



## **Trend Micro Reports Third Quarter Results**

**Tokyo, Japan – November 11, 2010** – Trend Micro Incorporated (TSE: 4704), a global leader in Internet content security, announced earnings results for the third quarter 2010.

For the third quarter, Trend Micro posted consolidated net sales of 23,950 million Yen (or US \$279 million, 85.78 JPY = 1USD). The company posted operating income of 5,843 million Yen (or US \$68 million) and net income of 2,781 million Yen (or US \$32 million) for the quarter. These figures reflect a 47 percent decrease in net income compared to the same period a year ago.

Based on information currently available to the company, consolidated net sales for the fourth quarter ending December 31, 2010 is expected to be 23,700 million Yen (or US \$ 296 million, based on an exchange rate of 80 JPY = 1USD). Operating income and net income are expected to be 6,100 million Yen (or US \$ 76 million) and 3,500 million Yen (or US \$ 43 million), respectively.

Growth rate figures are calculated from Japanese Yen results. Some discrepancy may therefore be noted in US Dollar comparisons owing to fluctuations in currency conversion rates.

“We continue to establish our leadership in virtualization and cloud security through the exciting launches this quarter of Trend Micro Deep Security 7.5, the industry’s first agentless anti-malware for VMware virtualized datacenters and Trend Micro SecureCloud, which uses breakthrough technologies that enable enterprises to encrypt and control data in public, private or hybrid cloud environments,” said Eva Chen, CEO. “In the consumer space, we made some impressive changes, and introduced the first generation of Trend Micro Titanium Internet Security 2011. Titanium brings a new interface and a new cloud-based detection engine so users get a faster product that’s lighter on their systems.”

### **Business Highlights for Q3 2010**

Trend Micro showcased the company’s latest innovations in virtualization and cloud security during VMworld 2010 and announced several strategic alliance and product announcements during the show, including: The industry’s first agentless anti-malware for VMware virtualized datacenters, Trend Micro Deep Security 7.5; Trend Micro SecureCloud, a breakthrough encryption solution for the cloud. Trend Micro was also among the first to achieve VMware certified status for email security virtualization appliances.

Trend Micro and Dell came together to enhance Dell’s security solutions portfolio and bring Trend Micro Worry-Free Business Security Services to small and medium businesses worldwide.

Trend Micro overhauled its consumer line and introduced a new family of consumer products – Trend Micro Titanium Security 2011 – backed by the company’s cloud-

client security infrastructure, the Trend Micro Smart Protection Network, for state-of-the-art data protection, delivered with optimal performance and ease-of-use.

Trend Micro introduced the first standalone product resulting from its acquisition of humyo, a leading online file storage and data synchronization company. Trend Micro SafeSync offers easy online backup, secure data access from anywhere, real-time synchronization of files across multiple internet connected devices and sharing of files with friends and family.

Trend Micro Internet Safety for Kids and Family partnered with School Family Media and PTO Today to provide free Internet safety resources to schools, PTOs and PTAs nationwide.

### **Awards and Recognition for Q3 2010**

For the second consecutive time, Trend Micro ranked #1 in malware blocking in the unsponsored 'real-world' NSS Labs consumer test. This year, Trend Micro earned a "Recommend" rating for its over-time protection rating and socially-engineered malware blocking score in the Q3 2010 NSS Labs Consumer Anti-Malware Products Group Test Report.

Trend Micro was named the Overall Winner and Company of the Year in the Network Security Software category, winning the product innovation, support, and partnership subcategories in the Everything Channel's prestigious 2010 CRN Annual Report Card (ARC).

Trend Micro Internet Security Pro received a positive review in Computerworld. The reviewer noted that "Trend Micro Internet Security Pro is one of the most comprehensive Internet security suites available."

