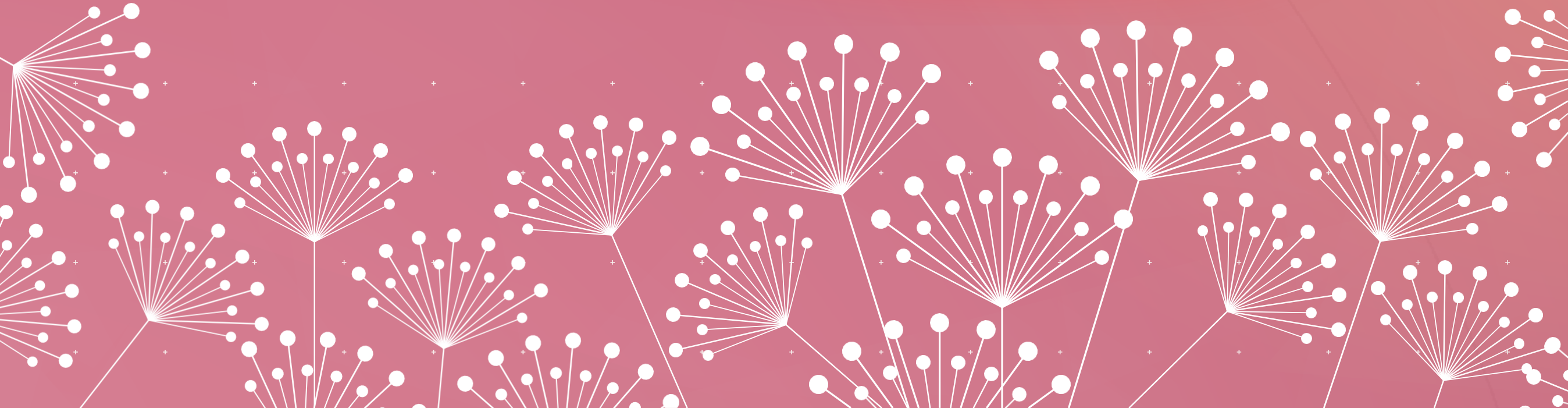




2019

TREND MICRO
CORPORATE SOCIAL RESPONSIBILITY REPORT







About the Report

Since the company's inception, Trend Micro has followed sustainable management practices, adhered to ethical principles, and maintained high standards to create the maximum value for shareholders while promoting the advancement of society. In this report, Trend Micro hopes to show shareholders the value of their investment, as well as demonstrate how the company demonstrates its sense of corporate social responsibility and promotes social progress.

Report Parameters & Limits

This report addresses the period from June 1, 2018 to May 31, 2019 for Japan, North America, Latin America, Europe, and the Asia-Pacific region. All of the financial information herein came from the period between January 1, 2018 and December 31, 2018.

Contact Trend Micro

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Report Standards

This report complies with GRI Standards published by the Global Reporting Initiative for sharing information about Trend Micro's corporate governance with regard to economic status, environmental protection, and social responsibility.

Principles for Drafting the Report

This report adheres to AA1000 (AccountAbility) Principles – including Materiality, Inclusivity, Responsiveness, and Impact – to meet the challenges of sustainability and improve long-term performance. Readers can clearly determine if Trend Micro follows Corporate Social Responsibility (CSR) principles. This report also relies on the structures and standards stipulated in revision G4 of the Global Reporting Initiative (GRI) to address all key CSR issues. In addition, this report explains Trend Micro's corporate governance with regard to economic status, environmental protection, and social responsibility.

Report Publication

Issued December 2019. Trend Micro released this paperless report on its corporate website only to help protect the environment.

A Message from the CEO

CEO's Letter

Trend Micro has always envisioned a global environment that allows for the free and secure exchange of information. Since 1988, Trend Micro has consistently foreseen new threats and proactively responded according to this equation: $X = I$ (infrastructure change) + U (user behavior change) - T (new types of threat warnings). Recently, Trend Micro took information security into the cloud, and the organization has now completely transformed into an inter-generational cybersecurity company. Last year, Trend Micro resolved over 2 trillion security issues and prevented more than 4 billion threats. Even greater victories will come in the years ahead.

ONE VISION for Protecting the Connected World


The emergence of artificial intelligence and the Internet of Things has drastically changed not only data analysis, but also the methods necessary to protect the connected lives of everyone. Cybersecurity solutions must now break free from their silos and join in ONE VISION to share information from different fields and cross organizational boundaries. Analytical information collected from the cloud, networks, and endpoint devices can become meaningful to customers if properly presented to give a clear view of network safety. Trend Micro will help customers develop information security frameworks and provide timely defenses. ONE VISION will become the fundamental scaffolding of effective information security and make Trend Micro into a crucial defender of customers and society as a whole.

Leveraging Core Strengths to Make a Safer World

Using its core information safety capabilities, Trend Micro has planned Global Citizenship Programs to fulfill the responsibilities of a good corporate citizen. Since 2008, Trend Micro has contributed 1% of after tax earnings every year to the Global Citizenship Program that encourages CSR projects and promotes information security education, including give and match programs for the underprivileged, cyber security and internet education initiatives, and efforts to end cybercrime. In places like Texas, Vancouver, Japan, and Taiwan, the employees of Trend Micro have spread their love and made this world into a better place. Today, one quarter of all Trend Micro employees participate in charitable Give and Match programs. Well over 1.5 million children and families have participated in cybersecurity and information safety education programs. More than 900 Trend Micro volunteers help people all over the world. Over 740 teams from 59 locations have participated in Trend Micro-sponsored "hackathons" to find and help eliminate online security weaknesses. Trend Micro will always keep making a difference in the connected world.

Looking Ahead to the Next Decade

After accumulating 30 years of wisdom and experience, Trend Micro will continue forward with the ONE VISION information defense strategy. Besides maintaining sustainable operations and growth with information security as a fundamental priority, Trend Micro expects to have a positive influence on society. Trend Micro's 6,500 employees in 50 countries will always take pride maintaining the company's global security leadership.

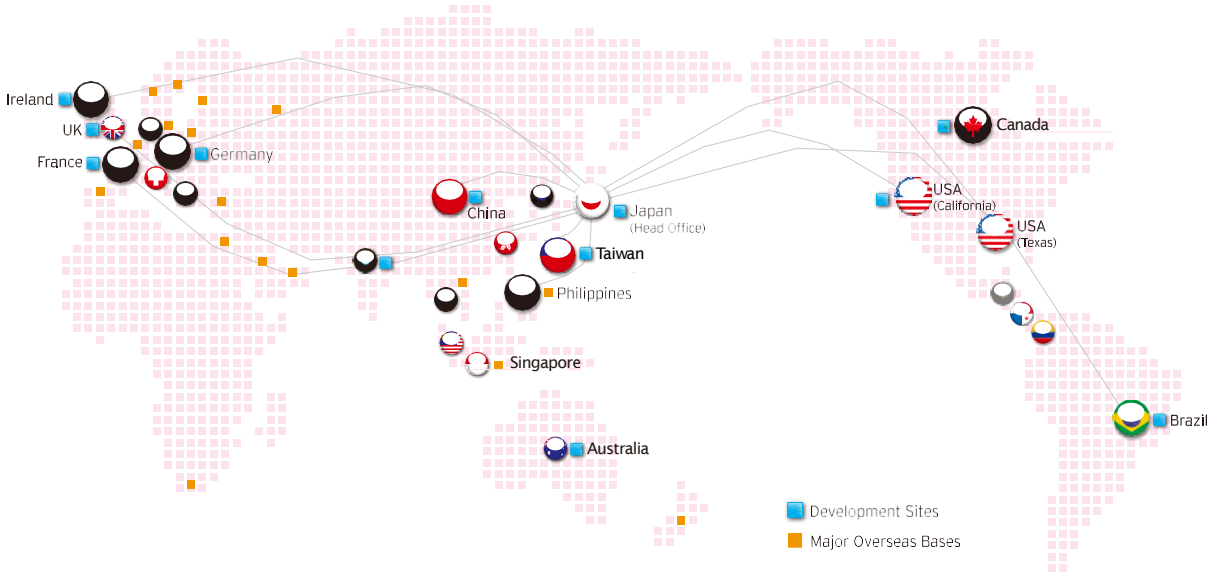


About Trend Micro

As a global leader in cybersecurity, Trend Micro focuses on ensuring the security of digital information exchanged by businesses and individuals. Established in California in 1988, Trend Micro now has a workforce that transcends national boundaries. With over 6,500 employees in 55 offices around the globe (including the USA, Japan, Germany, Taiwan, the Philippines, and India), Trend Micro strives to maintain a safe, friendly environment and cultivate continuous innovation to maintain its leadership and live up to the expectations of its shareholders.

