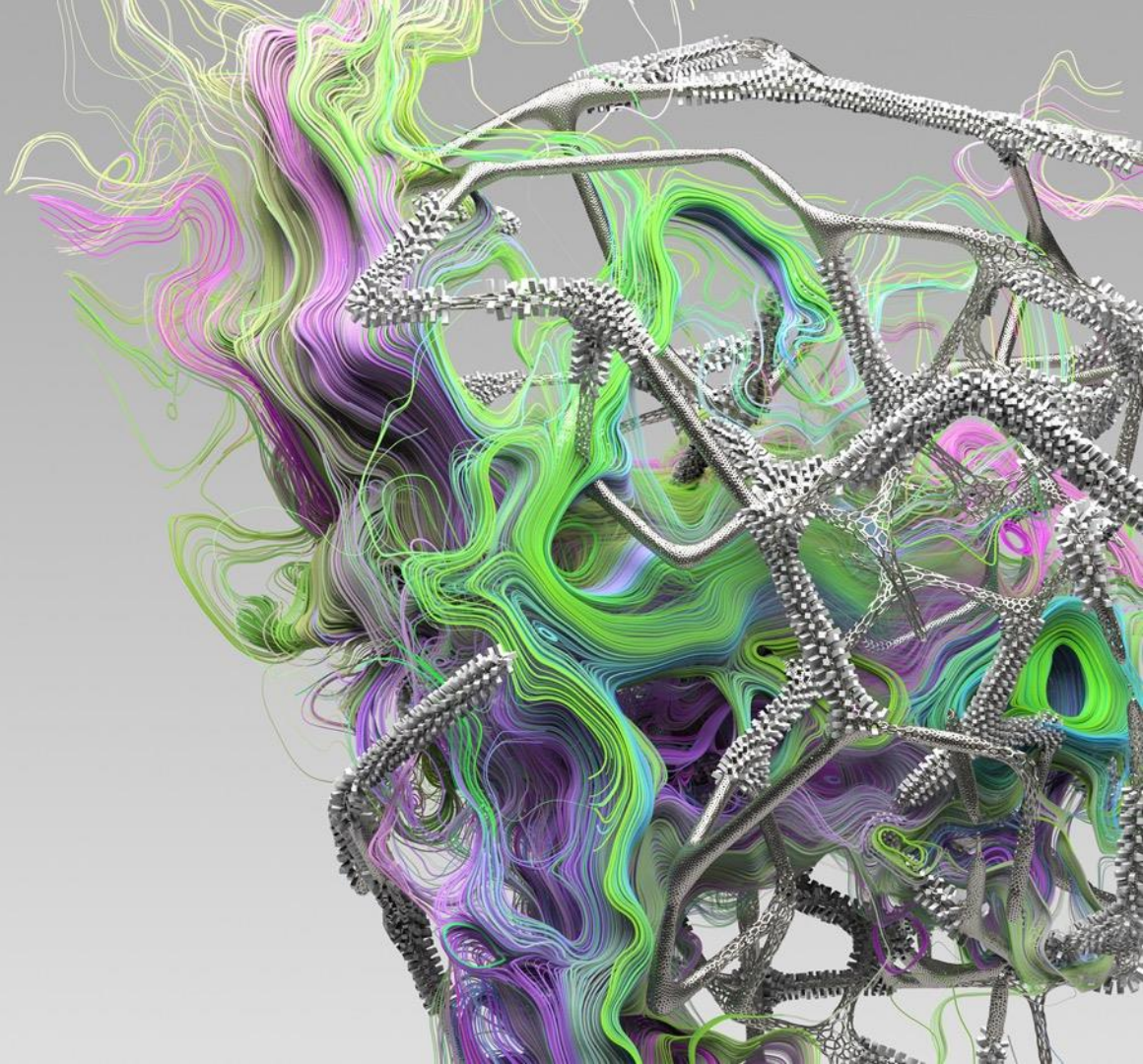




The Art of Cybersecurity

—
Name
Date





Cloud becomes the norm,
even for laggards

Edge computing

Augmentation
through AI

High speed, reliable
connectivity

Digital transformation
becomes table stakes

New and emerging technologies help organizations
compete for customers, partners *and* talent

Cyber threats are ugly.
Chaotic. Overwhelming.
They are preventing
organizations from
being their best.



