



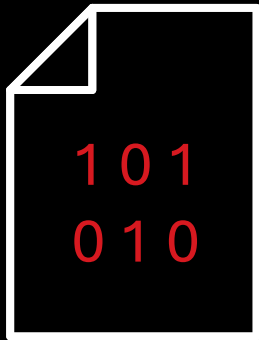
Proactive Security
Starts Here

Trend Micro strategy in the **agentic AI era**

Eva Chen
CEO & Co-founder

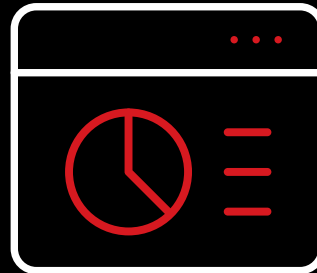


What Software Fundamentally Does



COLLECT

Digitize reality



ORGANIZE

Turn data
into information



PRESENT

Support human
decision-making

All three involve **external + internal data**

Generative & Agentic AI Changes Everything

Finding answers is no longer the bottleneck

Information
Advantage



**Decision
Advantage**

The New Center of Software Value

Real-time internal **data collection**

Natural-language access

Decision enablement aligned
with company preferences

AI cannot define “good
decisions”

Organizations define
trade-offs



Workspace ⚙️ 📄

- 🔖 Home
- 💡 Promptbook editor
- 🗨️ New session
- Session history ^
 - 🔍 Search
 - 📄 Top 10 Riskiest Assets Analysis
 - 📄 Report on Relevant Attack Campaigns

Digital Twin enables contextual, agentic, & risk-based decision making

Hi, Robert.

Since you last signed in, 239 assets have been added to your organization. Virtual red team simulations have validated five new paths to highly privileged identities in your environment that require attention.

60.2 /100
Medium risk

◆ **Your attack surface has expanded.**

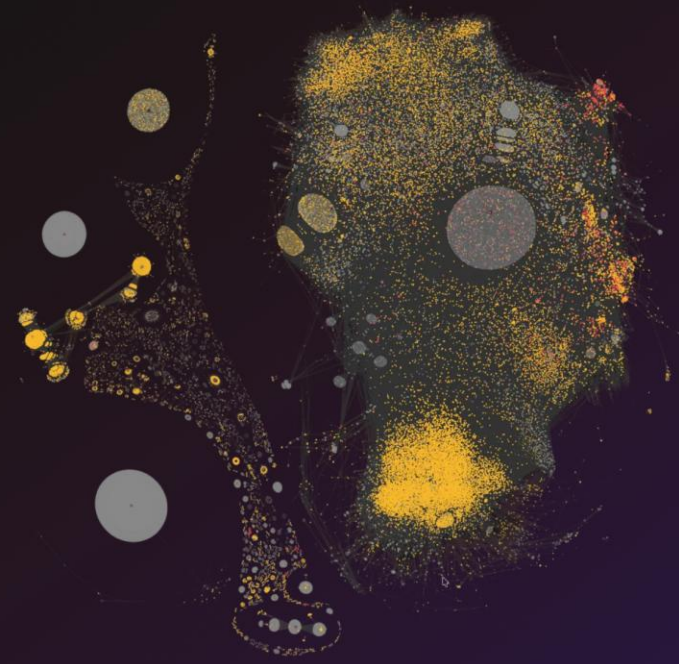
[Visualize your organization](#)

◆ **Your organization has five validated paths to highly privileged identities.**

[View simulation report](#)

◆ **Three new emerging threats have been identified.**

[View intelligence report](#)




🔖 Prompts

How can I help you secure your organization today?

➔


Red Team AI



 **Script Resolver** ●

Validating RDP Authentication to DC-01 using Domain Admin credentials...

[Click to view details →](#)

 **Digital Twin** ●

Confirmed RDP authentication to DC-01 using Domain Admin...