Founded	United States, 1988
Headquarters	Tokyo, Japan
Employee	6,555
Listing	Tokyo Stock Exchange (4704)
Annual Revenue	1,604 billion Yen

Department	Locations
Sales	Japan, Germany, United States of America, United Kingdom, Canada, New Zealand, France, Brazil, and many others
Independent Legal Entities & Finance	Japan
Marketing	United States
R&D	Taiwan
Threat Research Center	Philippines
Technical Support	Philippines
Information Systems	Taiwan
Human Resources	Taiwan



Management

Since 1988, Trend Micro has grown into a major global company by focusing solely on information security. The company has defined a set of clear core values known as 3CiT. These core values amount to much more than just posters hanging on the walls of corporate meeting rooms, or slogans repeated by senior executives. They inform every strategic move, operational policy, and business decision.

Vision
Making the World Safe to Exchange Digital Information

Mission
Always Innovating to Secure the Connected World

Brand Vision and Philosophy

Technology now makes sharing knowledge easier than ever and offers endless opportunities for everyone to learn, develop, and thrive. Trend Micro seeks to benefit all of humanity by pursuing its vision of digital information exchanged without risk, protecting homes and businesses from security threats, and nurturing a safe online environment.

Vision: Making the World Safe to Exchange Digital Information

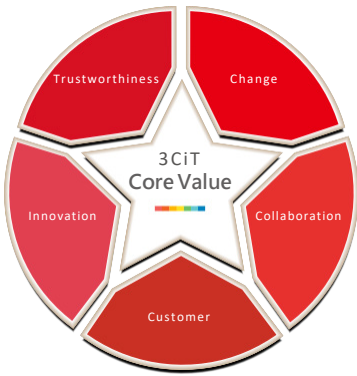
Exchanging data makes sharing knowledge possible, enhances mutual understanding, and helps ensure equal opportunities for learning. Trend Micro has a core goal to improve the world by protecting networks so that everyone can exchange digital information freely and safely.

Mission: Always Innovating to Secure the Connected World

In a world filled with vast stores of information and ever-changing technology, Trend Micro seeks to serve as a trusted guardian. By utilizing years of information security expertise, Trend Micro protects the digital world for everyone.

3CiT Core Values

The five core values in "3CiT" form the core of the Trend Micro corporate culture. Even though Trend Micro may emphasize certain values at different stages, the company always fosters a spirit of sustainability and takes action responsibly. Recently, the change and innovation values have come to the fore based on the impact of and risks resulting from mobile platforms and cloud computing. Trend Micro also realizes that without collaboration and trustworthiness, the company cannot foster forward-thinking innovations. The rapid evolution of the digital environment always brings forth new threats and forms of attack. In response, Trend Micro focuses on creating new solutions to stop the latest types of attacks.



- **Change** – See change as an opportunity and always take the lead.
- **Collaboration** – Recognize collective intelligence as the only way to see the whole picture and always stay friendly with the ecosystem.
- **Customer** – Have a passion for customer-centric solutions to make sure Trend Micro truly benefits customers.
- **Innovation** – Dare to fail and continuously create new social value.
- **Trustworthiness** – Have no ego and aspire to behave authentically, sincerely, and consistently.

Business Operations

Trend Micro currently offers solutions for enterprises, families, and individuals all over the world. Trend Micro's sales revenue has grown steadily in recent years, reaching 160.4 billion yen in 2018. Net sales growth rate stands at 7.8%.

Trend Micro Business Performance for the Last 4 Years in Millions of Japanese Yen

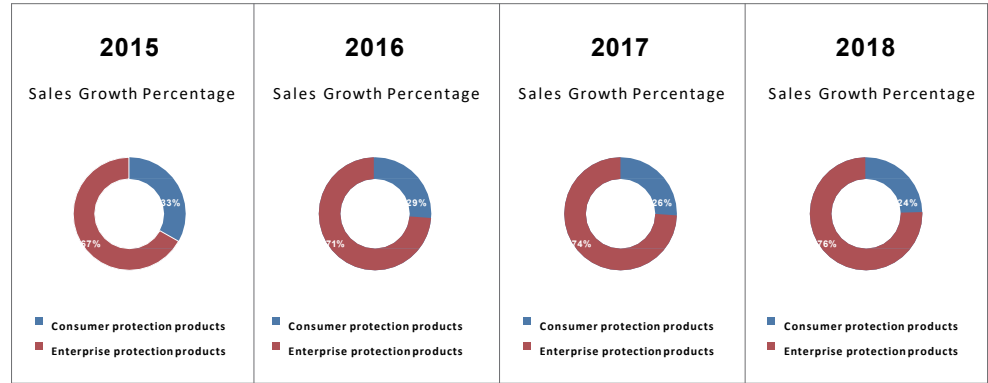
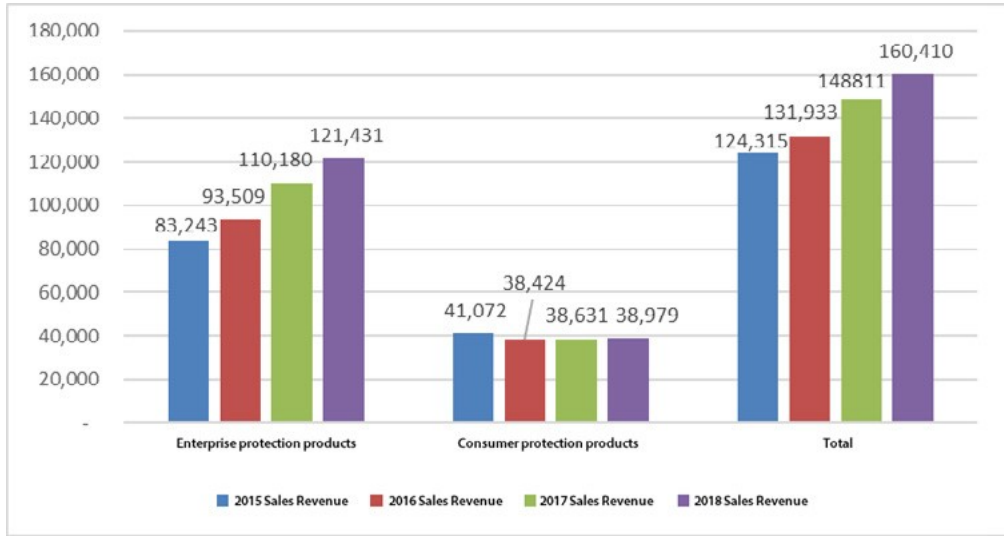
	2018	2017	2016	2015
Net sales	160,410	148,811	131,936	124,317
Net sales growth rate	7.79%	12.79%	6.13%	-
Ordinary income	37,190	37,035	35,138	34,071
Net income	28,314	25,691	24,651	21,435
Net income per share	204.38	187.1	179.63	157.71
Total assets	346,243	331,157	308,537	290,520

Trend Micro Sales Percentage by Region

	2018	2017	2016	2015
North America	25.90%	28.22%	26.42%	23.59%
Asia Pacific	14.33%	12.85%	12.04%	12.00%

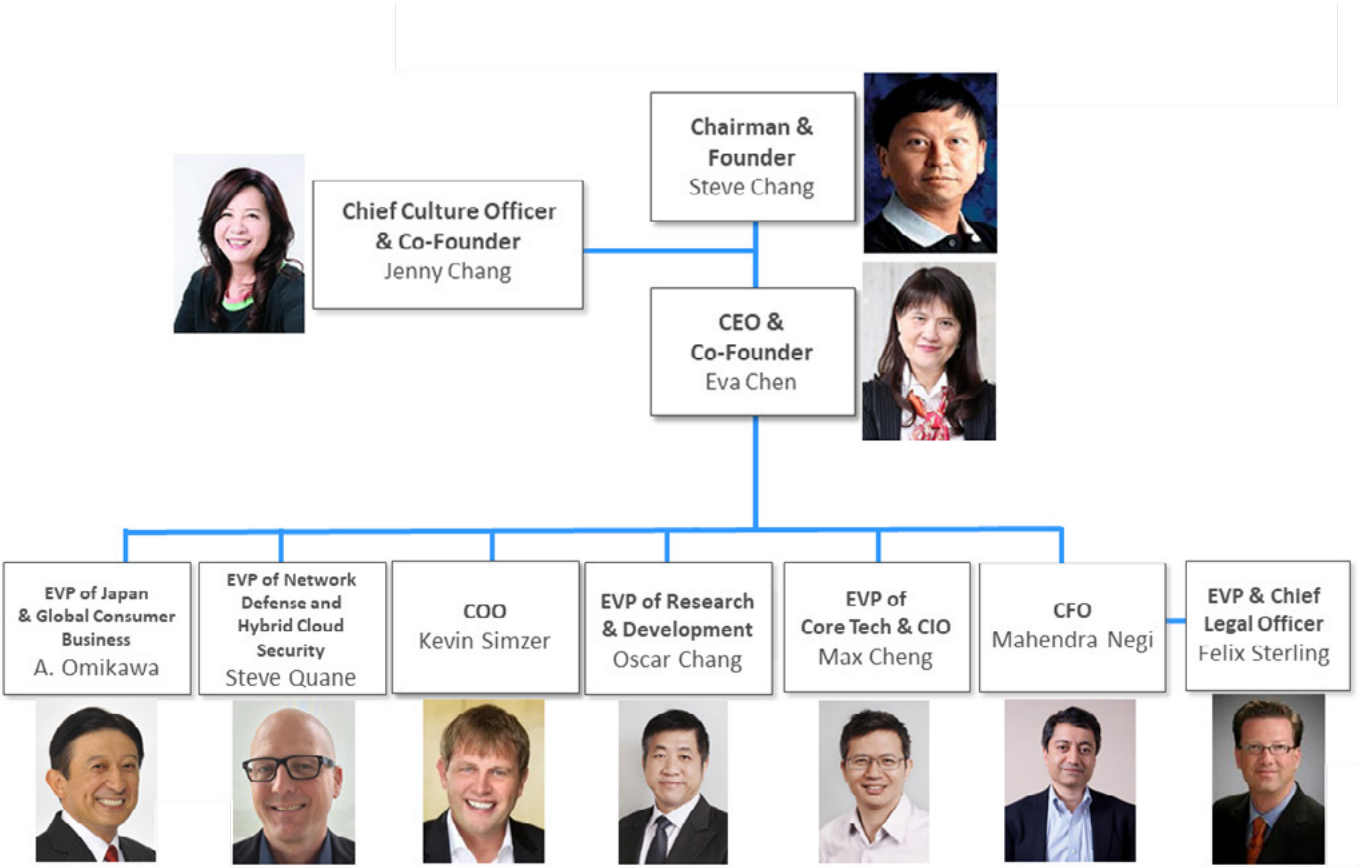
	2018	2017	2016	2015
Europe, Middle East & Africa	17.70%	16.20%	16.29%	19.42%
Japan	39.32%	39.74%	42.58%	42.31%
Central and South America	2.75%	2.99%	2.67%	2.68%

