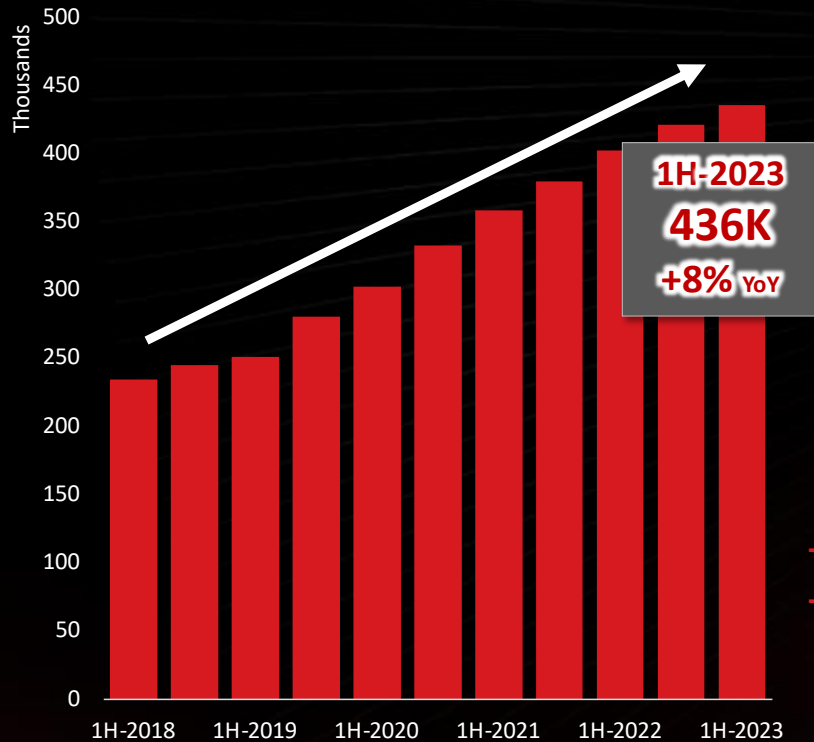
Pot of Gold: Growth Strategy via *One Platform Experience*

Eva Chen | IR Meeting, August 08, 2023



Platform & Business Transformation

SaaS Customers

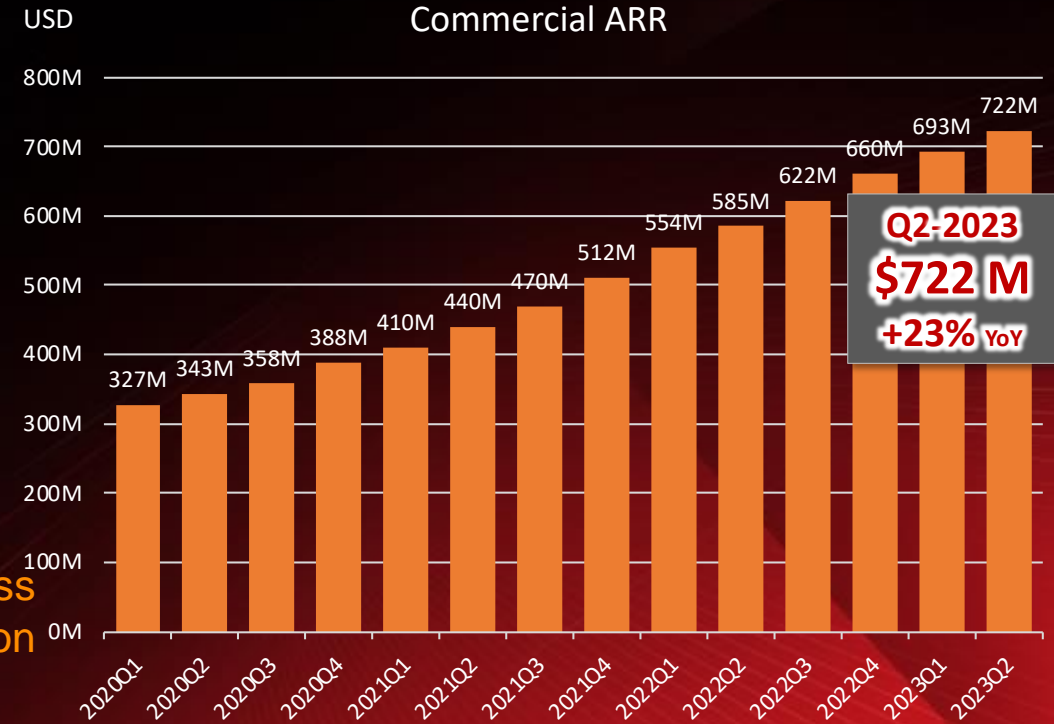


SAAS now

35%

of enterprise gross sales

Commercial ARR





Transforming Enterprise Cybersecurity: Trend Micro Unleashes Trend Vision One™ Platform with Next-Gen XDR and AI Capabilities

Groundbreaking platform revolutionizes cyber resilience with early detection and rapid response

DALLAS, June 15, 2023 /PRNewswire/ -- Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity, has unveiled the next generation of cybersecurity platform, setting a new standard for strengthening security posture and threat



Reinforce XDR market leadership

Enhance brand reputation & competitive advantages



Officially announce ASRM capabilities

Promote unrivalled Attack Surface Risk Management (ASRM) capabilities



Unveil Vision One platform strategy & key initiatives

Champion the next generation of platform-driven cybersecurity:

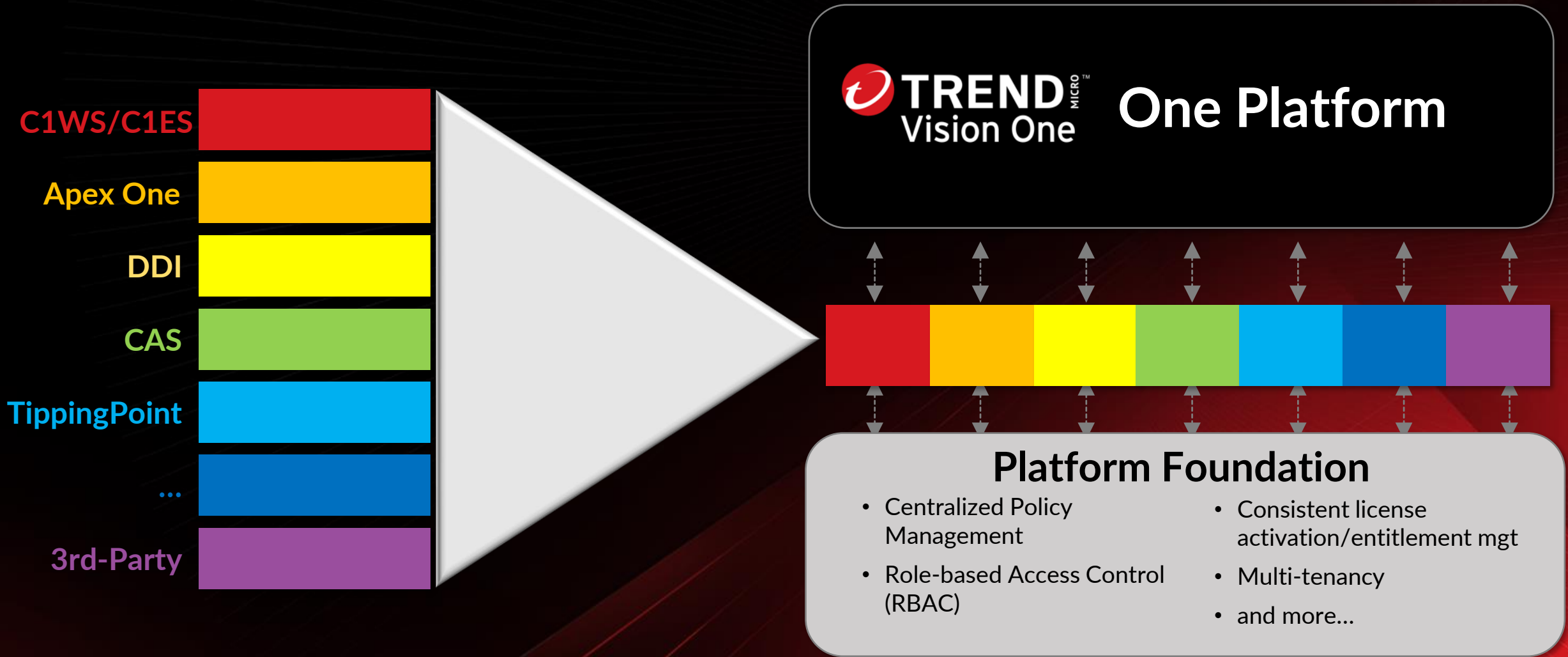
- Consolidate more security functions
- Expand ecosystem integrations
- Grow cyber services and MSSP strategy



Introduce Companion AI

Expand AI use to include a generative AI assistant in Trend Vision One

We Completed the One Platform Transformation



Mandates in Cybersecurity Regulations



- Well-defined **Incident Response plans** and **timely reporting** to authorities
- Conduct regular **cyber risk assessment**, and **proactively manage & mitigate** cyber risks
- Implement strong access controls, **Zero Trust Architecture**
- Build **cyber resilience**, ability to recover from cyber incidents & maintain critical operations

