



Trend Micro Investor Day 2023

December 1, 2023



Public



Driving Growth & Performance

Kevin Simzer
COO



Non-Stop Platform Innovation



Media Contact:
Trend Micro Communications
817-522-7911
media_relations@trendmicro.com

Trend Micro First to Market with AI-powered Cybersecurity Assistant for Security Teams

Trend Vision One™ – Companion upskills analysts to accelerate threat detection and response

DALLAS, November 28, 2023 – [Trend Micro Incorporated \(TYO: 4704; TSE: 4704\)](#), a global cybersecurity leader, today announced the launch of its new generative AI tool, Trend Companion, designed to empower security analysts by driving streamlined workflows and



Media Contact:
Trend Micro Communications
817-522-7911
media_relations@trendmicro.com

Trend Micro Delivers Visibility to Entire Kill Chain by Uniting Global Threat Feeds and Generative AI-Powered Platform

Best data will determine industry's most valuable AI engine, and Trend Micro takes the lead

DALLAS, November 20, 2023 – [Trend Micro Incorporated \(TYO: 4704; TSE: 4704\)](#), a global cybersecurity leader, announced today its latest evolution in generative AI: the



Media Contact:
Trend Micro Communications
817-522-7911
media_relations@trendmicro.com

Trend Micro First to Integrate Cloud Risk Management and XDR Across Customers' Entire Attack Surface

Security teams proactively eliminate threats with new automated risk prioritization

DALLAS, November 27, 2023 – Global cloud security leader [Trend Micro Incorporated \(TYO: 4704; TSE: 4704\)](#) has announced the addition of cloud risk management to its flagship



Media Contact:
Trend Micro Communications
817-522-7911
media_relations@trendmicro.com

Trend Micro Achieves AWS Built-In Competency to Simplify and Accelerate Cloud Success

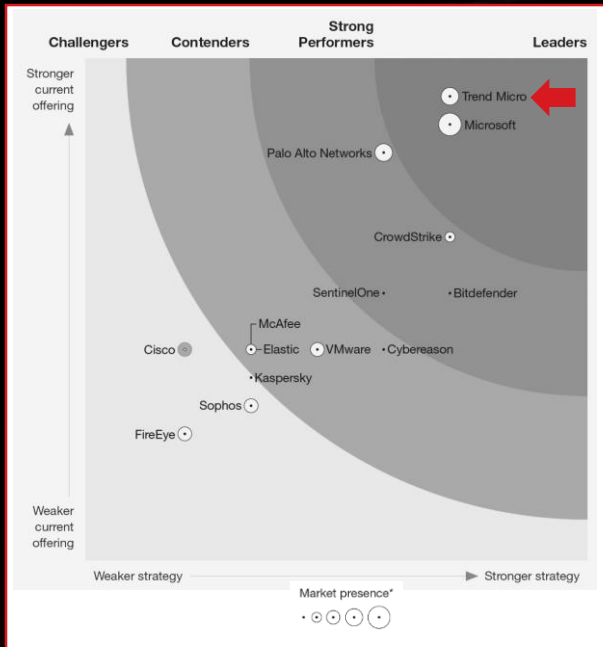
Customers can deploy pre-selected AWS services and Trend software within minutes

DALLAS, November 27, 2023 – [Trend Micro Incorporated \(TYO: 4704; TSE: 4704\)](#), a global cybersecurity leader, today announced it has achieved the Amazon Web Services (AWS) Built-in Competency in the Security and Cloud Operations category. This designation recognizes Trend Micro as an AWS Partner that provides customers with an [AWS built-in co-build solution](#) that is designed to automatically install, configure, and integrate with key foundational AWS services