Enterprise products account for about 76% of total sales, and consumer products account for 24%.

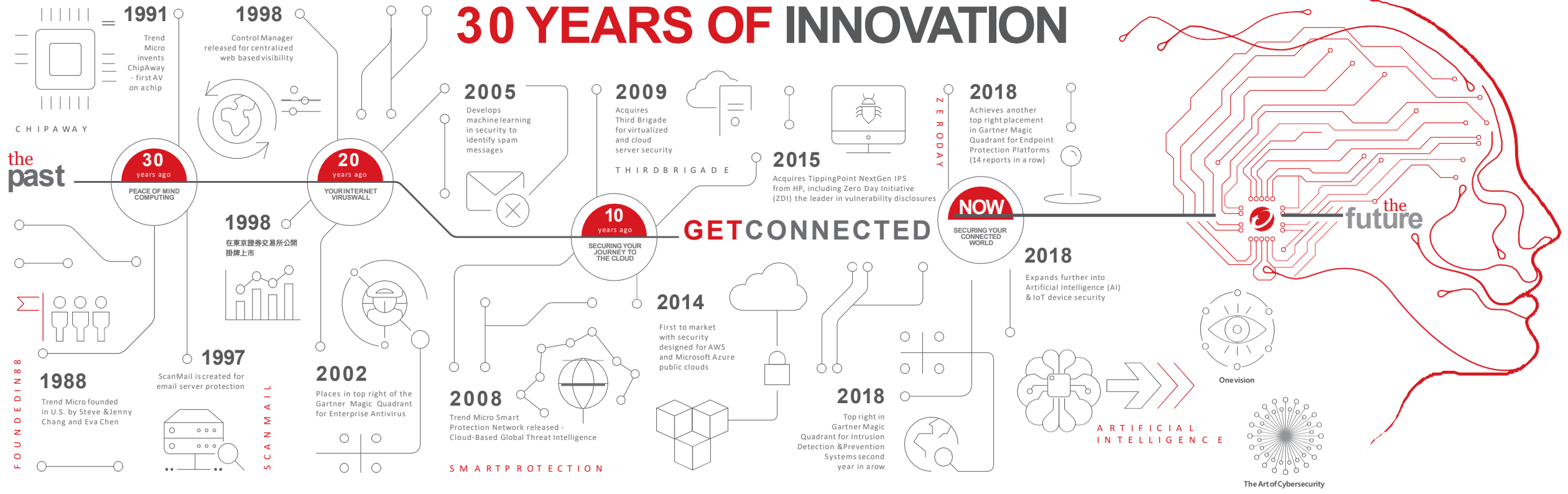


Corporate Governance

[Learn More](#)



30 YEARS OF INNOVATION



Industry Recognition



Coollest Cloud Security Vendor Award for 2019
CRN has named Trend Micro to its 100 Coolest Cloud Computing Vendors of 2019 list. This annual lineup recognizes the most innovative cloud technology suppliers in the security category.



Trend Micro recognized in CRN's 2019 Security 100 List
CRN has named Trend Micro to its annual Security 100 list in the Endpoint Security category.



Trend Micro is a 16-Time PC Magazine Award Winner.
Trend Micro has received these awards since 2003, clearly demonstrating an on-going commitment to providing high quality solutions.



Trend Micro OfficeScan Wins AV-TEST's 2018 Best Performance Award
AV-TEST recognized Trend Micro OfficeScan (now known as Apex One) with the Best Performance 2018 Award for its strong protection with minimal impact on system performance.



Detection rate 100% (Windows)
This result appeared in the 2018 AV-Comparatives third-party anti-virus software test report.



AV-TEST's Top Product of the Year Award
At the close of 2018, AV-TEST certified Trend Micro as the best protection software for Windows home users.



Ranked No. 1 in paid anti-virus products
This result appeared in both the 2018 and 2019 TNS Taiwan anti-virus software market surveys.



Gartner Peer Insights Customers' Choice Award
Trend Micro received this honor in 2018 for Endpoint Protection Platforms.

[Learn more](#)

Solutions

Many organizations currently use a variety of security solutions to protect against the constant onslaught of new threats. Leveraging XGen™ security capabilities across multiple solutions, Trend Micro's Connected Threat Defense offers a layered security approach so that customers have a better way to detect and respond to new threats quickly while simultaneously improving visibility and streamlining investigations across their organizations. Trend Micro's comprehensive threat strategy and threat experts can now better secure the connected world.

Maximum Security with
Minimum Impact

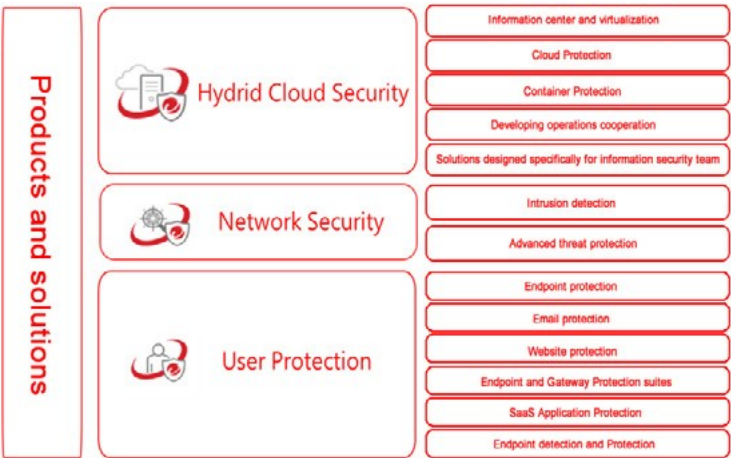


Trend Micro protects more than 250 million endpoints and over 500,000 enterprises world- wide by preparing customers for threats and also helping them recover quickly from infections. XGen™ security capabilities now appear in multiple solutions, including Hybrid Cloud Security Protection, Network Security Protection, and User Protection. Combined with the Smart Protection Network™ delivering proactive global threat intelligence against zero-hour threats, XGen solutions now deliver incredibly powerful protection to Trend Micro customers.

Hybrid Cloud Security

Hybrid Cloud Security will help simplify security management and improve visibility across physical, virtual, cloud, and contained environments. This holistic solution provides multi-level information security control:

[Learn more](#)



Powerful	Streamlined	Automated
Prevent and detect intrusions and malicious changes with the broadest set of security controls across all types of workloads and development pipelines.	Get consistent protection and visibility across cloud and virtualized data centers, as well as containers with security designed to close gaps and handle complex reporting.	Implement integrated connected security to increase adoption rates without slowing down performance across mutiple environments.

[Learn more](#)

Network Defense

Because they originally protected physical on-premise networks, Next-Generation Intrusion Prevention Solutions (NGIPS) cannot defend against many of the latest advanced threats. The latest Network Defense solution provides complete visibility of all network activity and a layered connected threat defense that blends powerful security techniques with advanced threat detection. This smart, optimized, and connected technology protects customers faster and delivers automated protection across hybrid environments, including protection for cloud and IoT/IIoT device and network vulnerabilities. It includes real-threat intelligence sharing, centralized threat insight data, and automated remediation methods for the most demanding network environments. [Learn more](#)

User Protection

Threats constantly evolve to become more sophisticated and more dangerous. Trend Micro now uses XGen™ solutions to protect against fileless malware, targeted attacks, ransomware, and cryptocurrency mining tools. These solutions cover endpoints, email systems, websites, and SaaS applications regardless of the devices, applications, networks, and locations involved. [Learn more](#)

Home Products

Trend Micro provides the most holistic solutions to detect and prevent hacks and malicious changes.