[Click to view details →](#)

Blue Team AI




Customer-side Intelligence

SCRIPT RESOLVER – Details

Details | RAW (Input)

Validating Mimikatz credential dumping feasibility on WS-USER01 and expected outcomes

 **Script Resolution**

Is this the correct user?

Is Windows Defender or any endpoint detection & response (EDR) solution active?

...

DIGITAL TWIN – Details

Details | RAW (Input)

- 1 Confirmed local admin access for user on on WS-USER01. Default Windows 11 security settings allow Mimikatz execution with no advanced protection enabled
- 2 User has local admin privileges on WS-USER01 **YES**
- 3 Windows Defender or EDR active on WS-USER01 **No**
- 4 Credential Guard enabled on WS-USER01 **YES**

...

Decision: ALLOW with 80% Confidence

Software value in the GenAI era is not about information.

It is about decision authority and trust.

TREND^{MICRO} Group



CEO

Eva Chen



CFO

Mahendra Negi



COO

Kevin Simzer



Finance

*Carole Ann
McCuaig*



CHRO

Claudia Wu



CLO

Felix Sterling



**CTO &
Corp Security**

Oscar Chang

Five Entities



 **TrendAI™**

Rachel Jin

- Product
- Sales
- Marketing
- RD & Support
- HR Business Partner
- Core Technology
- Business Analytics



 **TrendLife™**

Frank Kuo

- Product
- Sales
- Marketing
- RD & Support
- HR Business Partner



 **MAGNA**

*Oscar Chang &
Moataz BinAli*

- Product
- Sales
- Marketing
- RD & Support
- HR Business Partner



 **VicOne**

Max Cheng

- Independent

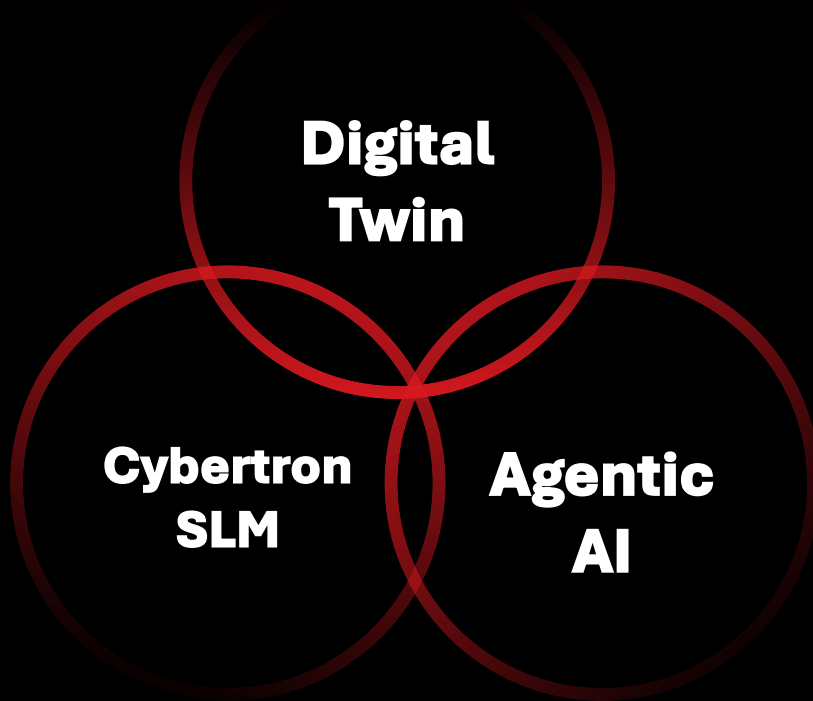


 **txOne™**
networks

Terence Liu

- Independent

TrendAI™ Competitive Edge



Personalization

Each organization has its own living digital twin, continuously learning from its unique behavior, data, & risk patterns to establish **meaningful context**

Scalability

One unified AI brain that democratizes knowledge & **automates work at scale** for everyone