NIST

GDPR

PCI DSS

ISO

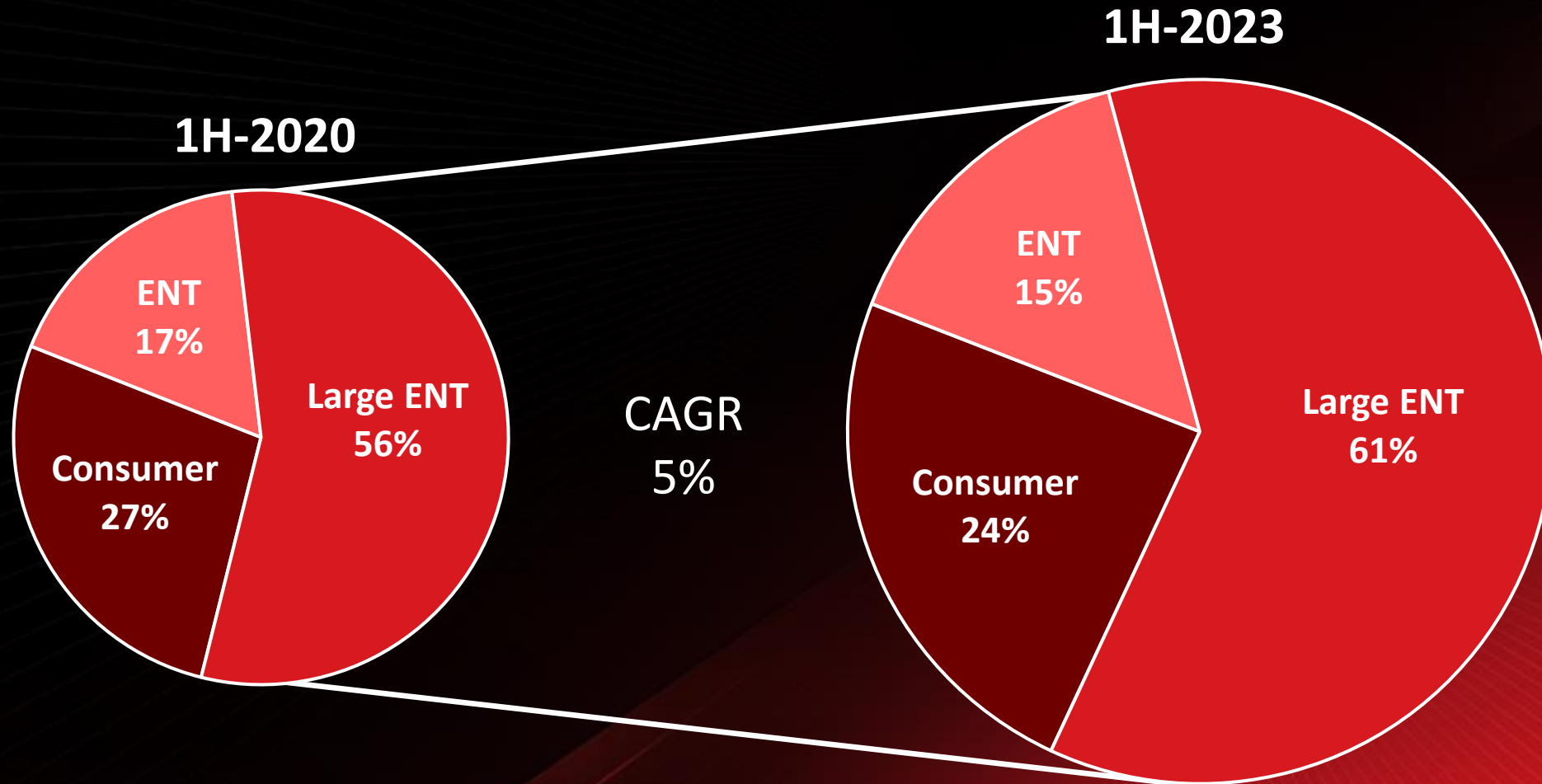
EOP

LGPD

CMMC

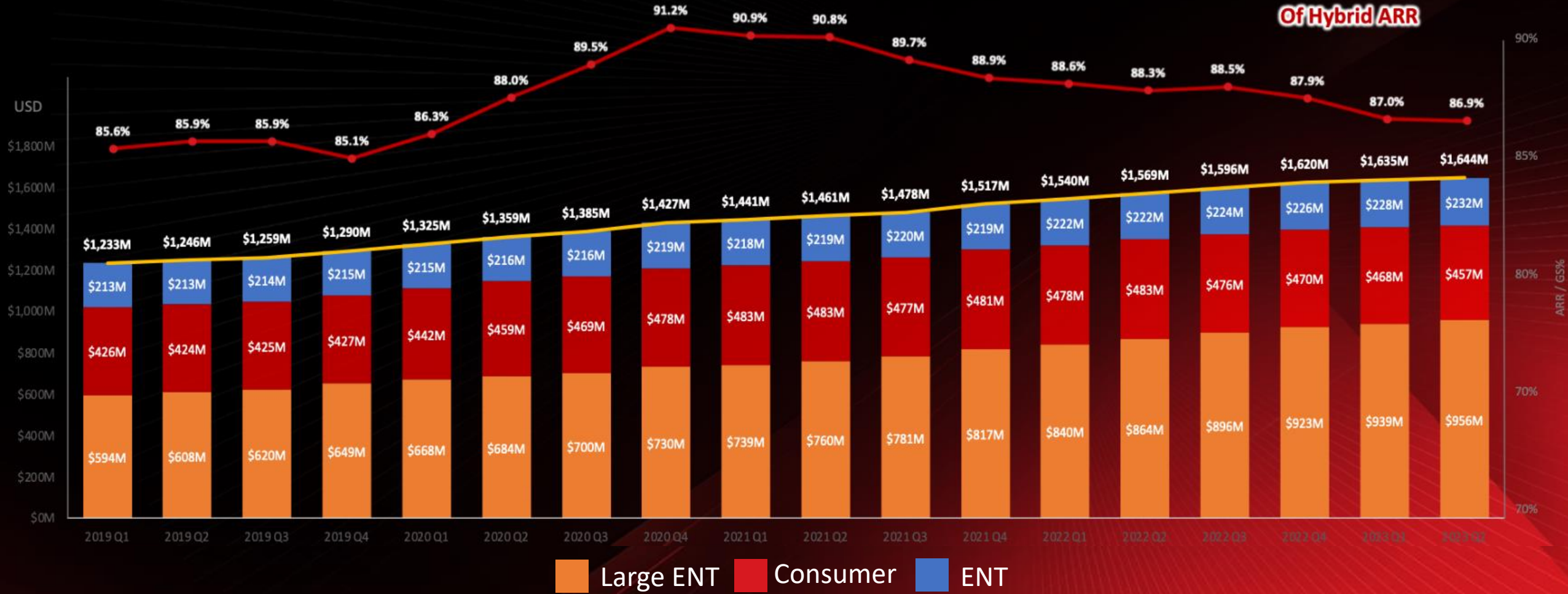
PDPA

Business Transformation