Strength Across the Enterprise

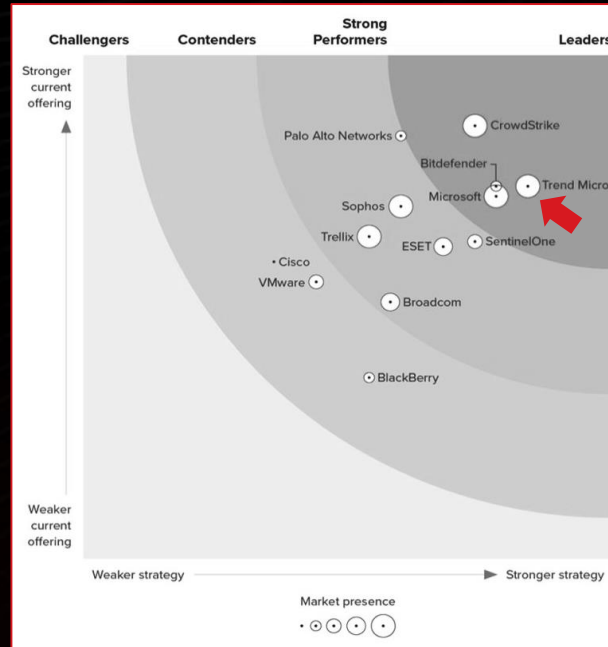
FORRESTER®

Leader in XDR - Extended Detection and Response
Q4, 2021



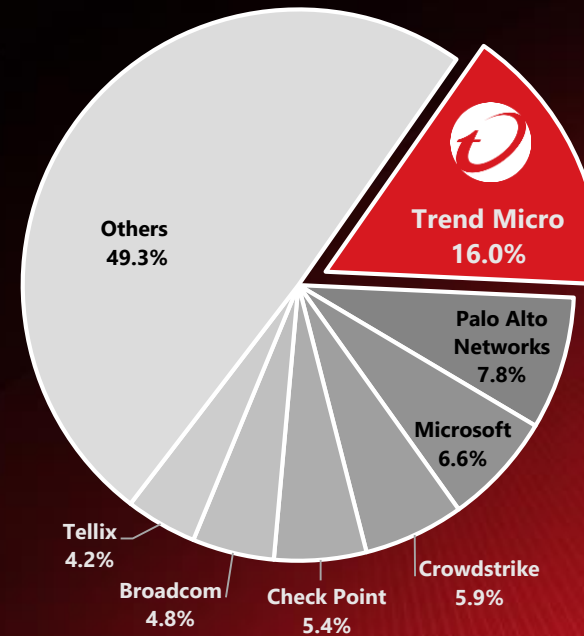
FORRESTER®

Leader in Endpoint Security
Q2023



IDC

#1 in Hybrid Cloud Workload Protection
Q2, 2023



IDC Worldwide Cloud Workload Security 2022 Share, May 2023

Gartner®

Market Share Leader in IDPS
Q2, 2023

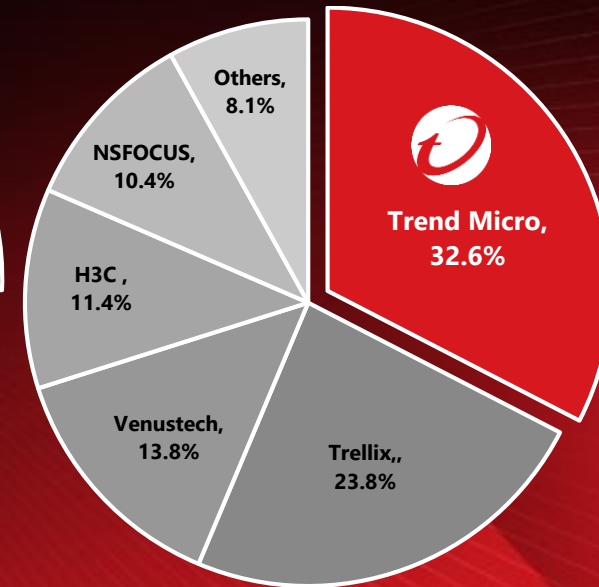


Chart created by Trend Micro based on Gartner research. Calculations performed by Trend Micro. *Gartner Market Share: Enterprise Network Equipment by Market Segment, Worldwide, 2023.

The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave are trademarks of Forrester Research, Inc. The Forrester Wave is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Q3-2023 Financial Highlights

