

Frequently Asked Questions About Trend Micro Acquiring Provilla, Inc.

Why is Trend Micro acquiring this company?

Our customers require additional protection for their valuable information assets. The acquisition of Provilla, Inc. will extend our core content filtering technology, which is the cornerstone of our content protection strategy.

What are the primary advantages of the Provilla solution?

Provilla's data leak prevention (DLP) solution addresses the primary concern for most customers – data leaks at the endpoint. Provilla's technology has no impact on employee productivity and does not impact system performance. Provilla's solutions are easy to install and, unlike competitive technologies, require very little tuning or professional consulting to obtain value. Provilla's solutions are fully compatible with single - and double- byte languages and can be sold immediately in all major countries in which Trend Micro operates.

What value does this acquisition bring for Trend Micro and Provilla's customers?

Provilla brings an innovative, agile and global-market ready data leak prevention solution. We gain a very robust endpoint solution, as well as an excellent platform for future developments. Finally, we will now have a group of employees who are experts in this area and completely focused on DLP.

Will you sell the products standalone?

Provilla will continue to offer its solutions for the remainder of 2007 through both direct sales and existing channel partners. Beginning January 2008, Trend Micro will offer the Provilla products on a worldwide basis through its sales organization and extensive channel partners. Initially, we will sell it as a standalone, but plan to integrate the technology with other Trend Micro solutions in 1H 2008 and beyond.

How does Provilla fit into your Total Web Threat Protection strategy?

When you combine the two solutions, Trend Micro is uniquely positioned to address the two greatest threats facing businesses today: the threat of attack from the Web, and the threat of theft or loss of data. They augment each other in that many Web threat attacks are directed towards stealing confidential or private data and the DLP solution is another layer of protection.

What is the estimated total addressable market now and over time for business DLP solutions?

IDC predicts that the DLP market will reach \$194 million in 2007, growing to \$435 million by 2009. This represents an annual growth rate exceeding 50%. We also believe that Provilla's technology can add significant value to other product spaces such as email security, and thus the actual size of the DLP market will be much larger once these integrations take place.

Why is this deal good for customers of Provilla? Customers of Trend Micro?

Provilla customers get the stability and backing of a large company like Trend Micro, and the possibility to receive a broad range of complementary content security solutions from one vendor. They will have access to an innovative DLP solution that will be integrated into other Trend Micro content security solutions.

Will Trend Micro channel partners be able to sell the Provilla products?

We are working with Trend Micro sales management to develop and finalize a specific plan, but it is our intent to offer Provilla products through our channels. Additional details concerning our channel program will be available shortly.

.

.