[Learn more](#)

Consumer products



Maximum Security

Newly-integrated artificial intelligence systems (machine learning technology) can detect unknown threats more quickly based on file and behavioral characteristics. It smoothly integrates with cloud-based systems and learns automatically to improve its accuracy continuously to minimize the rate of false positives.



Maximum Security for MAC

This security software designed specifically for MacOS can protect against malicious attacks and privacy threats.



Premium Security

Premium Security is affordable, comprehensive and convenient. You can count on our expert services to maintain the security of your PC with 24x7 emergency assistance, virus and spyware removal, PC security health check service, and fast, remote diagnosis and fixes.



[Password Manager](#)

Password Manager allows customers to set up one password to sign into all websites securely, regardless of the device or connection method.

Mobile Device Products

These apps integrate the latest multi-layer hybrid AI protection technology to detect hidden threats and block malicious and fake websites, preventing personal information leaks and maintaining online safety.

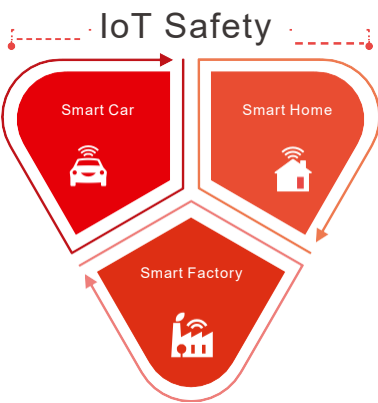


Mobile Security for Android and iOS

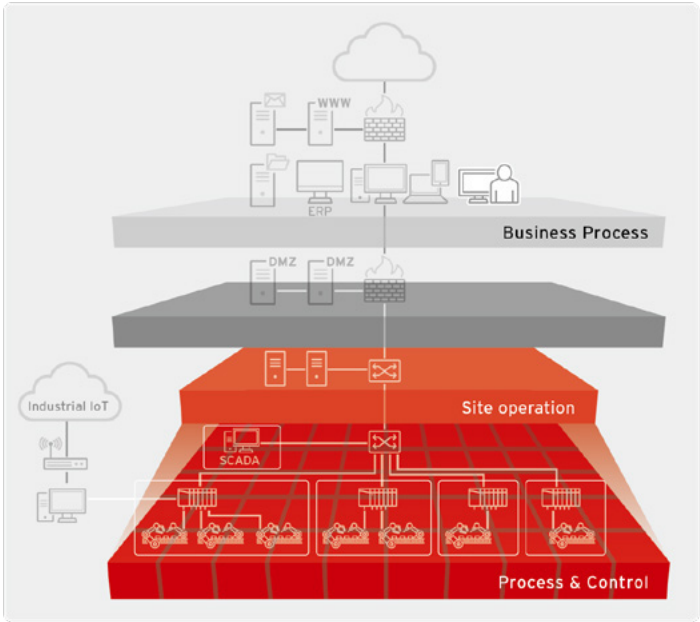
These apps block attempts at fraud, protect against theft, safeguard important files and personal information stored on mobile phones, and help prevent the theft of mobile devices.

IoT Security

The Internet of Things era has dramatically increased the amount of data flowing through the internet. Hackers can now target home appliances, automotive systems, manufacturing plants, and medical equipment, which has required Trend Micro to improve its capabilities and technology. The company has started to focus on [smart cars](#), [smart homes](#), and [smart factories](#). Customers now need a better understanding of their network security architecture and immediate actionable recommendations. Trend Micro's new XGen technology transforms data into meaningful presentations through One Vision.



To focus further on the security needs of Industrial Internet of Things (IIoT) environments like smart manufacturing, smart cities, and smart energy systems, Trend Micro and Moxa founded a [joint-venture](#) corporation called TXOne Networks in November 2018. Combining Trend Micro' s IT partners and Moxa' s OT channel partners, TXOne Networks builds OT-oriented cybersecurity products like ICS Firewall, ICS IPS, Endpoint Lockdown, and Anti-Malware Scanner with a holistic view to deliver proactive, timely, and easily-implemented solutions to secure the world of Industrial Control Systems (ICS).



▲ Trend Micro protects Factory by 3 points to keep operation running.

[Learn more](#)

Sustainable Development



Information security has become a major concern for sustainable social development. Trend Micro understands its duty to serve as the first line of information security defense and make contributions to society that go beyond customer service. The company has tried to make cybersecurity into an art form, orchestrating its proven foresight to help better protect cus-

tomers. Trend Micro also seeks to improve society by creating an outstanding work environment for employees and striving to meet customer needs. The company seeks to achieve win-win outcomes for employees, customers, and the world at large.

Code of Ethics & Business Practice Guidelines

Trend Micro operates internationally with core departments located around the world. Every country or business environment has different regulations, customs, and ethical guidelines. Trend Micro employees follow a clear code of ethics and must openly disclose any conflict of interest. This code ensures that all board members, managers, and employees understand the standards of acceptable behavior regarding business practices, regardless of location. Every Trend Micro employee must abide by the following rules:

- **Company Information Disclosure:** All Trend Micro employees understand their clearance levels and know which types of information they can disclose or receive from others. No employee shall provide misinformation or mislead others.

- **Privacy:** All employees, including board members, must abide by a confidentiality agreement.
- **Employees may not disclose any information which may harm the company.**
- **Conflicts of Interest:** In the event of a possibility of a conflict, the board must give approval before further action can be taken.
- **Fair Trade:** Trend Micro prohibits unfair trade practices, unethical behavior, or unlawful practices to obtain a market advantage.
- **Protection and Reasonable Use of Company Assets:** All assets can only be used for lawful and reasonable business practices.
- **Regulatory Compliance:** All departments have sufficient information to ensure compliance with applicable laws.
- **Responsibility to Report:** Employees who have violated the code of conduct shall be sanctioned accordingly. If someone breaks the law, then Trend Micro will contact the appropriate authorities for further action. [Learn more](#)

Risk Management

To protect Trend Micro customers and stakeholders, Trend Micro has conducted detailed assessments to understand the possible risks during normal operations.

Risk Category	Potential Risks and Impact
Organizational Strategy	Rising costs and declining profitability during mergers and acquisitions; an overdependence on a single type of business; improper business growth management; unexpectedly low returns from strategic alliances.
Market Competition	Competition from other companies which enter the internet security market; product obsolescence that impacts sales and market share.

Supply Chain Management	Hardware product manufacturing and inventory risks, product recalls, failures of distributors to promote Trend Micro products, and distributors in poor financial situations that impact the Trend Micro's operating results.
Human Resource Management	Management and staff turnover, as well as other human resource losses and changes.
Financial	Fluctuations in quarterly financial performance that leads to stock price instability, currency exchange losses, losses from financial market volatility
Legal	Intellectual property infringement; unexpected regulatory issues
Information Security	Operational disruptions due to attacks by hackers; reputational damage; internal information security risks.
Others	Canceled or delayed purchase orders; energy shortages; earthquakes; war; natural disasters.

Trend Micro has established a risk and loss management system to mitigate factors that could influence the organization's operations:

- Identifies risks associated with products and services, as well as infrastructure and operations, and places individuals in charge of managing those risks.
- Oversees regulatory compliance and risk management systems through the Compliance Security Committee with a board member as its chairman.
- Information leakage, theft, loss, damage and illegal alteration may cause significant damage to the organization's reputation, so the company has developed confidential information management practices, risk management policies, and personal information protection practices.
- Establishes a SWAT team led by the company's board of directors to deal with major risks and reduce the possible impact on the company and customers.

Trend Micro has a rigorous evaluation and management system for credit, market, and liquidity risks:

- Credit Risk Management: Trend Micro regularly monitors the financial situation of clients to protect

against potential losses.

- Market Risk Management (exchange rate and interest rate fluctuations): Trend Micro has guidelines to mitigate risks associated with the trading of securities and the impact of exchange rates on the company.
- Liquidity Risk Management: Trend Micro has cash management plans to ensure cash flow for payables due.



Procedures for Stakeholders & Materiality Issues

As an information company in a stable and sustainable industry, Trend Micro deals with materiality issues and stakeholder identification every other year. These report results came in response to the issue management policy of the 2018 analysis.

Communication & Definition of Stakeholders

Trend Micro provides diverse information security services to protect the ever-changing technical environment. To accurately understand the views of Trend Micro stakeholders, after careful analysis and intense deliberation, the Trend Micro senior management team has defined eight categories of stakeholders: employees, clients, investors, business partners, governments, local communities, media, NGOs and nonprofit organizations.



Stakeholder Communication

Trend Micro gets ideas and opinions from stakeholders through clear channels of communication. Trend Micro continuously improves its plans by communicating with stakeholders through all-hands meetings, email messages, blogs, telephone calls, conferences, lectures, interviews, and statements to the media.