Customization

Scalable intelligence using XDR sensors to collect **specific customer data** & enriched with deep contextual understanding for the **best risk-based decision making**



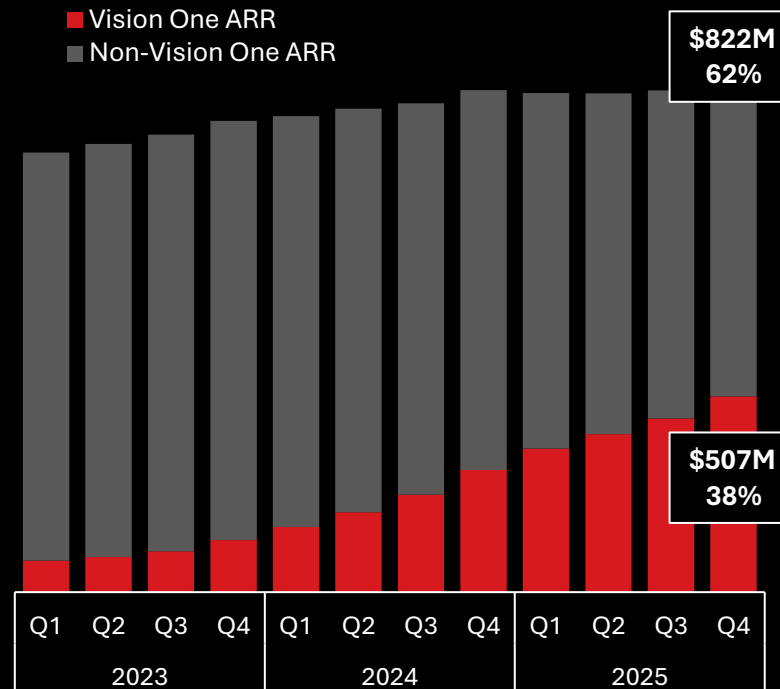
2025 Challenge:

Fragmented platform & point product sales in silos; heavy price competition

2026 GTM Strategy

Lead with Vision One as the AI Security platform, integrating Agentic SIEM, Vulnerability Management, Exposure Management into a unified platform GTM motion