Trend Micro Titanium received a positive review in YourTechReport. The reviewer mentioned "one of my favorite things about Titanium 2011 is that you'll barely know it's there—and with antivirus software, that's actually a good thing; we have Titanium on our rigs here at YourTechReport and I'm happy to say we're virus free and have not noticed any performance issues with our computers."

Trend Micro Titanium received 4 out of 5 stars in the CNET review which noted that "Trend Micro is taking a leap forward with its Titanium offerings for 2011. In terms of features and usability, the suite is fantastic, with only minor blemishes. Performance benchmarks, too, are impressive where it counts."

TechReviewSource noted Titanium's easy-to-use interface and fast system scanning and PC Magazine concluded that "Trend Micro's 2011 suite does its protective work without hassling or slowing down the user, and its online backup system is stupendous."

## Patents

Trend Micro was awarded the following patents in Q3 2010:

Patent No	Issue Date	Title
7756992	07/13/2010	Reliable Delivery of Updates for Antivirus Programs
7756535	07/13/2010	LIGHTWEIGHT CONTENT FILTERING SYSTEM FOR MOBILE PHONES
7779472	08/17/2010	Application Behavior Based Malware Detection
7784098	08/24/10	Snapshot and Restore Technique for Computer System Recovery
7788576	8/31/2010	GROUPING OF DOCUMENTS THAT CONTAIN MARKUP LANGUAGE CODE
7802301	09/21/2010	Spyware Scanning and Cleaning Methods and Systems
7802303	09/21/2010	REAL-TIME IN-LINE DETECTION OF MALICIOUS CODE IN DATA STREAMS
7802298	09/21/2010	METHODS AND APPARATUS FOR PROTECTING COMPUTERS AGAINST PHISHING ATTACKS
7802300	09/21/2010	Method and Apparatus for Detecting and Removing Kernel Rootkits

### Notice Regarding Forward-looking Statements

Certain statements that we make in this release are forward-looking statements. These forward-looking statements are based upon management's current assumptions and beliefs in light of the information currently available to it, but involve known and unknown risks and uncertainties. Many important factors could cause our actual results to differ materially from those expressed in our forward-looking statements. These factors include:

- Difficulties in addressing new virus and other computer security problems
- Timing of new product introductions and lack of market acceptance for our new products
- The level of continuing demand for, and timing of sales of, our existing products
- Rapid technological change within the antivirus software industry
- Changes in customer needs for antivirus software
- Existing products and new product introductions by our competitors and the pricing of those products
- Declining prices for products and services
- The effect of future acquisitions on our financial condition and results of operations
- The effect of adverse economic trends on our principal markets

- The effect of foreign exchange fluctuations on our results of operations
  - \* An increase in the incidence of product returns
- The potential lack of attractive investment targets and
- Difficulties in successfully executing our investment strategy

We assume no obligation to update any forward-looking statements. For more details regarding risk factors relating to our future performance, please refer to our filings with the U.S. Securities and Exchange Commission.

**About Trend Micro:**

Trend Micro Incorporated, a global leader in Internet content security, focuses on securing the exchange of digital information for businesses and consumers. A pioneer and industry vanguard, Trend Micro is advancing integrated threat management technology to protect operational continuity, personal information, and property from malware, spam, data leaks and the newest Web threats. Visit TrendWatch at [www.trendmicro.com/go/trendwatch](http://www.trendmicro.com/go/trendwatch) to learn more about the latest threats. Trend Micro's flexible solutions, available in multiple form factors, are supported 24/7 by threat intelligence experts around the globe. Many of these solutions are powered by the Trend Micro™ Smart Protection Network™ infrastructure, a next-generation cloud-client innovation that combines sophisticated cloud-based reputation technology, feedback loops, and the expertise of TrendLabs<sup>SM</sup> researchers to deliver real-time protection from emerging threats. A transnational company, with headquarters in Tokyo, Trend Micro's trusted security solutions are sold through its business partners worldwide. Please visit [www.trendmicro.com](http://www.trendmicro.com).