Hybrid ARR by Segment with ARR/ GS%

Perpetual
ARR now
39%
Of Hybrid ARR



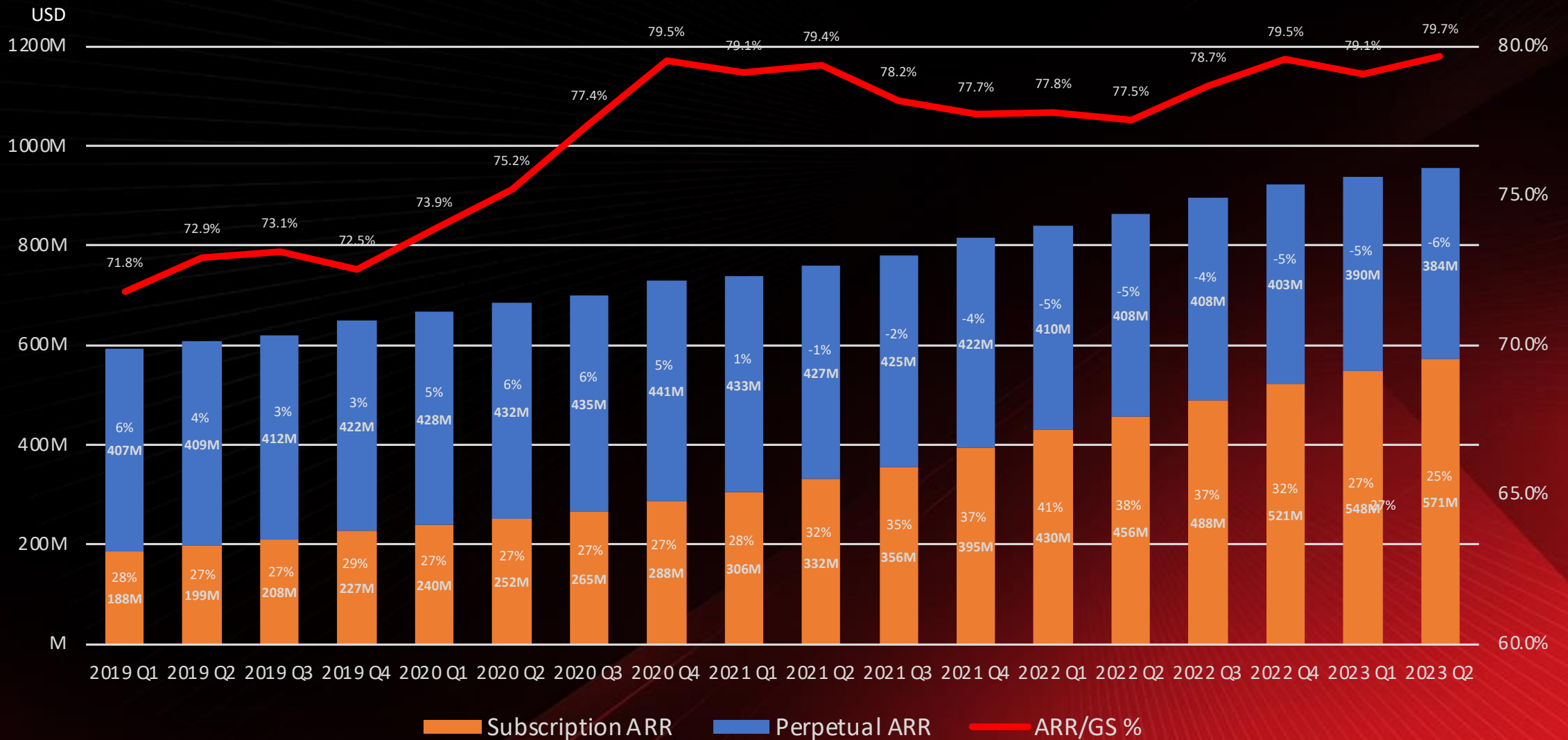
** Hybrid ARR = Perpetual ARR + Subscription ARR

