

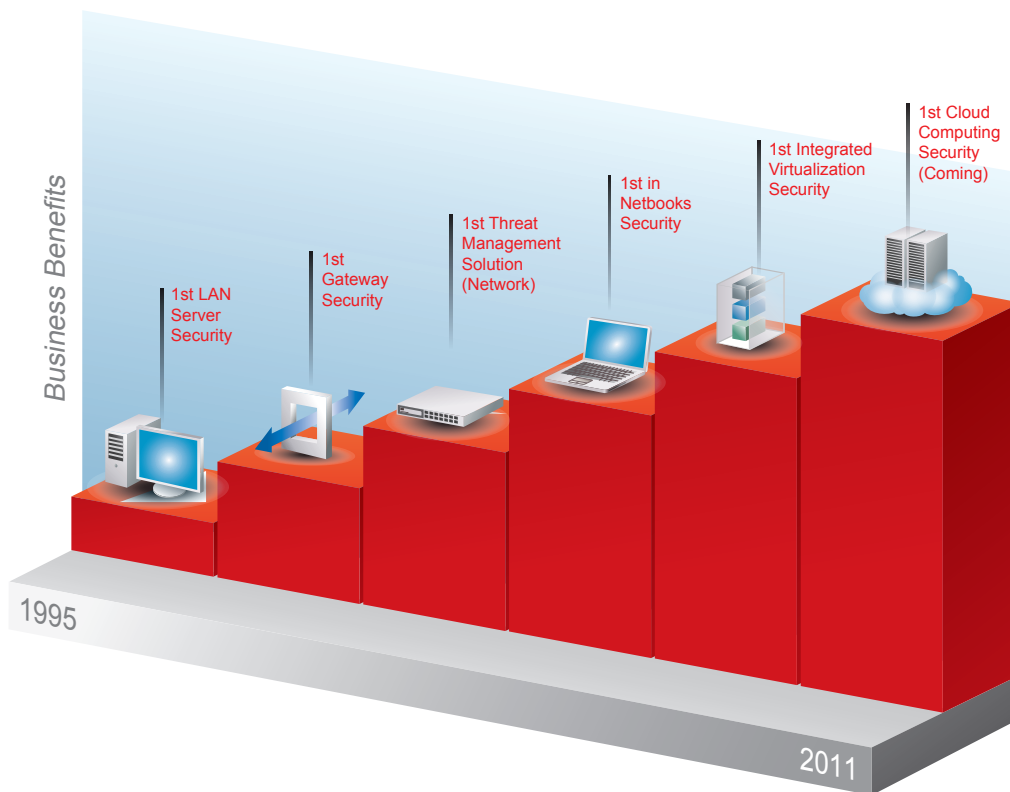
CORPORATE FACT SHEET

# TREND MICRO

**A Global Leader in Internet Content Security and Threat Management.** As a pioneer in server-based antivirus solutions with over 20 years experience, Trend Micro creates a safer world for businesses and consumers to exchange digital information. Trend Micro delivers top-ranked security solutions that fit customers' needs, stop new threats faster, and protect data in physical, virtualized, and cloud environments. Powered by the industry-leading Trend Micro™ Smart Protection Network™ cloud security infrastructure, Trend Micro's solutions stop threats in the cloud, delivering proactive protection faster than any other security vendor. Test results<sup>1</sup> confirm the effectiveness of the network at blocking over 5.3 billion threats daily for customers worldwide.

**A History of Innovation.** Since 1988, Trend Micro has continually delivered innovative technologies and services that protect users against both known and unknown threats. Today, a new threat appears and spreads via the web every 1.5 seconds. In response, Trend Micro was the first to extend threat protection from the desktop to the server and to the Internet gateway—leading the industry in bringing content security to virtualized and cloud-computing environments.

*Key industry firsts and innovations include:*



<sup>1</sup> NSS Labs Endpoint Security Socially-Engineered Malware Protection Comparative Test Results: Consumer Products, Sept. 2009. Testing Results performed by AV-Test.org, December 2009

**Founded**

1988, United States

**Headquarters**

Tokyo, Japan

**Tokyo Stock Exchange**

4704

**Number of Employees**

4,434

**Market Share**

Ranks in top three for web, messaging, and endpoint security product sales<sup>1</sup>

**2009 Annual Revenue<sup>2</sup>**

US \$1.029 billion

66% Business

34% Consumer

**Revenue by Geography**

Japan: 41%

North America: 26%

Europe: 21%

Asia Pacific: 9%

Latin America: 3%

**Management**

Eva Chen,  
CEO & Co-Founder

Mahendra Negi  
COO & CFO

Steve Chang  
Chairman & Founder

**R&D as % of Staff**

27%

**Support as % of Staff**

30%

<sup>1</sup> According to IDC

<sup>2</sup> In accordance with Japan GAAP



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**Customer Focus.** With a singular focus on Internet content security and threat management and an ongoing dedication to customers, Trend Micro delivers a range of security solutions and services that provide maximum security, flexibility, and performance with minimal administrative burden. Because the threat landscape and customer's needs continue to evolve, Trend Micro offers a choice of software, virtual appliances, and Software as a Service (SaaS) security offerings for improved customer management options and faster access to threat intelligence that blocks new threats in the cloud. Trend Micro also safeguards against data-stealing malware and data leaks with new data leak prevention and encryption solutions. In addition, Trend Micro protects physical, virtual, and cloud servers from vulnerabilities and malicious activity by offering server and application protection for dynamic datacenters.

**Security That Fits.** Trend Micro provides security solutions that fit the threat landscape, varying IT infrastructures, partners' ecosystems, and customers' individual needs. By tailoring solutions to each unique situation, Trend Micro delivers the latest in security protection—for mobile devices, virtual appliances, routers, third-party integrated solutions, and physical, virtual, or cloud servers. Partnerships with other security vendors ensure that additional solutions can be integrated to leverage existing investments.

**Protection in Many Forms.** Trend Micro offers a range of protection across multiple platforms, for varying sizes and types of companies. For example, Trend Micro™ Enterprise Security offers tightly integrated content security solutions and services for better, faster protection and less complexity than traditional offerings. Trend Micro™ Worry-Free™ Business solutions are built for small businesses, and the Trend Micro™ Internet Security line delivers lightweight, fast, automated protection in easy-to-use packages for consumers.

**Global Threat Intelligence and Rapid Response.** Trend Micro delivers timely threat intelligence, service, and support to a global customer base and defends tens of millions of consumers, small businesses, and enterprises round-the-clock through TrendLabs<sup>SM</sup>— a worldwide network of threat research and product service and support centers. Within dedicated, global service centers, Trend Micro's employees, including more than 1000 threat experts, monitor potential security threats and mount rapid responses to major security incidents and urgent support requests.

As new threats and vulnerabilities emerge, Trend Micro remains committed to timely threat intelligence and ongoing innovation to help customers secure data, ensure compliance, reduce costs, and safeguard business integrity.

**For More Information.** Trend Micro's solutions are sold through corporate and value-added resellers and service providers worldwide. For additional information about Trend Micro's solutions, visit [www.trendmicro.com](http://www.trendmicro.com)



### A global organization with operations in 23 countries

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