Key Success Indicator



Early Quarter-to-Date Progress:
Vision One Now 41%
of TrendAI ARR

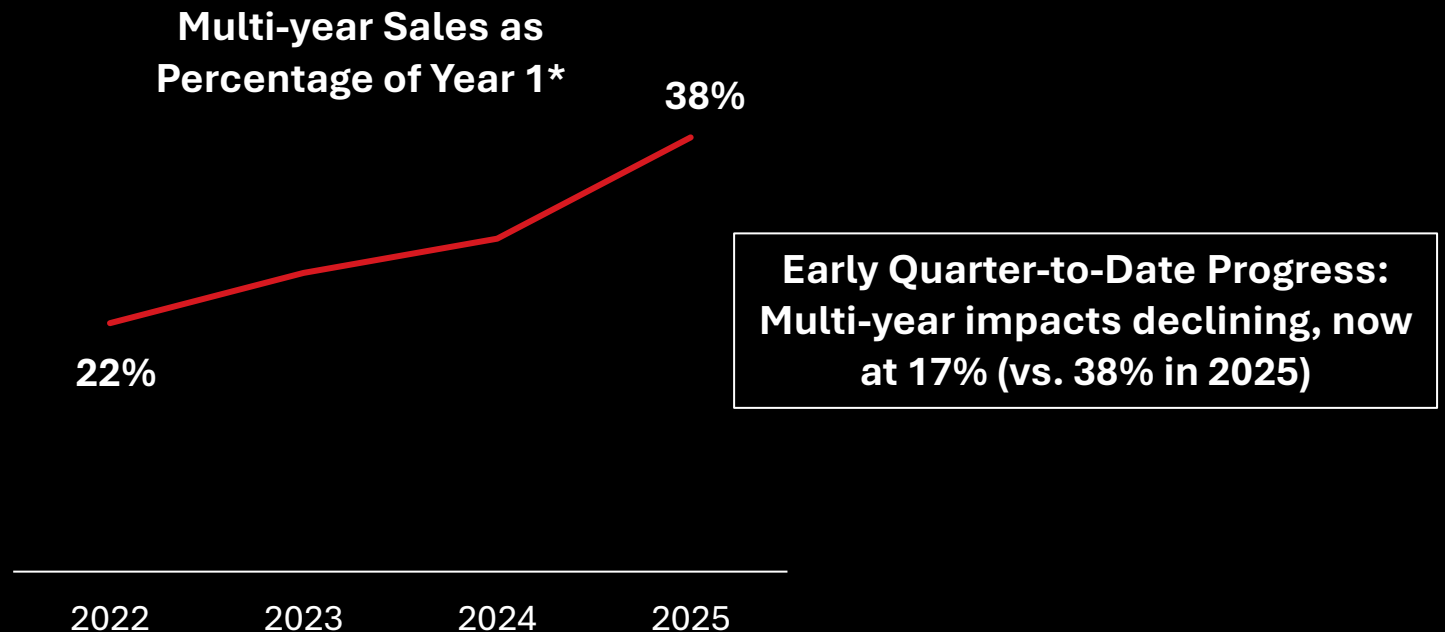


2025 Challenge:
Incentive structures tied to gross sales diluting focus on platform-driven growth

2026 GTM Strategy

Adjust incentives to prioritize annualized Year 1 sales, reducing unnatural discounting, creating more durable revenue, and maintaining core value of the platform.

Key Success Indicator



* Year 2+ Gross Sales as a % of Year 1 Gross Sales



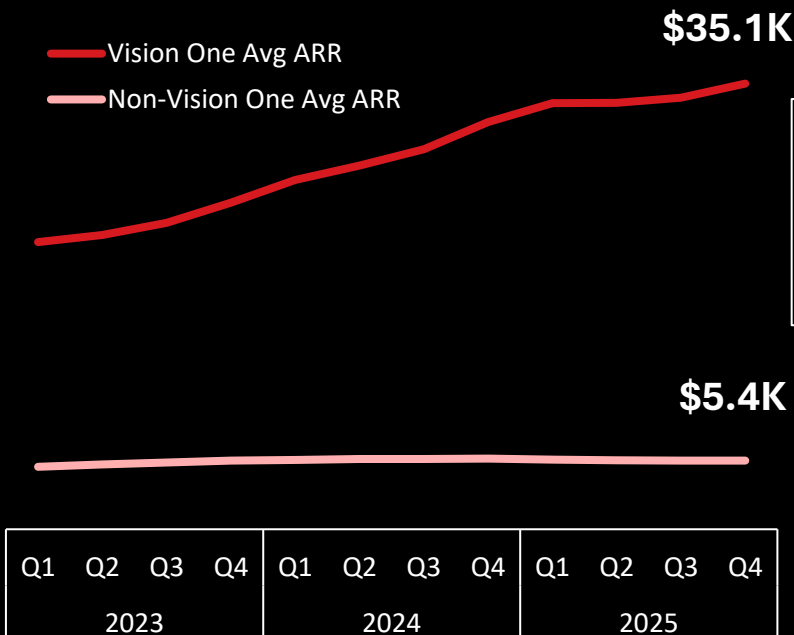
2025 Challenge:

License-based pricing driving deep discounting, procurement friction, & price erosion

2026 GTM Strategy

TrendAI Flex (credit-based, commitment model) drives predictable spend, scalable consumption, & reduced procurement friction

Key Success Indicator



Early Quarter-to-Date Progress: Vision One average ARR continuing to grow, now at \$35.5K