* Converted at Company Plan Rates, 1USD= 135.23 yen, 1EUR =143.01 yen

Public
Non-GAAP and Reference for Internal management



Large Enterprise Hybrid ARR with ARR/ GS%



** Hybrid ARR = Perpetual ARR + Subscription ARR

* Converted at Company Plan Rates, 1USD= 135.23 yen, 1EUR =143.01 yen

Public
Non-GAAP and Reference for Internal management



Accelerating Growth

with Vision One Platform



Target SOC Budget

01

New budget & allocation



ASRM + XDR = (Cyber Risk Mgmt.)ⁿ

02

Articulate the power of XDR + ASRM for SOC teams and CISOs



Define First Target Customers

03

Land with Vision One, EPP & Tipping Point



New Sales Process

04

Connect with new buying center, new persona



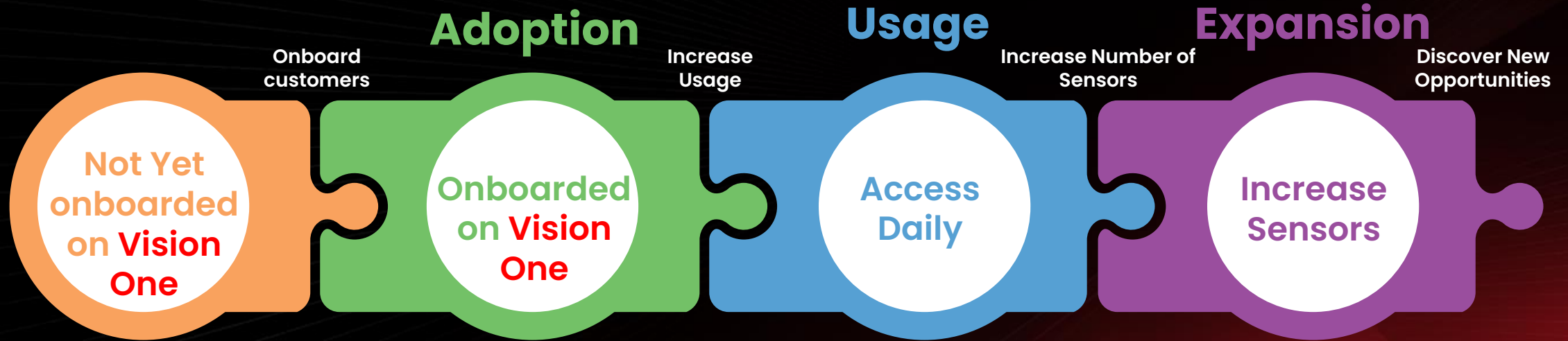
Embrace AI

05

Support sales process, collect data & learn

Public

Platform Sales Motions That Impact Customers



Help customers to understand how Vision One helps organizations reduce cyber risks and improve threat detection & response.

Help customers who have access to the Vision One, understand and quickly realize the value of the platform.

Help customers integrate Vision One into their daily security operations.

Help customers broaden their visibility and security controls into different layers & domains.

Cyber Risk Assessment

Zero FRICTION

Zero COST

Zero DEPLOYMENT

Immediate perceive platform value

Trend Vision One™ Cyber Risk Assessment

UTC Trend Micro

Global Threats ^ Start an assessment to evaluate the identities, devices, applications and content in your environment Assessment History (20)

OpenSSL 3.0.0 - 3.0.6 vulnerability 3,375 Patch required Assessment status: Completed Enter

Samba vulnerability 5,375 Patch required Assessment status: Completed Enter

Log4Shell vulnerability 43,375 Patch required Assessment status: Completed Enter

At-Risk Endpoint Assessment Scan high-profile endpoints for file-based threat indicators collected from global intelligence sources to uncover malicious activity. Assessment status: Ready Start Assessment

At-Risk Cloud Mailbox Assessment Scan all messages sent and received in the last 15 to 30 days for all cloud mailbox users in your environment. Trend Micro does not access or store your domain credentials. Assessment status: Ready Start Assessment >

Phishing Simulation Assessment 20% Phished Assessment status: Completed Start Assessment >

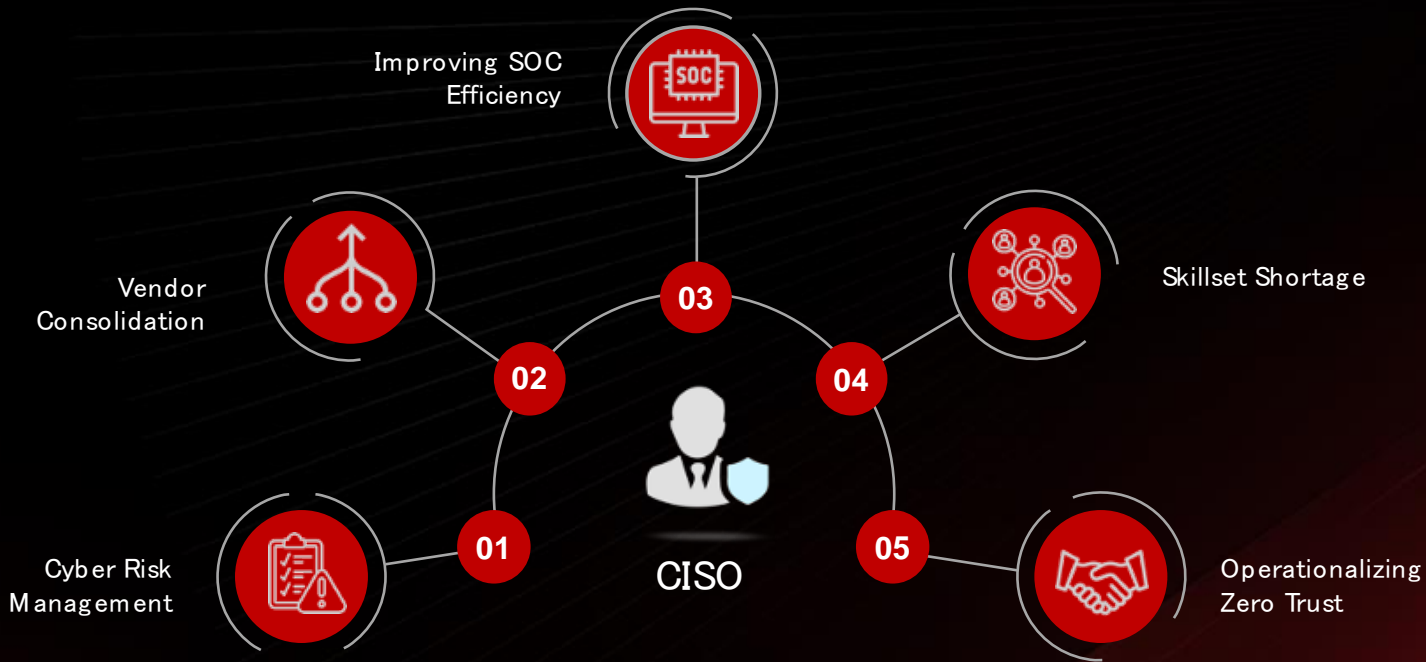
External Attack Surface Assessment Scan your internet-facing asset and identifies the vulnerabilities, insecure connections, and risks associated with your organization. Assessment status: Ready Start Assessment