Stakeholders	Communication Channel	Frequency in 2018	Significance and Meaning
Employee	Annual Meeting	1	As a software company, Trend Micro regards employees as its most important asset.
	High-Communication Meeting (bimonthly)	6	
	Annual Engineering Camp/ Engineering Day	1	
	Annual Solution Competition	2	
	Announcements (as needed)	9	
	Training Sessions (as needed)	30	
	Email (as needed)	30	
Client	Blog (as needed)	24	
	Monthly visits	50~70	
	Monthly phone conversations	3,161	
	Monthly emails	1,923	
Investor	Meetings/Seminars	40-50	When developing new products to meet client needs, Trend Micro seeks to work hand-in-hand with customers by listening and communicating to create shared value.
	Quarter face-to-face meetings	4	
	Announcements (email and letters as needed)	12	
	Notices (email and letters as needed)	12	As one of Taiwan's best global brands, Trend Micro treats stakeholders and investors' opinions with great importance. By communicating through regular meetings, Trend Micro can help protect

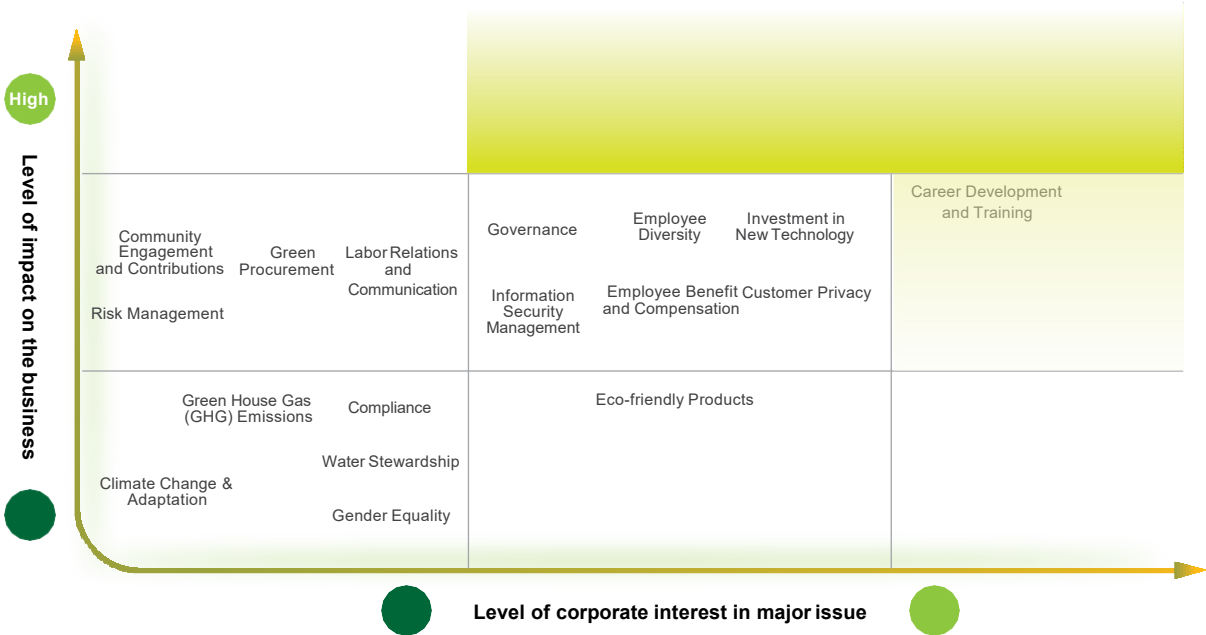
Government	Forums/Discussions (as needed)	4	Responding to regulatory changes requires continuous planning. Trend Micro designs an overall blueprint to meet these requirements and fulfill the company's vision.
Channel/ Partner	Project updates (in-person meetings as needed)	2	To help create a world safe for exchanging digital information, Trend Micro actively seeks different partners to uncover new business opportunities and jointly develop better products and services.
	Project updates (email and notices as needed)	12	
	New products and services (in-person meetings as needed)	4	
	New products and services (email and web announcements as needed)	12	
	Feedback (in-person meetings as needed)	2	
	Feedback (surveys and email as needed)	4	
	Training (in-person sessions as needed)	1	
	Training (online WebEx sessions as needed)	12	

Communities	Discussions about corporate sponsorship, support, and other activities (as needed)	6	As a global leader in information security, Trend Micro aspires to make world safer for exchanging digital information while also fulfilling its social responsibilities.
Media	Press releases (as needed)	12 (in Taiwan)	As a global information security guardian, Trend Micro regards mass media as an important communications tool. Maintaining good relations with media organizations helps Trend Micro share information with the public at large.
	Interviews (as needed)	2 (in Taiwan)	
NGOs/ NPOs	Discussions about corporate sponsorship, support, and other activities (as needed)	6	In accordance with a vision to "combine technology with the humanities to create a beautiful new world," Trend Micro collaborates with NGOs and NPOs to help create more opportunities for positive social development flunce.

Identification of Materiality Issues

The materiality issues in this report stem from outcomes reported in 2018. External consultants compiled the materiality issues for this report by following the GRI methodology with information from security trends, annual corporate targets, and feedback from stakeholders. Trend Micro senior managers prioritized the materiality issues compiled and then finalized this Materiality Issues Matrix.

Materiality Issues Matrix



Correlation of Materiality Issues

Materiality Issues	Considerations	Within the organization	Stakeholders outside of the organization							Corresponding Chapter
			Investor	Customers	Partners	Government	Local Community	NGOs/NPOs	Media	
Industrial talent cultivation	Business Issue	●				●		●		05 Global Citizen Program – Universities Cybersecurity Education for Universities, CEU 03 Employees AI Wave: "People" are the main focus: 2018 AI Contest
Product services and customer relations	Business Issue	●		●	●				●	04 Customers
Health and life balance	Business Issue	●								03 Employees - Well-rounded working environment
Career training and growth	Training and Education	●								03 Employees - Trenders' Learning and Growth
Intellectual property protection	Business Issue	●	●	●	●				●	04 Customers - Fortify Information Security Environment
Internet information safety	Indirect Economic Impact	●	●	●	●	●	●	●	●	04 Customers - Fortify Information Security Environment
Corporate earnings	Economic Performance	●	●	●	●					01 About Trend Micro – Operating Financial Performance

Product research, development, and innovation	Business Issue	●	●	●	●					●	01 About Trend Micro –Solutions Provided 01 About Trend Micro – IoT Solutions
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Materiality Issue’ s Significance





Materiality Issue	Significance
Internet Information Safety	As a leading cybersecurity provider, Trend Micro seeks to create a world safe for exchanging digital information. Trend Micro has played a critical role in diversifying communications and nurturing information software talents through its multi-disciplinary Global Citizenship Project. The company actively collaborates with government organizations to combat cybercrime.
Industry Talent Cultivation	
Operating Financial Performance	Trend Micro has made a commitment to developing and delivering the most flexible network security solutions to stop ever-changing digital security threats. Through ongoing research and innovation, Trend Micro continues to strengthen existing offerings and provide customers with the most comprehensive security management solutions that prevent spyware intrusions, block viruses and spam, intercept phishing attempts, protect against data leakages, and help customers recover from ransomware threats. The company also constantly seeks partners for collaboration efforts and expands its expertise into new markets to help create a safer world.
Product Technology R&D and Innovation	
Intellectual Property Protection	

Materiality Issue	Significance
Customer Service and Relations	Trend Micro has always followed the business philosophy of "working with customers hand-in-hand to create value." What a product means to customers matters just as much as what the product actually does. By providing a comprehensive range of solutions, Trend Micro helps all sorts of customers protect their information while keeping up with new regulations like GDPR. Trend Micro also regularly conducts customer satisfaction surveys after interacting with customers to maintain service quality.
Employee Health and Life Balance	Trend Micro's corporate culture has five core values, abbreviated as 3CiT. Recently, Trend Micro has focused on "embracing change" and "bringing innovation" in response to the rapid rise of cloud computing and IoT devices. By continuously educating its staff, Trend Micro hopes that all employees can reach their full potential and grow together with Trend Micro to achieve the company's goals and create a world safe for exchanging digital information.
Diverse Career Training and Development	

Sustainable Development Goals

On September 25, 2015, the United Nations published the “Transforming Our World: the 2030 Agenda for Sustainable Development” document. It sets sustainable development goals (SDGs) for all nations, corporations, and world citizens for the next 15 years, including 17 sustainable development goals and 169 specific targets. After reviewing the document, Trend Micro has identified 4 significant goals to address.