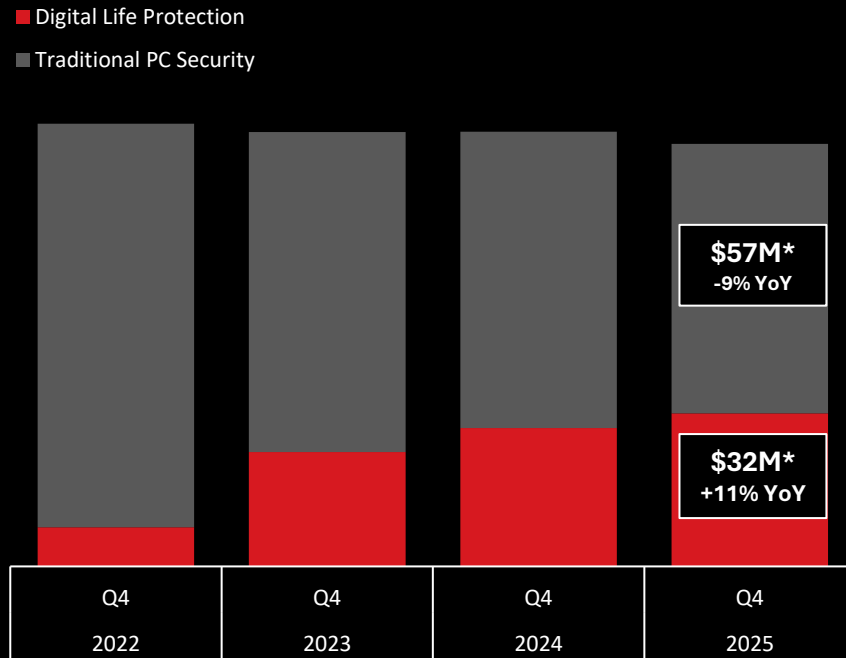


Challenge:
Softening in PC sales
leading to less
security attach

2026 GTM Strategy

Movement from PC Security to Digital Life Protection

Key Success Indicator



- Digital Life Protection increasing, now 36% of total sales
- ARPU for Digital Life Protection is 2X higher than PC security, sitting at \$81 as of end of Q4-25

Early Quarter-to-Date Progress:
Digital Life Protection continuing to grow, now at 45% of total TrendLife sales

* Gross sales at 1USD= 155.95 yen. Non-GAAP and reference for internal management

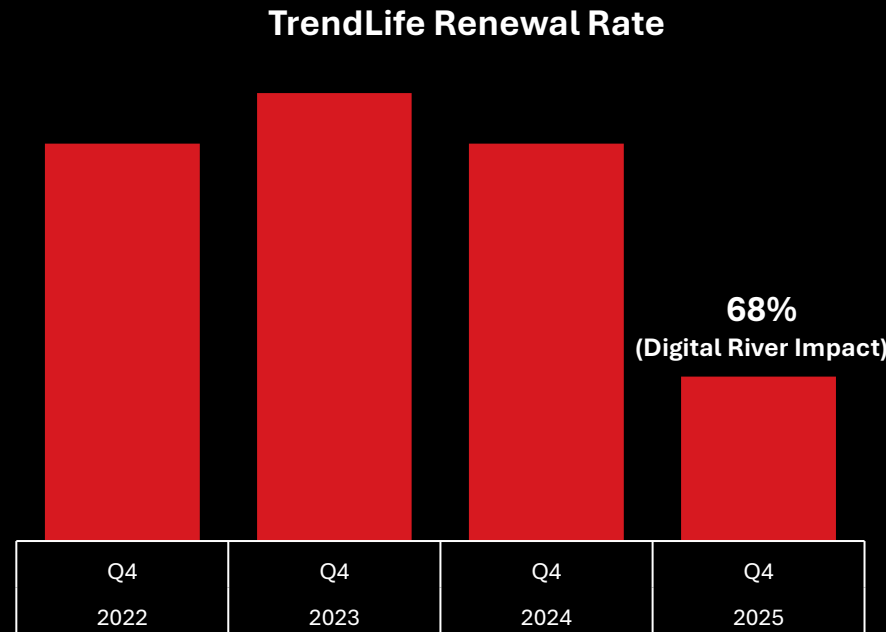


Challenge:
Managing
customer churn

2026 GTM Strategy

Reduce churn by focusing on Digital Life Protection and increasing Auto Renew opt-in