Enterprises claim **80% likelihood** they will suffer one or more successful cyber attacks this year

Cybercriminals are **relentless**, more **skilled**:

- **350k** new threats/day
- **99.99%** exploits use **known** vulnerabilities
- Cleverly **blend in** (e.g. fileless malware)
- Leveraging **AI** in creative ways

We believe that when you can *prepare* for, *withstand* and rapidly *recover* from threats...

...cybersecurity can be **beautiful**.

Unknown threats detected and stopped over time by Trend Micro within financial services organizations.
Created with real data by artist **Brendan Dawes**.



What We Hear

WHAT'S NEEDED

Market-leading security that seamlessly fits the landscape

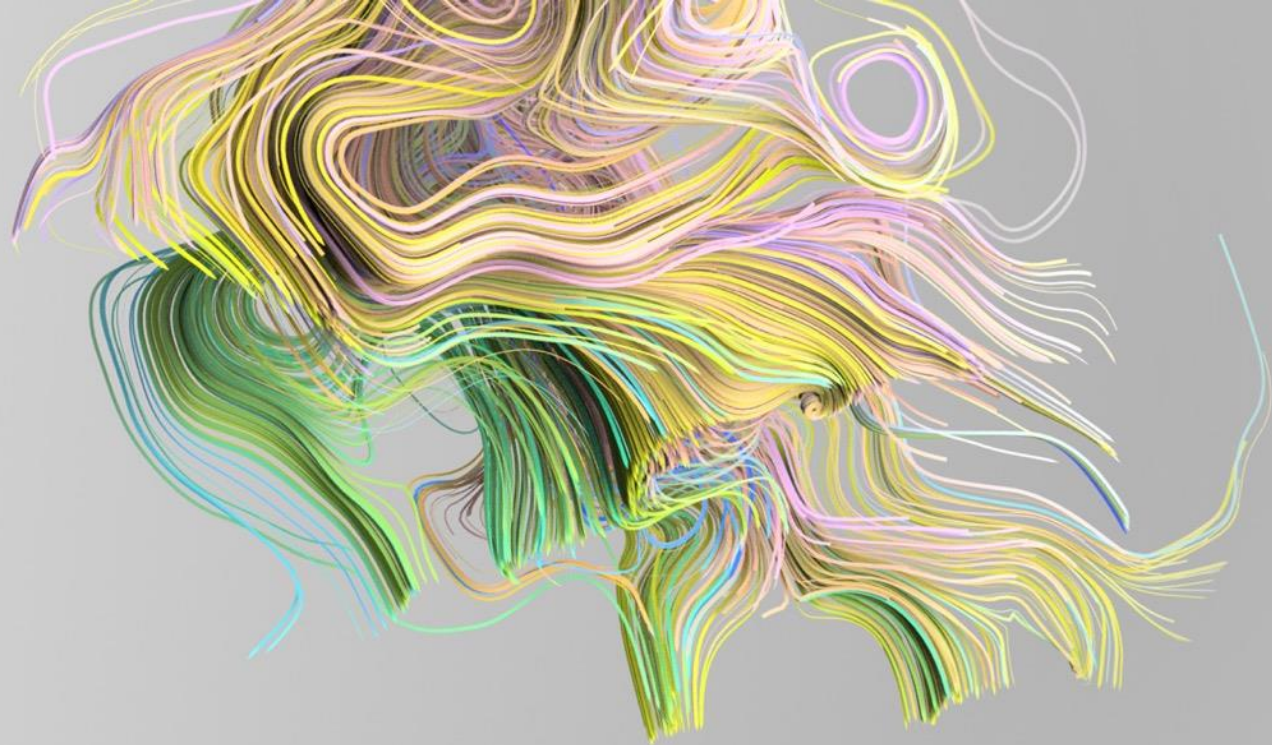
Connected solutions, ability to consolidate vendors