13% increase

YoY in net sales

30% increase

YoY in cash from operations

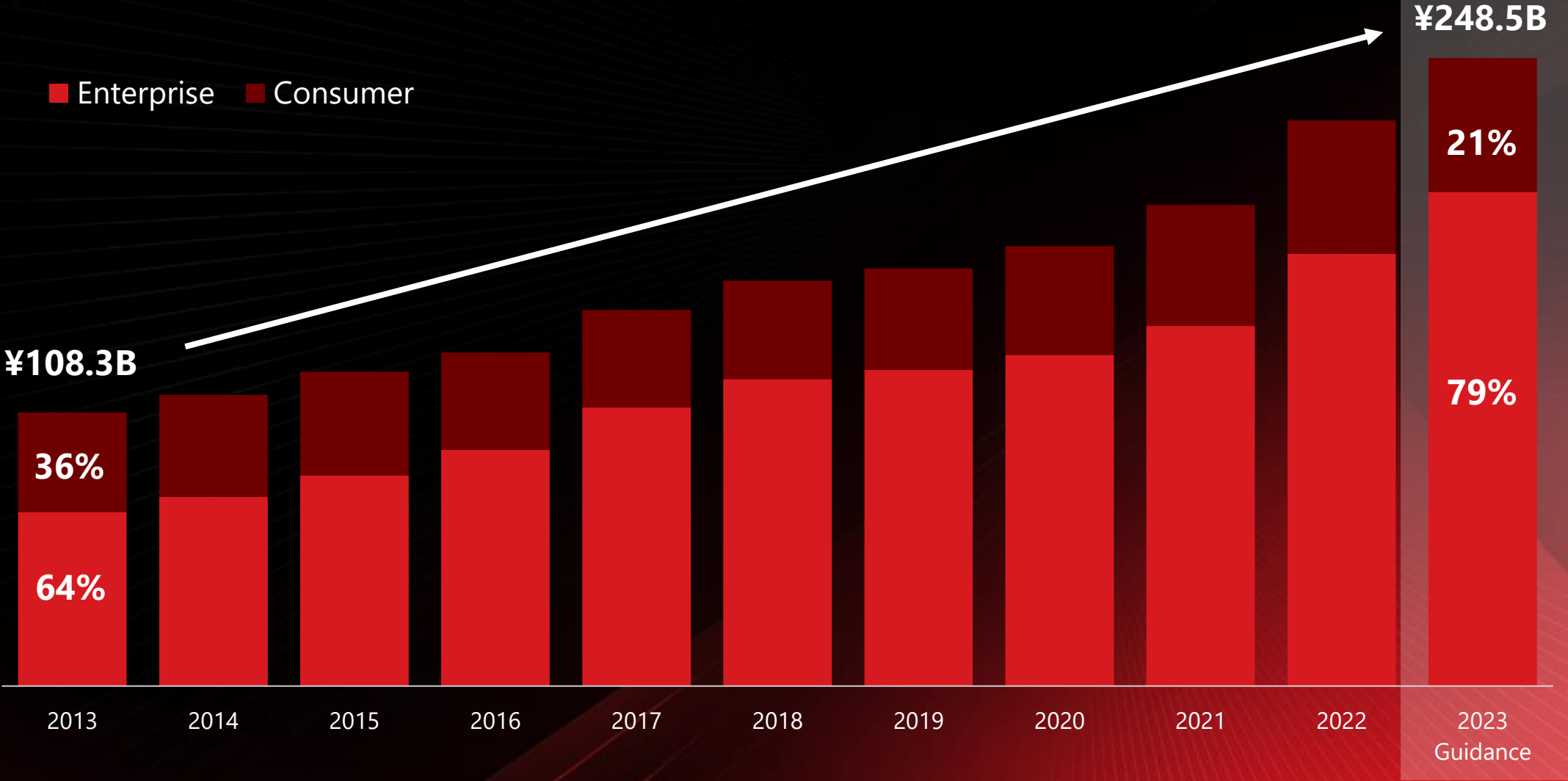
58% increase

YoY in operating income

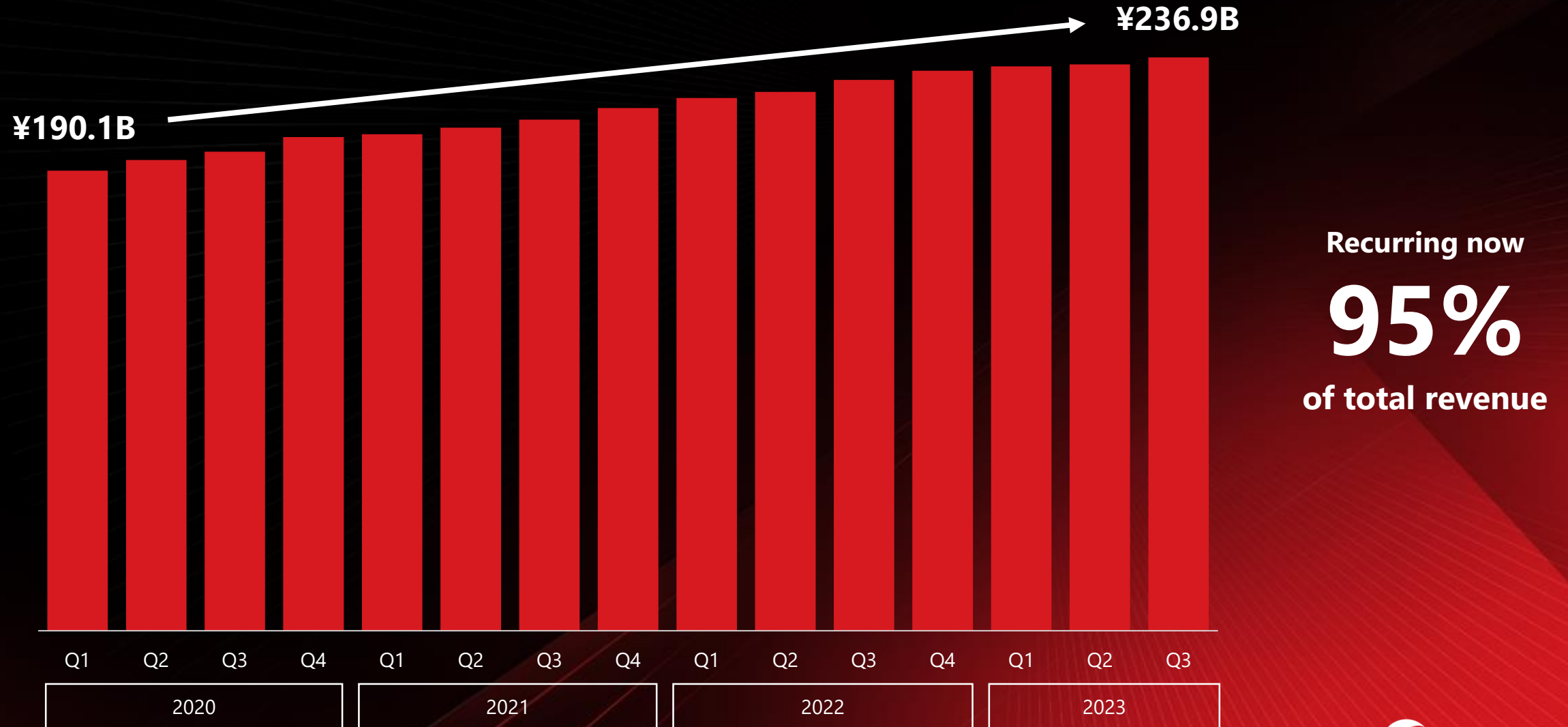
430,000+

SaaS enterprise customers,
protecting 74+ million assets

A Proven Track Record of Growth