Key Success Indicator



- Auto Renew has 2X the renewal rate (over manual), sitting at 81%
- New customers with Auto Renew up 11% YoY in Q4-2025

Early Quarter-to-Date Progress:
Renewal rate improving, sitting at 73%

To become the sovereign AI transformer for nations and enterprises across the globe

Holding HQ: Tokyo
GTM HQ: Riyadh
R&D HQ: Taipei
Markets: Middle & Far East, Europe, ANZ, & Latin America

- Announced in October 2025
- Legally incorporated in January 2026
- Product R&D under development
- Business development & services practice underway

National & enterprise AI strategy & centers of transformation

AI data centers, GPU clusters, and inference edge pods

Micro AI Factories & super converged AI infrastructure

Agentic AI twins & vertical AI business operation platforms

Agentic AI security & governance

The “shadow AI” surfaces:
Companies need to catch-up with employees to avoid intelligence leakages



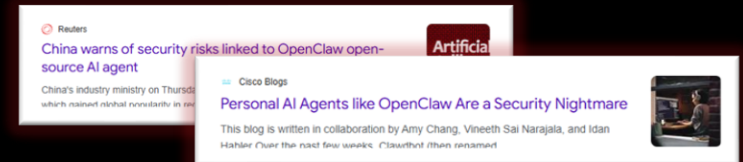
Source: MIT ([State of AI In Business 2025](#))

Sovereign AI’s explosive growth expected:
Up to 40% of total AI spend, with a \$600B market by 2030



Source: McKinsey ([The sovereign AI agenda](#))

2026 is AI’s “Agentic Twin Year 1”:
Agents for enthusiasts, but corporates need secure ones to realize value

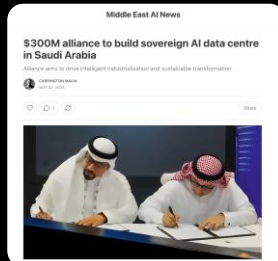


Source: Reuters ([link](#)), Cisco ([link](#))

Progress to Date



Riyadh:
 Multi-year **\$300M** partnership with TechnoVal for AI Data Center in KSA



Taipei:
\$500M AI Factory as part of consortium member



Kuala Lumpur:
\$700M collaboration with Zchwantech for Malaysia’s sovereign AI development





The **Physical AI** Cybersecurity Company

2023-2025

Problem Solution Fit

Acquire new automobile OEMs & Tier 1 companies

- Passenger, commercial, industrial, & autonomous driving companies

2026

Growth & Expansion

Drive sustainable growth

- Scale Automotive cybersecurity business
- Expand into AI Robotic cybersecurity market

Key Strategic Partners



Trusted by Global Manufacturers

4 of the global top 10 passenger vehicle brands



2 of the global top 20 commercial vehicle brands



1 of the global top 3 construction vehicle brands



Securing Robotics



2026 Growth Targets



- ARR: +13%*
- Net Sales: +9%**
- Op Income: -2%**

High Growth



- ARR: +15% *
- Net Sales: 9%**
- Op Income: -1%**

Medium Growth



- ARR: +6%*
- Net Sales: +8%**
- Op Income: +1%**

Hyper Growth



- ARR: 15X*
- Net Sales: 3X**
- Op Income: -1.7X**

* ARR at constant currency: 1USD= 155.95 yen. Non-GAAP and reference for internal management

**Non-GAAP Management P&L in JPY actual unburdened by Stock-based compensation, amortization, R&D capitalization, litigation and acquisition costs



Proactive Security
Starts Here

Thank You!

Eva Chen
CEO & Co-founder