Ability to report with confidence

More automated detection and response, and a trusted partner

Centralized visibility across layers, with ability to do total incident root cause and impact analysis



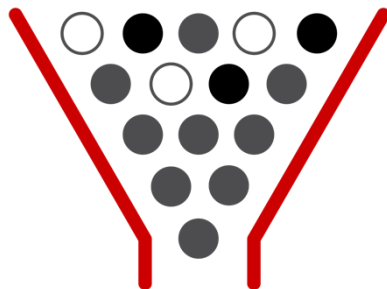


Why Trend Micro?

We've turned cybersecurity into an art form, uniquely combining...



Proven Foresight



XGen™ Security Strategy



Passionate People





Proven Foresight

For three decades, we've successfully bet on upcoming technology trends— proactively securing new environments so customers can take full advantage of them



Responsible disclosure to software/hardware vendors



Threat intelligence and research for consumers, businesses and governments



Public/private partnerships (e.g. law enforcement)



Threats



Vulnerabilities & Exploits



Targeted Attacks



AI & ML



IoT



OT / IIoT



Cybercriminal Undergrounds



Future Threat Landscape



TREND
MICRO™



research



Trend Micro Core
Technology & Products



XGen™ Security Strategy

SMART

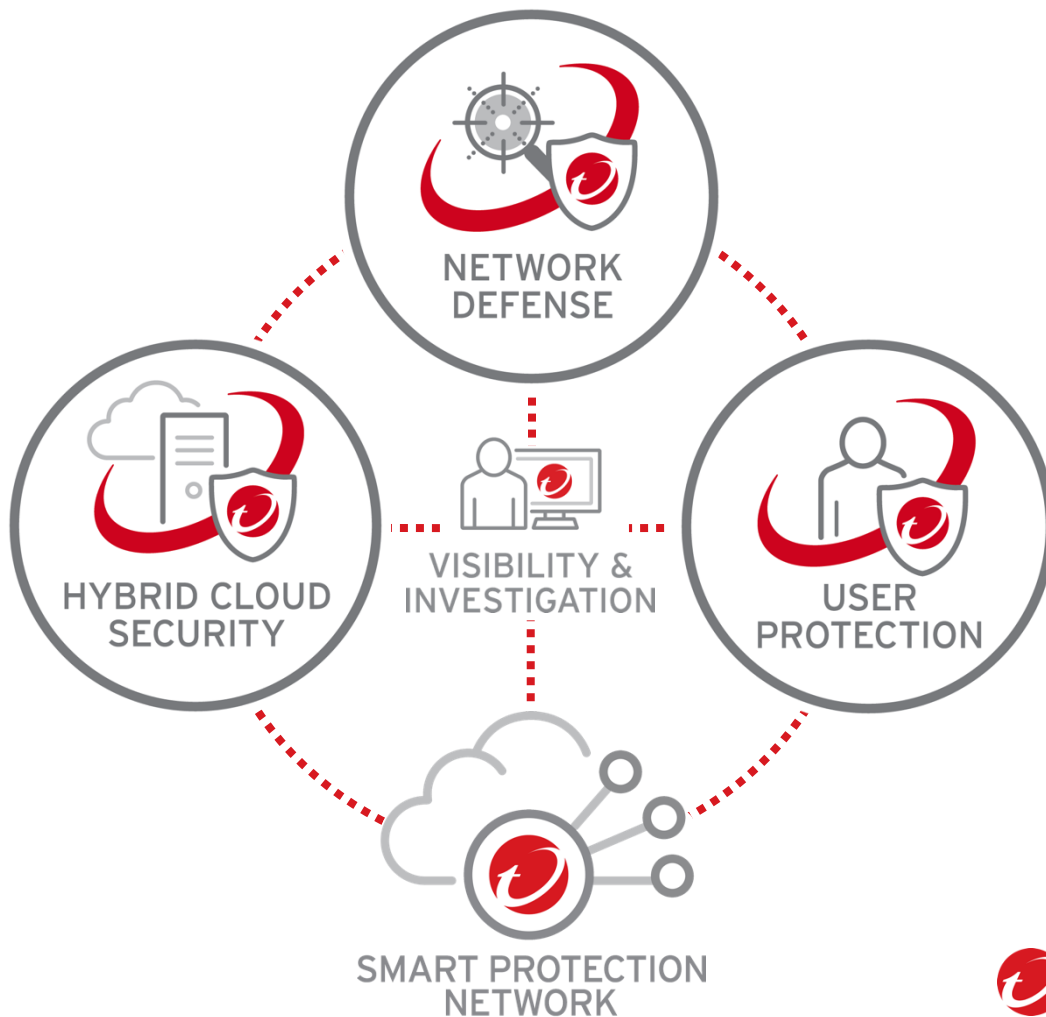
Maximizes protection

OPTIMIZED

Minimizes IT impact

CONNECTED

*Speeds time to protect,
detect and respond*





Passionate People

We Love What We Do, and it Shows!

6600+ Trenders

50+ countries

Common values

At Trend Micro, we share our customers' goals and partner to achieve them, every step of the way.

Solid, Sustainable, and Trusted Globally

- CEO Eva Chen co-founded the company in **1988** in the US
- Headquartered in Japan, Tokyo Exchange Nikkei Index
- Over 30 years **focused** on cybersecurity with a consistent vision to “**Make the World Safe** for Exchanging Digital Information”
- Annual sales of approximately **US \$1.5 billion**
- **Profitable** every quarter since going public mid-1998