ASRM Assessment %Description% Assessment status: Ready Start Assessment >

Cloud Security Posture assessment %Description% Assessment status: Ready Start Assessment >

Platform-Level Storytelling

Education of Platform-level story telling and how to create C-level resonating conversations



Sales Playbook


As a seller, what's the right approach to engage my customers:

- EPP
- Tipping Point
- Deep Security
- Cloud One



Accelerating Sales with Generative AI

JA I am a Trend Micro sales. I am trying to sell Trend Vision One XDR to a very large banking company in India. In this deal, Microsoft and CrowdStrike are our competitors. In addition to XDR feature, the CISO of this banking company also cares a lot about the attack surface risk management. Can you write me top 5 reasons that this customer should choose Trend Micro but not Microsoft or CrowdStrike?

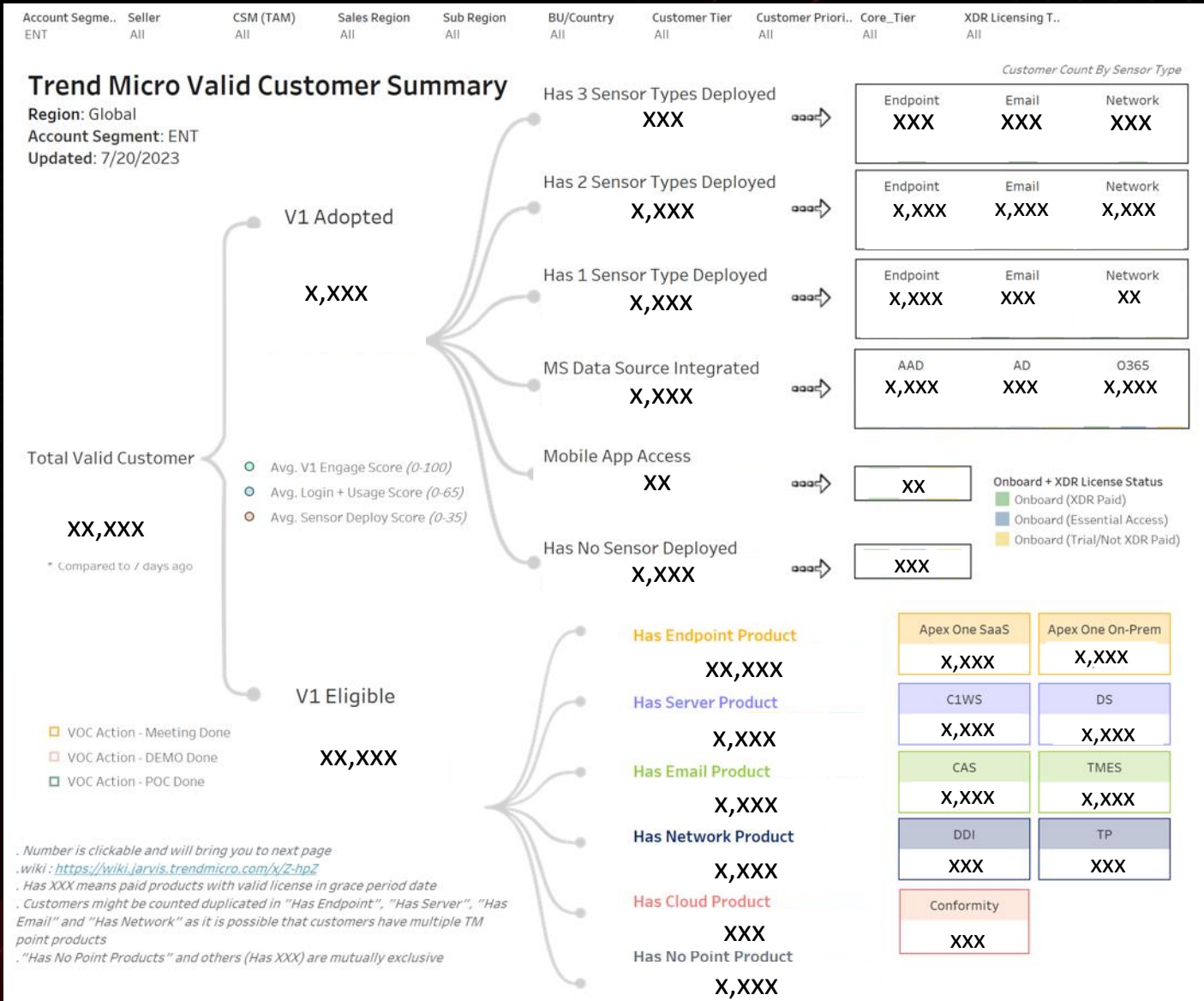
 Sure, I can help frame some arguments. However, please note that the specifics can change rapidly in the cybersecurity landscape, and the exact benefits can depend on the particular needs of the client. The following are five general reasons why a company might prefer Trend Micro Vision One XDR over competitors like Microsoft and CrowdStrike as of my last training data till September 2021:

1. **Broad and Deep Detection & Response:** Trend Micro Vision One XDR provides broad detection and response capabilities across email, endpoint, server, cloud workloads, and network, which could be more comprehensive than other solutions. Its correlation of events across these vectors could provide more meaningful insights and higher fidelity alerts.
2. **High-Fidelity Machine Learning:** Trend Micro incorporates advanced machine learning techniques that are able to correlate seemingly unrelated events into a larger narrative of a potential threat. This could provide more accurate threat detection and reduce the number of false positives compared to other solutions.
3. **Risk Insights and Prioritization:** Trend Micro provides strong risk insights by identifying the security gaps in your attack surface that are most likely to be exploited. This helps to prioritize remediation efforts effectively, addressing the CISO's concern about attack surface risk management.
4. **Comprehensive Vendor Support:** Trend Micro has over 30 years of experience in cybersecurity, with a strong reputation for excellent customer service and support. If your client values reliable support, Trend Micro's record could be seen as a significant advantage.
5. **Integration and Compatibility:** Trend Micro's solutions are designed to easily integrate with a multitude of systems, providing protection for various types of environments including hybrid cloud systems. This level of adaptability could be particularly useful for a large banking company with complex, multi-faceted IT systems.