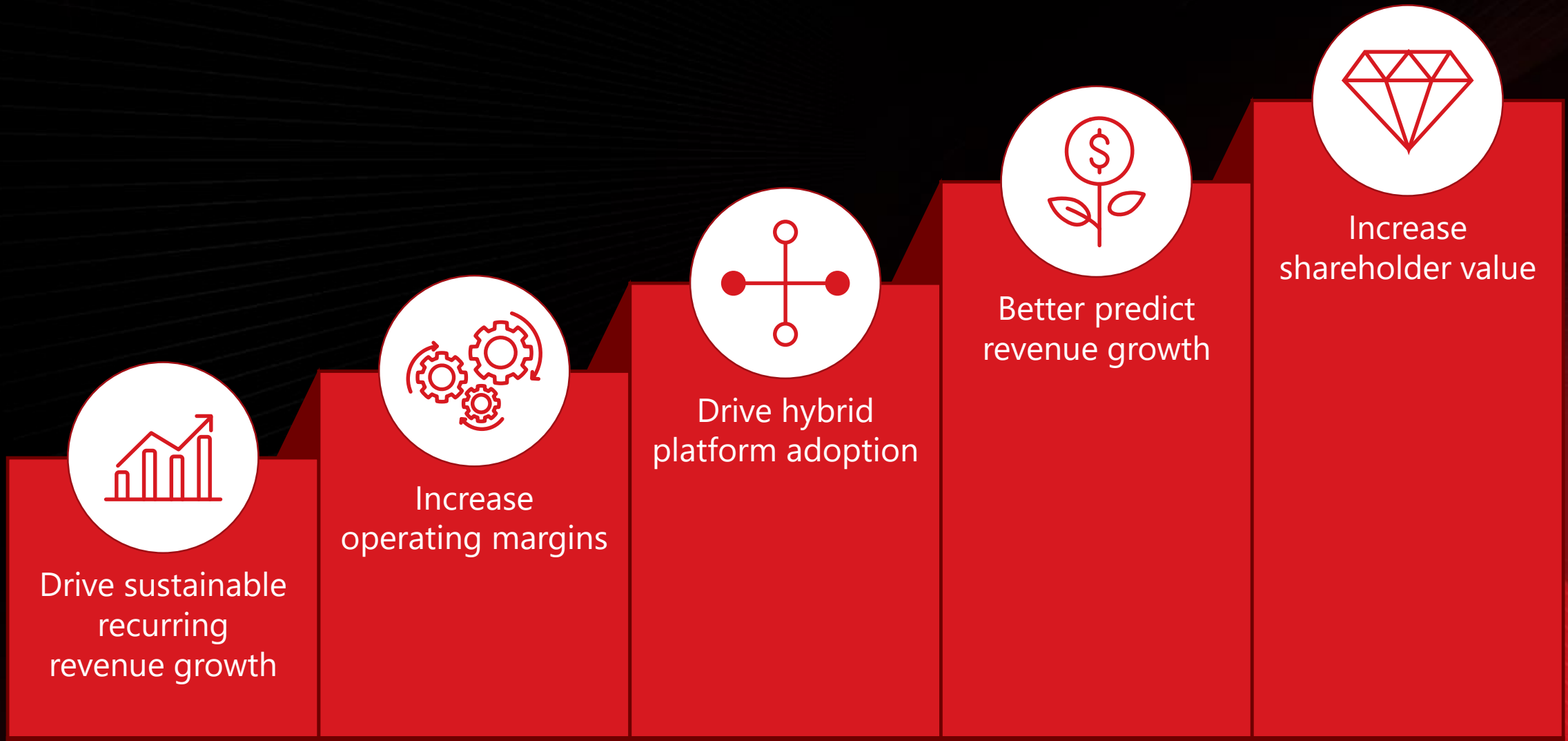


Driving Recurring Revenue Growth



Public

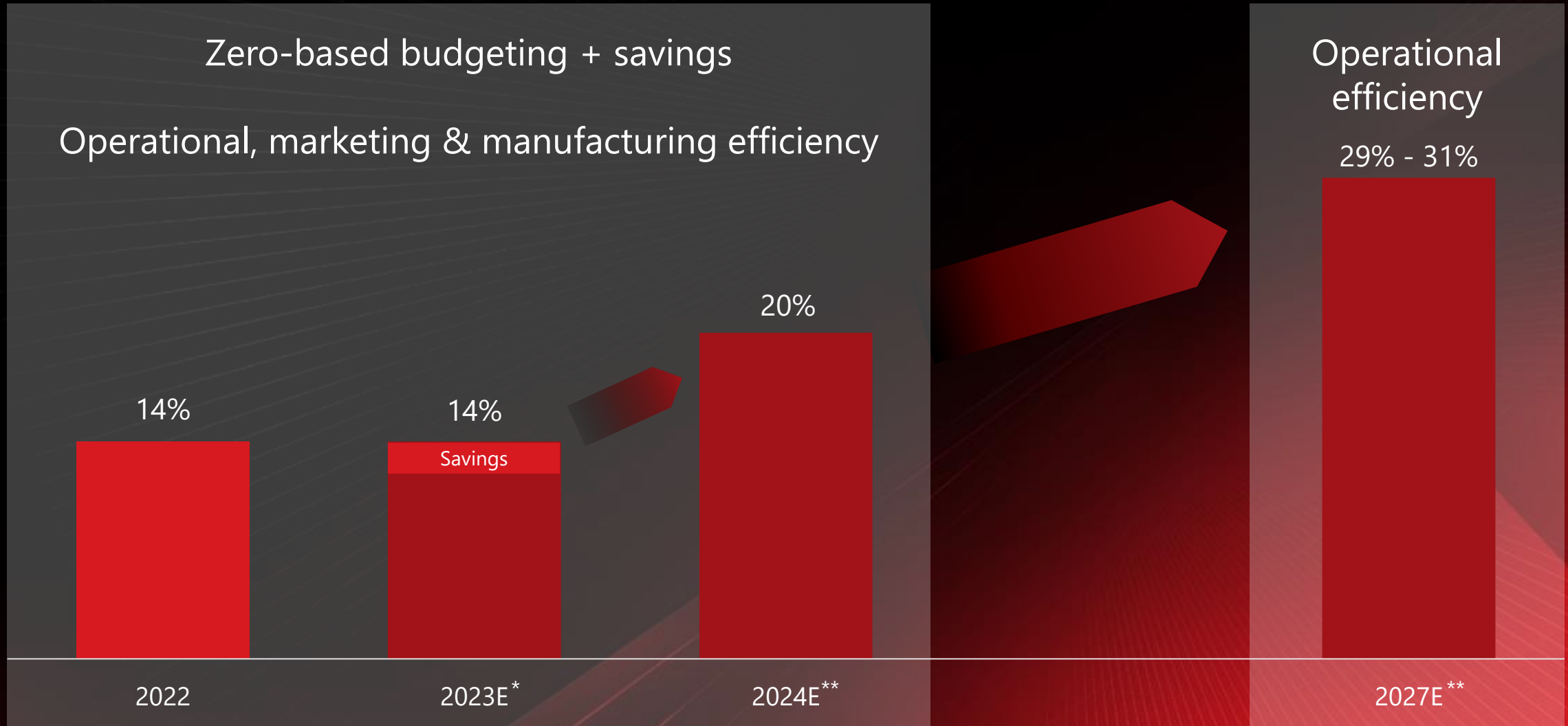
Driving Corporate Growth



Continued Focus on Driving Efficiencies



Our Profitability Trajectory

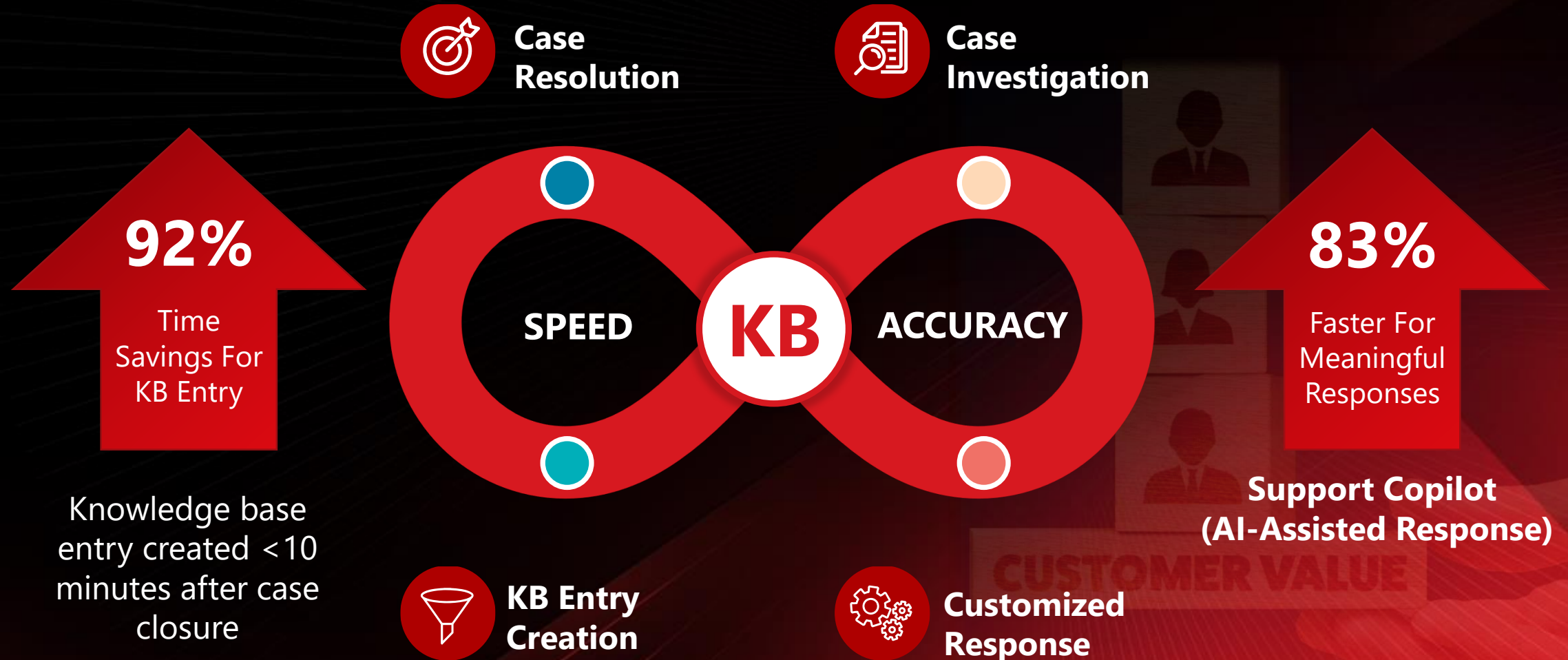


Our Corporate Evolution

	2022	2023E*	2024E**		2027E**
Revenue Growth %	18%	11%	10%		8-10%
COGS % of Revenue	19%	20%	19%		18-20%
S&M % of Revenue	37%	36%	33%		28-30%
R&D % of Revenue	16%	16%	15%		12-14%
G&A % of Revenue	8%	8%	7%		5-7%
Operating Margin %	14%	14%	20%		29-31%
		Operating Income	¥53-58B		

Support Innovation:

Accelerating Case Resolution & Time-to-Value with Generative AI



Our Global Strategy



Consumer

21%*



**Small
Enterprise**

14%*



**Large
Enterprise**

65%*

PRODUCT SALES THROUGH CHANNEL

PLATFORM SALES WITH DIRECT TOUCH



Our Enterprise Business

Kevin Simzer
COO



Expanding & Strengthening Our Enterprise Business



Data-driven
customer
engagement



Drive hybrid
platform adoption

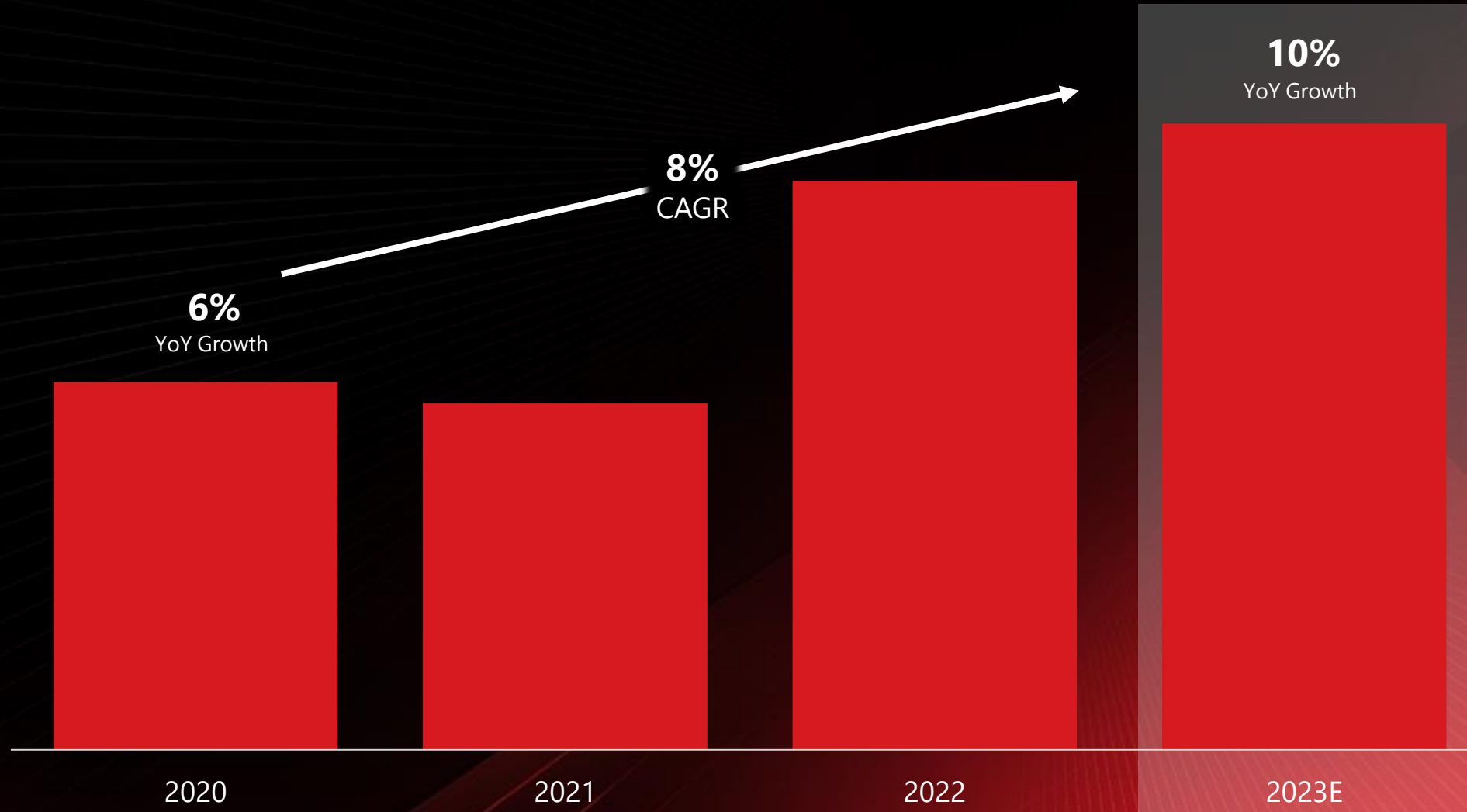


Prioritize our
large enterprise
customer base

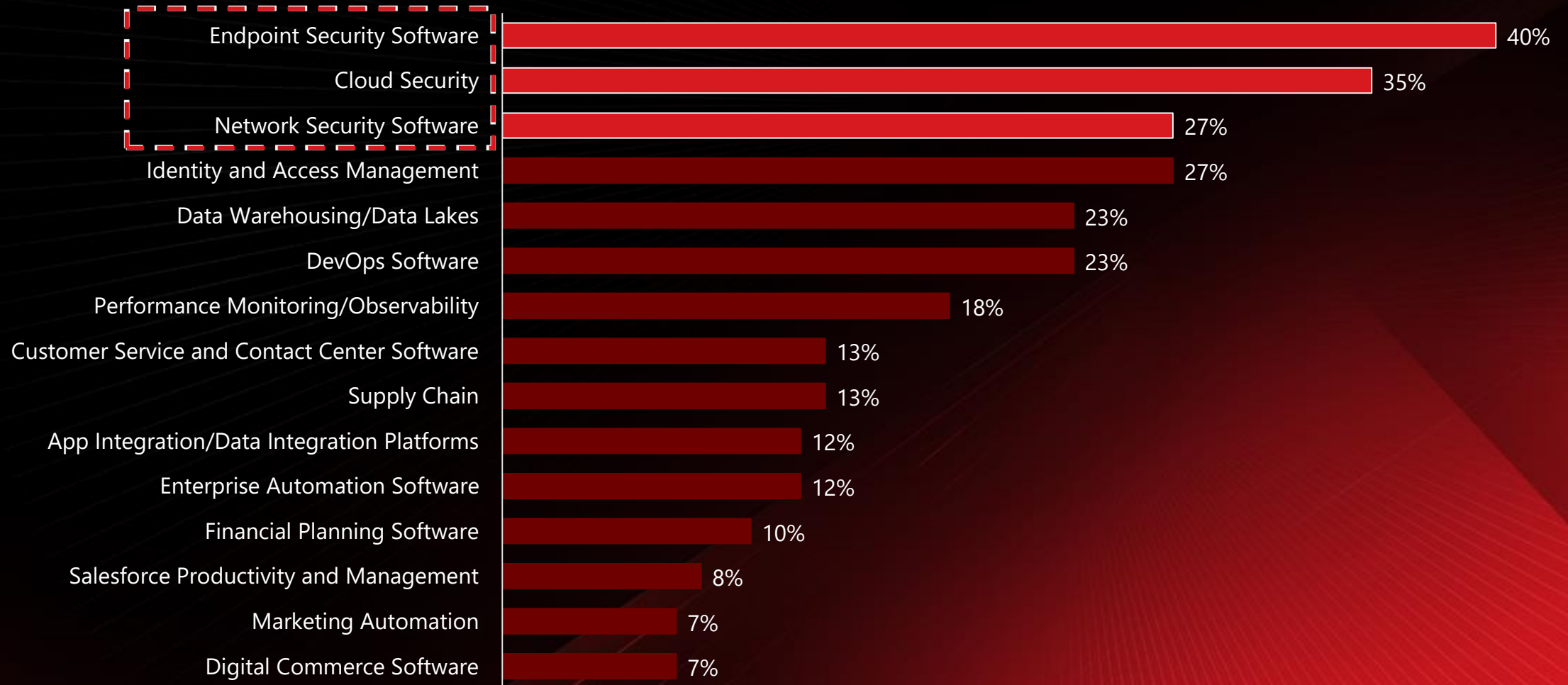


Drive growth
in both the
top and
bottom line

Enterprise Revenue Performance



Top Security Priorities (Next 12 Months)