Goal	Trend Micro Response	Chapter
	Trend Micro has made a commitment to promote information security knowledge through a variety of channels to leverage its core “Information Protection” capabilities effectively.	·03 Employees - Trend Micro Education Training Structure ·05 Global Citizenship Programs - Internet Safety and Information Security Education
	Trend Micro prioritizes sustainability and inclusive economic growth as important business goals that lead to win-win outcomes.	·01 About Trend Micro - Operating Performance
	Trend Micro provides front line protection for customers and maintains information security as a core competence.	· 04 Customers
	Trend Micro strengthens, promotes, and maintains information security through cooperation with global law enforcement organizations and other partners. Trend Micro also fosters security education through a global citizenship program to share this important knowledge with everyone around the world.	·05 Global Citizenship Programs-Small to Medium Size Enterprise Network Safety Plan ·05 Global Citizenship Programs - Fighting Cybercrime

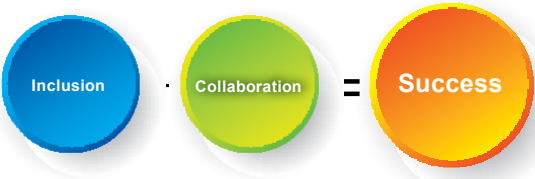
Employees



People are the company's most important assets. Trend Micro's diversity and multicultural workforce have become key factors in the organization's success around the globe. Trend Micro's philosophy of "Enjoy Work, Enjoy Life" inspired the company to create an excellent work environment. The company provides a comprehensive employee benefit policy based on the core belief that Inclusion + Collaboration = Success. In addition, Trend Micro provides a wide range of training in so that employees can reach their full potential

at work and grow together with Trend Micro.

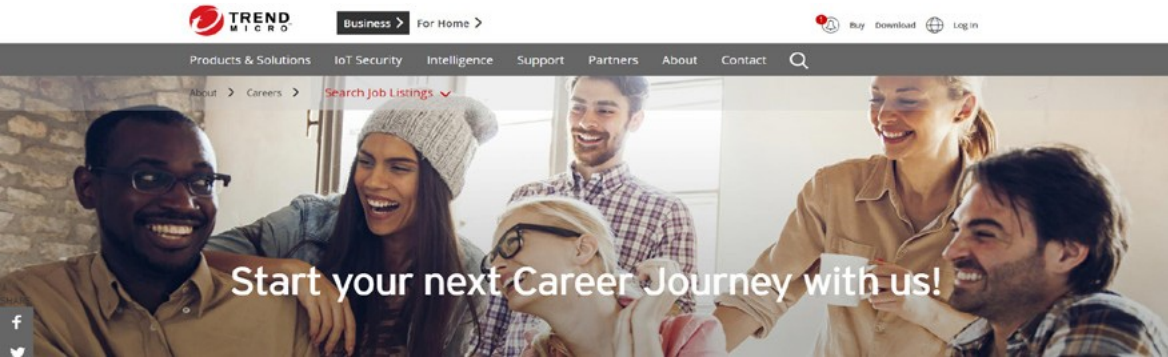
[Learn more](#)



Transparent Recruitment Procedures

Trend Micro recruits talented people all around the world and seeks out diversity. Regardless of race, ethnicity, nationality, gender, gender identity, sexual orientation, physical ability, age, religion, veteran status, socioeconomic background, or political orientation, all regular employees go through

[transparent recruitment procedures](#).



Global Employment Structure

Item	Level	Male		Female		Other		Subtotal and Ratio	
		People	Category Percentage	People	Category Percentage	People	Category Percentage	People	Category Percentage
Position	Above Senior Manager Level	1,183	82.0%	260	18.0%	-	0.0%	1,443	22.0%
	Manager	1,361	78.8%	366	21.2%	-	0.0%	1,727	26.3%
	Senior Specialist/ Senior Engineer	1,351	69.4%	596	30.6%	1	0.1%	1,948	29.7%
	Specialist/ Engineer	680	58.8%	472	40.8%	5	0.4%	1,157	17.7%
	Other	142	50.7%	136	48.6%	2	0.7%	280	4.3%
	Total	4,717	72.0%	1,830	27.9%	8	0.1%	6,555	100.0%
Education	PhD	29	80.6%	7	19.4%	-	0.0%	36	0.5%
	Master	1,146	73.0%	423	26.9%	1	0.1%	1,570	24.0%
	Beachelor	2,020	69.4%	889	30.5%	1	0.0%	2,910	44.4%
	Other	1,522	74.6%	511	25.1%	6	0.3%	2,039	31.1%
	Total	4,717	72.0%	1,830	27.9%	8	0.1%	6,555	100.0%

New Employees

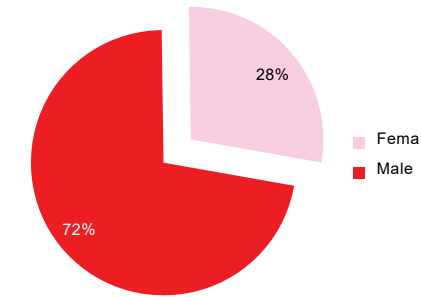
Area	New Hires	Percentatge of New Hires	Resignations	Percentage of Resignations	Turnover
Globally	1,208	18%	1,014	15%	18%

Global Area Distribution

Trend Micro employs a total of 6,555 people in 55 offices spread across the Asia Pacific region, Japan, the Philippines, Europe, the Middle East, Africa, and North and Latin America with 4,721 male employees (72%) and 1,834 female employees (28%).

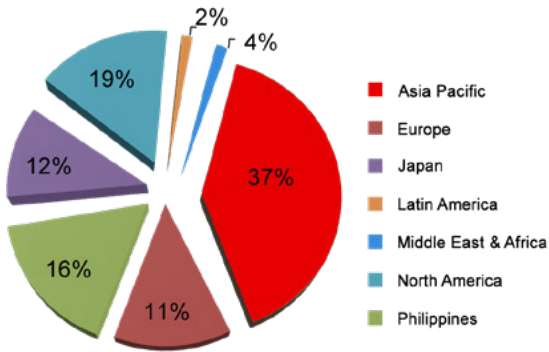
Global Gender Percentage

Gender	Number of Employees	Percentage
Female	1,834	28%
Male	4,721	72%
Total	6,555	100%



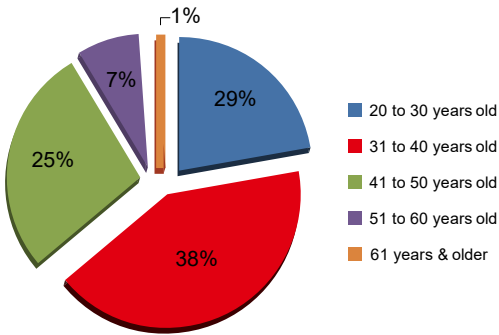
Global Area Distribution

Area	Number of Employees	Percentage
Asia-Pacific	2,417	37%
Europe	691	11%
Japan	760	12%
Latin America	110	2%
Middle East & Africa	272	4%
North America	1,273	19%
Philippines	1,032	16%
Total	6,555	100%



Global Age Distribution

Area	Number of Employees	Percentage
20 - 30	1,906	29%
31 - 40	2,477	38%
41 – 50	1,667	25%
51 – 60	446	7%
Above 60	59	1%



Respecting and Protecting Employee Human Rights

Trend Micro values the labor rights of employees and strives to protect their privacy. To help ensure gender equality, Trend Micro has implemented measures in the employee code of conduct to help prevent sexual harassment and enforces penalties for misconduct. Trend Micro also holds seminars on a regular basis to stress the importance of gender equality and help prevent sexual harassment. In 2018, Trend Micro announced "three NOs" for the work environment: no discrimination, no child labor, and no oppression. Trend Micro has also established a human rights hotline and help mailbox to protect employees' rights. The company regards a good work environment as an important corporate responsibility.

Sound Working Environment

Salary and Retirement Structure

Gender, religion, race, and political affiliations have no influence on the salaries of Trend Micro employees. Trend Micro has a comprehensive reward system and conducts regular individual performance evaluations. The company also encourages employees through promotions, salary increases, and bonuses to retain the most talented people. Trend Micro believes in working hard and smart while having fun along the way. Company employees enjoy many benefits:

- Opportunities for volunteering and giving back to the community
- Most Valuable Player (MVP) award program
- Competitive company-sponsored retirement plans
- Outstanding health & wellness benefits
- Employee referral programs
- Family internship program
- Working with and learning from the best people in the industry

[Learn more](#)

LOHAS Lifestyle



Everyone who joins Trend becomes part of a diverse global family working together to secure the entire connected world. Trend Micro fosters an open discourse about diversity, equality, and inclusiveness. The company believes in recognizing employees with a passion to succeed and wants employees to show "the best part of themselves."

Flexible and Comfortable Work Environment

To help maintain a happy and creative workplace, Trend Micro emphasizes that "you can only demonstrate the best part of yourself by being yourself." Trend Micro's work environment has "no dress code, no time clocks, and flexible work hours." Employees sip sodas while walking around in jeans and slippers almost everywhere at the office. Erasing the boundary between work and fun helps employees face challenges and see changes as opportunities.