- How do I talk to C-level about cyber risk management?
- Are my accounts looking for security tool consolidation?
- Which customer reference can help with this account situation?
- How to customize sales pitch when I know customer's priorities?
- Of my strategic accounts, which one is ready to have a consolidation conversation?

Data Driven Motions

Platform Eligible: Potential pots of golds
 On Boarded but not Logged-in
 On Boarded but not Assessed



	411 Customers 142 from ENT Segment	Regions with largest base of ENT Customers: SEA: 52 Customers IMEA: 31 Customers India: 27 Customers
	Customer Tier Mix	8 Strategic Customers (Average ARR \$147K) 27 Commercial Customers (Average ARR \$36K) 107 Vol Ent Customers (Average ARR \$6K)
	Onboarded to Essential Access But....	41% of customers last logged in >30 days ago Customers scoring low on Usage, Sensor Deployment and Engagement
	Target Engagement Outcomes	Does the customer need guidance on V1 console? Is Essential Access able to address their existing security needs? Are there existing V1 Opportunities, and/ or next step conversations with tech team scheduled?

Platform Adoption Metrics

ATTACH

2023 Q2

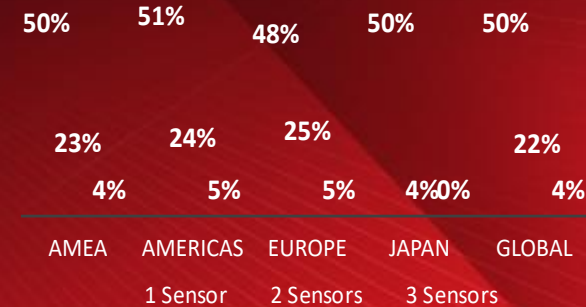
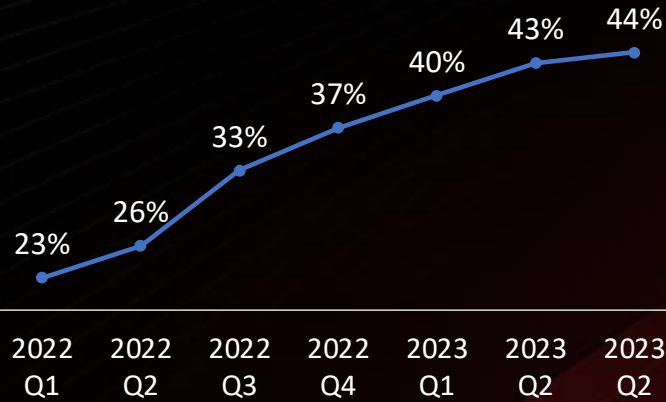
AMEA	34%
Americas	45%
Europe	30%
Japan	16%
Global	31%