Our Enterprise Opportunity

28,000
LARGE ENTERPRISE CUSTOMERS

ENDPOINT

36% of Enterprise ARR*

EPP

XDR

ASRM

+ more modules

CLOUD

32% of Enterprise ARR*

Workload

XDR

Container

+ more modules

NETWORK

19% of Enterprise ARR*

IPS

XDR

OT

+ more modules

S
E
R
V
I
C
E
S

MDR

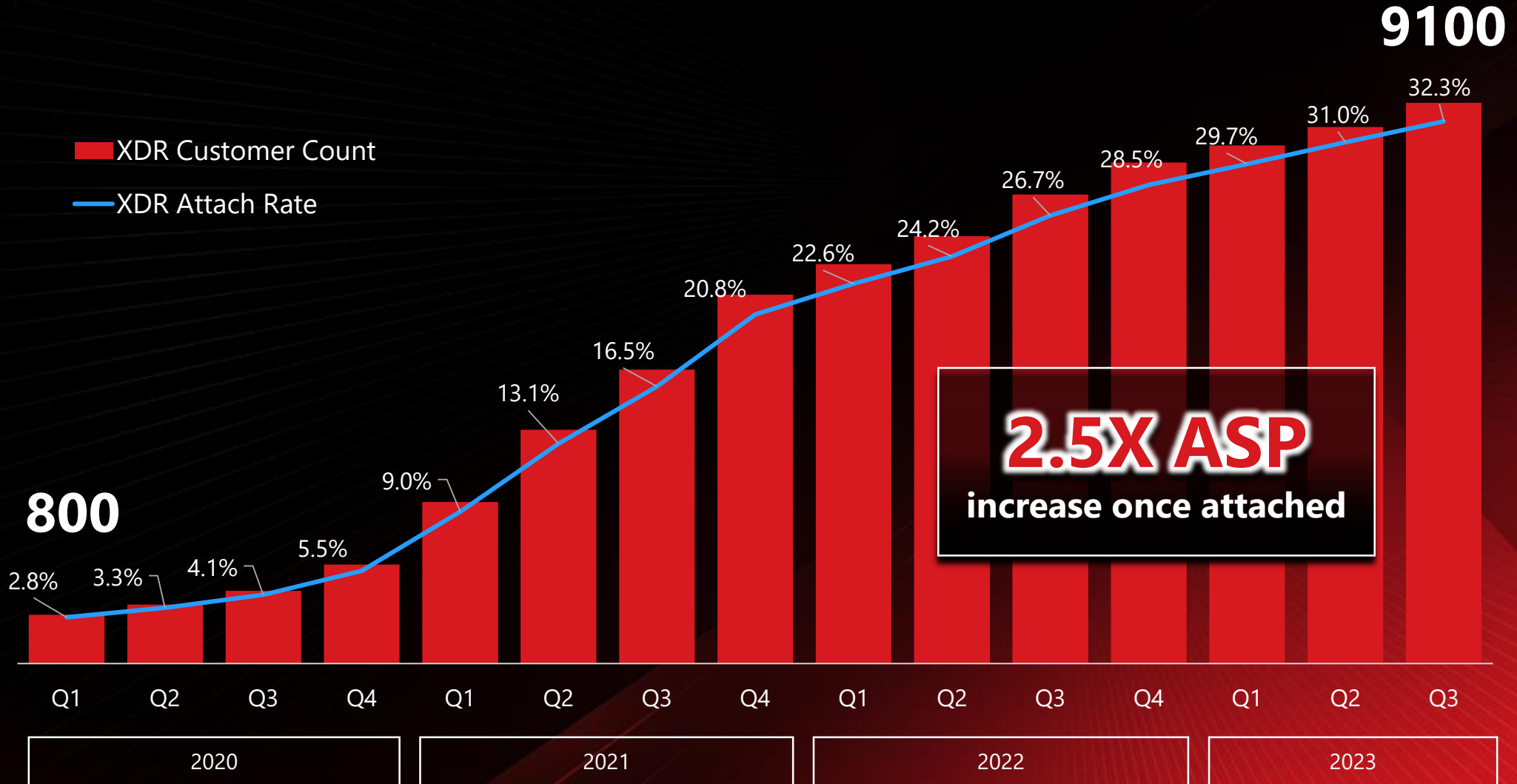
IR

11+ modules today ... adding more to our AI-powered cybersecurity platform