- Protect over **500k** commercial customers and over **250M** endpoints around the world



9 of the TOP 10

FORTUNE

GLOBAL

500



10 of Top 10 Telecom



9 of Top 10 Petroleum



9 of Top 10 Healthcare



8 of Top 10 Banking



8 of Top 10 Automotive



The **market leader**
in server security
since **2009**



Trend Micro delivers **the most cloud security controls (23 of 26)** of all evaluated vendors.

- [IDC, Securing the Server Compute Evolution: Hybrid Cloud Has Transformed the Datacenter, January 2017 #US41867116](#)
- [Gartner, Market Guide for Cloud Workload Protection Platforms, Neil MacDonald, March 26, 2018](#)



Recommended Breach Detection System
for **5 straight years**, and
Recommended Next-generation IPS



Leader in Gartner Magic Quadrant for
Intrusion Detection and Prevention
Systems, January 2018

- [NSS Labs Breach Detection Test Results \(2014-2018\); NSS NGIPS Test Results, 2018](#)
- [Gartner, 2018 Magic Quadrant for Intrusion Detection & Prevention \(IDPS\)](#)




Named a Leader Once Again in the
Gartner Magic Quadrant for Endpoint
Protection Platforms, Jan 2018



BEST Protection with outstanding
performance

- [Gartner, 2018 Magic Quadrant for Endpoint Protection Platforms](#)
- <https://www.av-test.org/en/news/av-test-awards-2018-go-to-trend-micro/>



Built by passionate people who live and breathe cybersecurity, Trend Micro empowers you to **prepare for, withstand, and rapidly recover** from threats, now and in the future.

With Trend Micro, you can be your most **resilient**—freeing you to go further and do more.

freedom



THE ART OF CYBERSECURITY

Unknown threats detected and stopped over time by Trend Micro. Created with real data by artist **Brendan Dawes**.