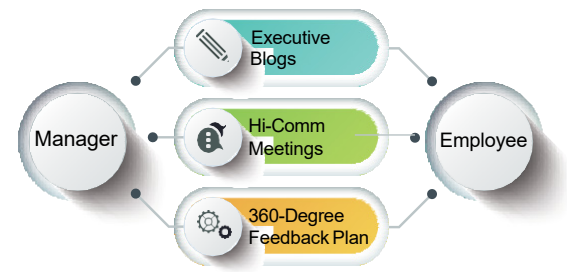
Gender Equality

Trend Micro believes that seeking out diverse talents can help reduce the skills gap in the technology industry as a whole and the cybersecurity field in particular. By offering female-centric intern programs, sponsorships, professional training, and opportunities to host internal and external networking events, Trend Micro helps women advance within the organization. The company practices gender equality to maintain a fair and friendly workplace.



Internal Communications

Trend Micro believes in employee rights and values the comments of every employee. We set up excellent communication processes, including a 360-degree feedback survey system, employee meetings, interdepartmental sharing sessions, and blogs published by senior executives.



Hi-Comm Meetings

Bi-directional communication can effectively build business team cohesion and internal alignment. Trend Micro regularly holds Hi-Comm Meetings on various topics with employees around the world to understand how everyone thinks and feels. In 2018, Hi-Comm meetings were held quarterly, while two face-to-face Hi-Comm meetings took place during the first half of 2019.

360-Degree Feedback Plan

Employee comments help Trend Micro solve problems as quickly as possible. Trend Micro conducts 360-degree feedback surveys anonymously to gather honest responses.

Executive Blogs

Trend Micro senior executives write their own personal blogs to make announcements and share information. Employees can respond with questions and make suggestions.



▲ The management team regularly schedules Hi-Comm events to communicate face-to-face with the staff.

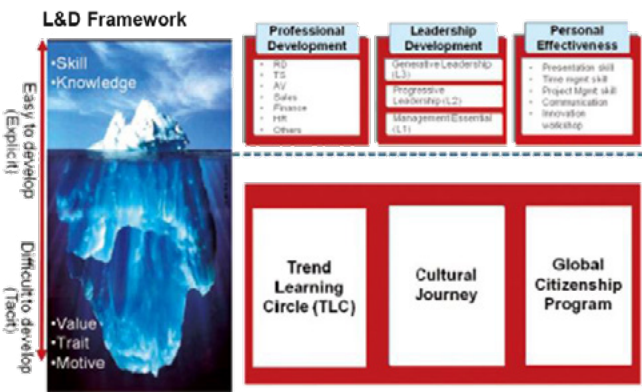
Learning and Growth

Trend Micro takes a strong interest in cultivating and developing employee talents to encourage those with the passion and energy to challenge old ways of thinking and act as an agents of change. The company offers comprehensive development courses so that employees can learn, grow, and reach their full potential. Trend Micro believes that employees can understand themselves better by getting honest feedback from others. The company has adopted a "holistic person development system" that follows the iceberg model to provide development opportunities, with an equal emphasis on professional training above the waterline and the cultivation of personal development below the waterline. Coupled with diverse career advancement channels, the system fosters autonomous employee growth.

L&D Philosophy

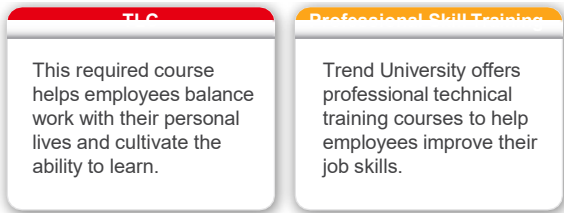
The iceberg model classifies personal characteristics into two categories: those "above the waterline" and those "below the waterline." Observable characteristics include skills and knowledge. Invisible characteristics include values, traits, and motives. Training can easily influence observable characteristics, but not the invisible ones. Trend Micro applies the iceberg model to its internal training program and emphasizes the development of internal qualities just as much as the advancement of knowledge and skills.

Trend Micro offers training courses for sales growth and personal development. An overall teaching and training map allows employees to cultivate their personal ambitions and effectively improve ob-

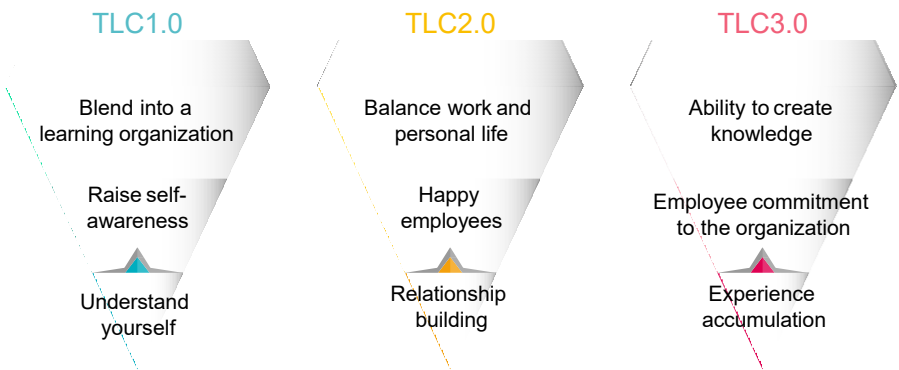


servable skills. The training offerings include professional summits and lectures to improve technical skills.

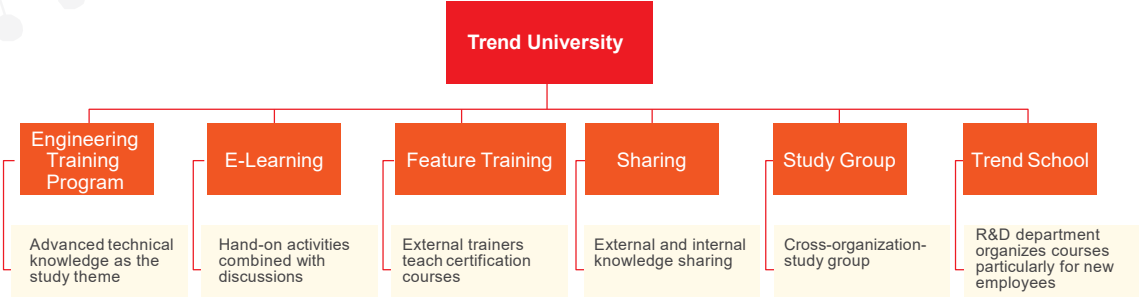
Trend Micro Educational Training Structure



All employees must attend the Trend Learning Circle (TLC). In 2007, Trend Micro Founder and Chairman Steve Chang personally designed the TLC 1.0, 2.0, and 3.0 courses after consulting with a top management scholar. TLC 1.0 emphasizes self-understanding, self-awareness, and blending into the learning organization. TLC 2.0 focuses on relationship building, balancing work and life, and becoming a happy employee. TLC 3.0 promotes organizational identity and commitment, as well as improving creativity and gaining knowledge. Mr. Chang personally instructed division supervisors and groomed 214 internal lecturers to teach these TLC courses to demonstrate Trend Micro's clear commitment to implement these lessons fully.



Professional Skills Training



To help employees improve themselves professionally, Trend University offers a variety of technical training courses and seminars through many different channels.

Trend Micro schedules an Engineering Day event annually and encourages engineers to participate in technology seminars. In addition, Trend Micro also organizes themed competitions to help employees learn more about new technology and research breakthroughs. With these ideas in mind, Trend Micro held an AI contest in 2018.

AI Wave: “People Matters” – the 2018 AI Contest

Effective artificial intelligence has become crucial to the continuing success of global technology companies. At the same time, a recent surge of IoT devices has increased the need for better online security systems. In response to these developments, Trend Micro organized its largest internal competition – a Global AI Contest – to celebrate the company's 30th anniversary in 2018. Trend Micro employees from all over the world had the chance to enter the competition regardless of their role. The final championship stage of the competition took place in Fukuoka, Japan. Contenders [flew there in the hope of winning a prize.](#)



The AI Contest helped company experts better understand AI by "innovatively playing games" to break technology barriers and interact with other employees from all around the world.

Early rounds of the competition made participants play the "Texas Hold' em" form of poker through various machine learning algorithms. Deep learning systems strengthened the AI capabilities developed by each team. The top 300 teams – consisting of 1,500 participants – went to the AI Race Car Competition held in Fukuoka, Japan. The entire event lasted for over 20 weeks and involved 450 teams, about a third of the entire workforce.





Customers

Enhancing the Information Security Environment

Gartner estimates that 26 billion devices worldwide will connect to the internet by 2020. This large number of connected devices will change how the world operates, thinks, and acts. TrendLabs, the research, development, and support arm of Trend Micro studies patterns in global information security, provides technical support, writes reports, and shares the latest cybersecurity updates with the world. To develop more targeted regional solutions for security issues, Trend Micro has devised a tiered responsibility system: the CEO and the regional directors decide on and execute solutions for global and regional security incidents. They also decide when to provide customers with status updates. Trend Micro uses numerous channels, including blogs and social media, to keep customers in the loop about security information. The company also provides solutions and services to defend against a wide variety of threats.

Are you GDPR compliant?