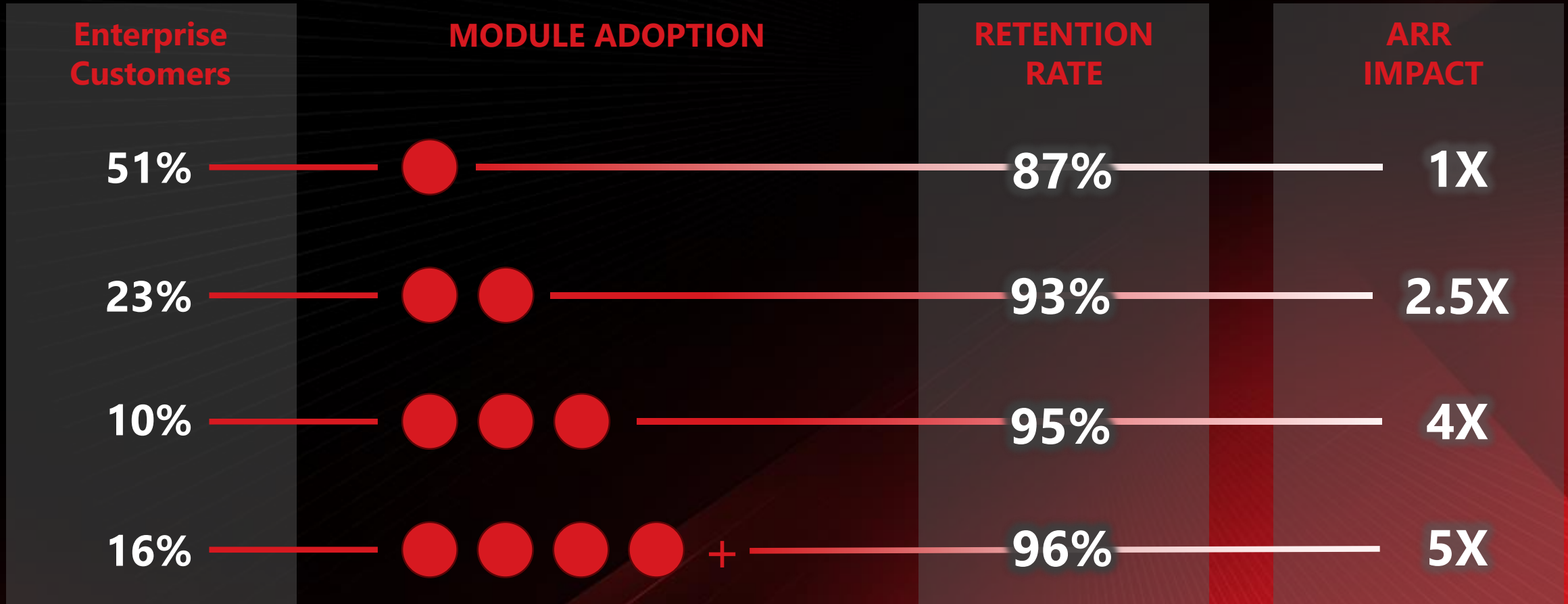
Public



XDR Customer Growth



The Power of the Platform



Our Enterprise Opportunity

\$6.7B

Total Enterprise ARR Customer Opportunity

\$970M*

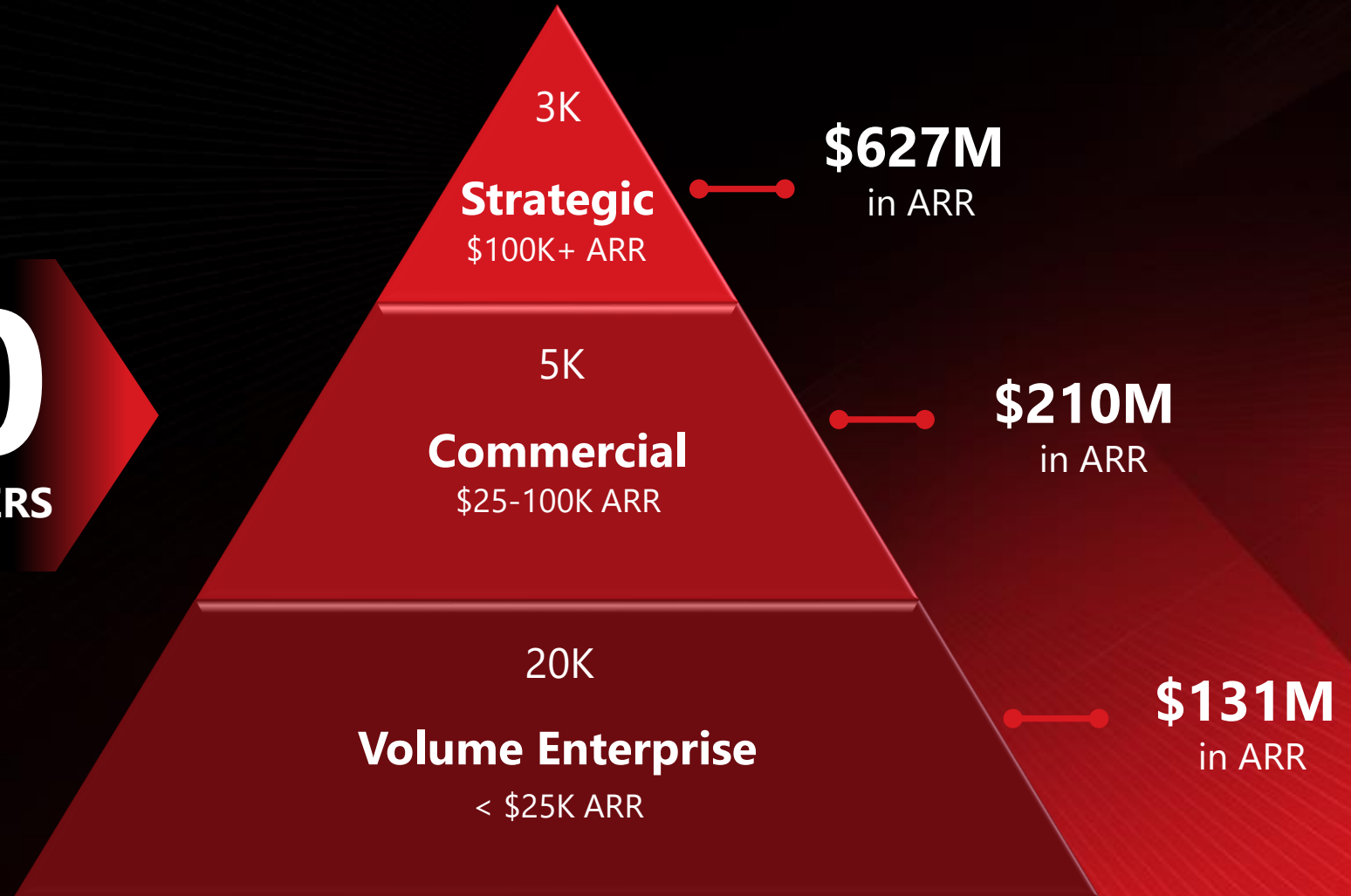
2023 ARR

\$5.7B

Incremental ARR Opportunity

Growing Our Enterprise Business

28,000
LARGE ENTERPRISE CUSTOMERS





Thank You

December 1, 2023