USAGE

Consumption

Engagement

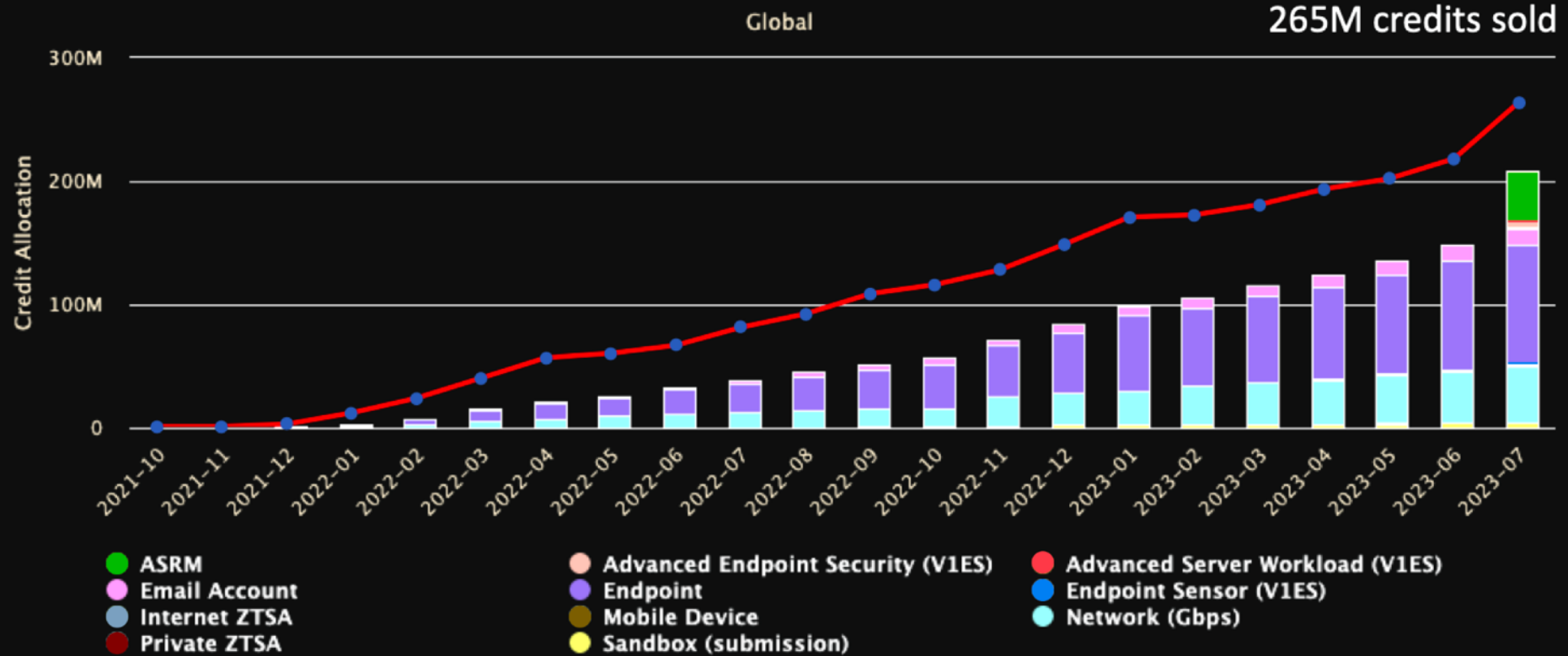
EXPAND



Vision One Credits Growth & Consumption

Credit Allocation
197.25M

▲ 457.93% YoY(+161,897K)



Trend Vision One

Take Charge of Cyber Risks

Converge and simplify security operations



Single platform

Hybrid IT environments

Ecosystem integration

Generative-AI



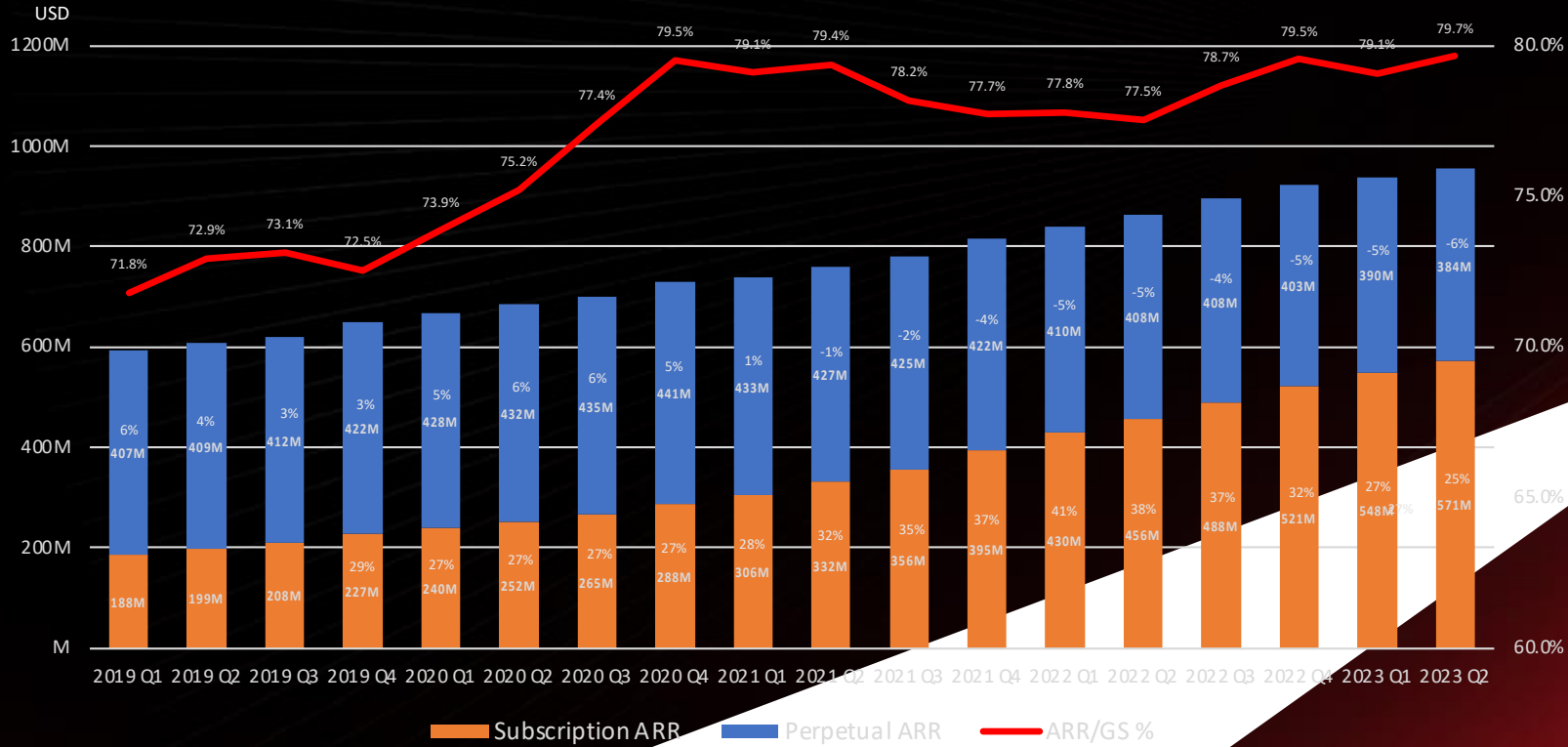
Extended Detection and Response (XDR)



Orchestration and Automation



Accelerate Hybrid ARR Growth



2025