Get help with state-of-the-art security solutions

Get the GDPR checklist

Get GDPR resources




Sharing GDPR Information Seamlessly

The world's strictest data protection regulations, abbreviated as GDPR, apply to any company doing business in the European Union. GDPR mandates that organizations anywhere in the world processing the data of EU citizens reassess their data processing controls and implement a plan to protect that information better. GDPR standardizes legislation on data protection across the EU and covers previously unrecognized data usage patterns.

Trend Micro recognizes how GDPR strengthens the rights of individuals and have put a program in place to address GDPR requirements and prepare customers for what they should expect. Trend Micro always prioritizes security and data protection in every location.

Trend Micro has also worked on collaboration efforts with customers and started training and awareness programs to protect them, as well as further raise the security awareness of employees. Measures related to data processing, information protection, and breach management, as well as the appointment of a Data Protection Officer (DPO), have ensured seamless compliance with GDPR.

Awareness and Education	Processing data properly
<ul style="list-style-type: none"> Executive awareness and sponsorship (CFO, CIO, VP Legal, VP Finance & Operations Europe) Appointment of a dedicated project leader with authority to recruit SMEs and ensure timely delivery of requirements Global education of Trend Micro employees Ensuring that partners and customers know about GDPR and what it means through webinars, conferences, and one-to-one meetings 	<ul style="list-style-type: none"> The completion of a comprehensive, global data mapping exercise across the organization Updating existing policies and processes to ensure: <ol style="list-style-type: none"> Data Privacy Data protection and retention Data usage consent Children's data security – for the Internet Safety for Kids program Revised and updated product offering readiness for GDPR, including product data collection information Up-to-date customer, partner, and supplier agreements that address GDPR requirements
Data protection and breach management	Appoint Data Protection Officer (DPO)
<ul style="list-style-type: none"> Revised policies around data protection by design across the organization Updated breach management policies to reflect the 72-hour notification requirement of GDPR 	<ul style="list-style-type: none"> Maintaining the existing external DPO for Germany as per current requirements Trend Micro has appointed a new EU Data Protection Officer, Lianne Harcup

	Trend Micro's Cloud App Security protected Office365 by blocking malicious websites and email messages to prevent devastating phishing attacks.
	Ransomware often targets the Mâcon Hospital Center, which serves more than 210,000 people. Trend Micro's Hosted Email Security and Deep Security solutions block malicious email messages and phishing attacks to protect the privacy of patients and comply with GDPR regulations.
	Mütua General de Catalunya, a medical insurance company, has 22 subsidiaries and provides services to 75,000 members. It chose Trend Micro's Office365 and Deep Security solution to protect customer information in accordance with GDPR.

[Learn more](#)

Services

Trend Micro has customers from enterprises to homes and individuals. The company's full array of products combined with global threat intelligence analysis delivers comprehensive protection.

Customer Services for Enterprise Protection

Trend Micro offers a variety of enterprise solutions including Hybrid Cloud Security, Network Security, User Protection, and IoT solutions.

[Learn more](#)

Premium Support Program (PSP)

The continuing evolution of malicious software has made shortening security software update lags into a major concern. Relying on its large knowledge base and experienced staff, Trend Micro offers a Premium Support Program (PSP) to help customers quickly solve challenges like initial system inventories, risk assessments, and technical training for IT staff. Designated experts can also deliver advanced technical support.



Rapid Responses to Security Concerns

Trend Micro can help customers formulate a complete virus outbreak response protocol. Trend Micro can help contain the spread of malicious software within corporate networks by having Technical Account Managers (TAMs) and Trend Labs staff work in tandem to supplement existing procedures. Trend Labs can immediately analyze any suspicious file samples from customers around the clock. Trend Micro can also conduct periodic safety inspections to help ease the burden on local administrators. The Premium Support Program provides a specific Customer Service Manager who serves as a regular contact point to assist with urgent issues and provide expert guidance.



TrendLabs	Technical Account Manager (TAM)
Trend Micro analyzes suspected virus samples within an hour of customers reporting them and responds with reliable emergency solutions within 2 hours. More than 1,200 threat experts can help with network security issues.	Customers may speak with their TAMs directly whenever they have a question. TAMs report problems directly to Trend Labs to get assistance and mitigate the impact of possible information security concerns. TAMs also evaluate the network environment and hardware of customers to devise protection and cleanup strategies.

Helping Enterprises Solve Talent Shortage Problems

In 2018, Trend Micro introduced Managed Detection and Response (MDR) hosted services that combine advanced protection with artificial intelligence to block threats and filter large amounts of data. To help reduce potential risks and automate responses, Trend Micro created a single easy interface API to let information flow freely through all IT layers. Not only does this solution reduce the time devoted to analyzing information security incidents, it also reduces the overall burden on the organization. Enterprises can establish Security Operations Centers (SOC) with more accurate security protection mechanisms to address security threats in advance effectively, react to attacks efficiently, and respond immediately. If an outbreak unfortunately does occur, Trend Micro can quickly respond to help minimize the damage. Trend Micro actually incorporates AI capabilities across the entire product line, allowing a SOC to classify threat warnings correctly. This approach helps address current security personnel shortages and the global lack of network security professionals.

This service provides Trend Micro customers with advanced threat tracking capabilities. They can record system-level activities by deploying an integrated endpoint solution. Trend Micro continuously receives these records and delivers these services:

- Continuous monitoring and alert investigations
- Powerful correlations between events, alerts, and network data to identify possible attacks using artificial intelligence and patented technology
- Proactive threat hunting as needed to validate evolving zero-day threats dynamically
- Investigations of advanced threats by experienced security experts to determine the severity of incidents and create actionable remediation plans
- Root cause analysis that explain how attacks began and spread, as well as inventories of affected devices

Emergency Onsite Services

Some situations require security experts to assist customers in person, so Trend Micro offers rapid on-site repair services. These experts can rapidly reach a customer’s workplace and deal with emergencies.

Proactive Services

Reactive protection systems cannot prevent the latest online attacks, so Trend Micro provides customers with "Critical Security Threat" and "Widespread Virus Warning" alerts when an attack occurs. Trend Micro contacts customers currently under attack immediately through multiple channels (including email messages, text messages, and telephone calls) to ensure the receipt of these warnings. Businesses can respond immediately in accordance with the notices from Trend Micro. Thanks to Trend Micro’s excellent data collection and analytical abilities, businesses can effectively prevent information security disasters and avoid catastrophic losses.

Professional Training

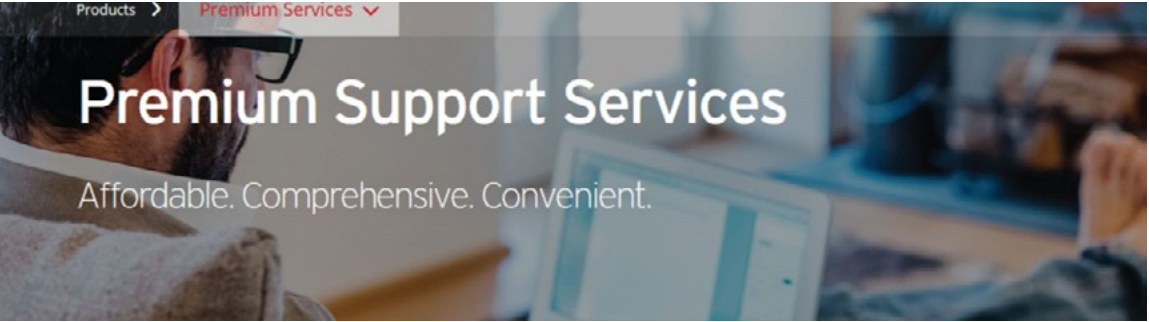
Trend Micro can provide comprehensive professional training to help customers better understand how to protect against malicious software, as well as manage product installations and deployments.

Home User Services

Trend Micro Premium Services

Customers who have problems with configuring software, upgrading their computers, troubleshooting their products, or backing up a mobile device can reach out to dedicated Trend Micro staff members for helpful advice and support.

Communication Channels



Trend Micro firmly believes that brand reputation comes from the trust of customers and stakeholders. Improvements come from hearing diverse opinions and gathering feedback.

To bring customers closer to the brand, Trend Micro uses social media extensively. The company also interacts with customers through phone calls, email messages, meetings, and online seminars to communicate Trend Micro's values, vision, and offerings.

Trend Micro Official Website

Trend Micro's official website provides comprehensive information about the company's products and solutions so customers solve their problems quickly. The website also provides cybersecurity information to help all visitors protect themselves.

Blogs

Trend Micro maintains different blogs to help different readers. Chief Cybersecurity Officer Ed Cabrera, Security Research Vice President Rik Ferguson, and other information security experts write about cloud computing and security, recent virus developments, and mobile security trends on the ["Simply Security Blog"](#). Another group of security experts maintain the ["Security News"](#) and ["Security Intelligence"](#) blogs to share information about ransomware, operating system vulnerabilities, targeted attacks, IoT security, and mobile security protection. An ["Internet Safety for Kids](#)



[& Families"](#) blog educates parents and children.

Privacy Protection

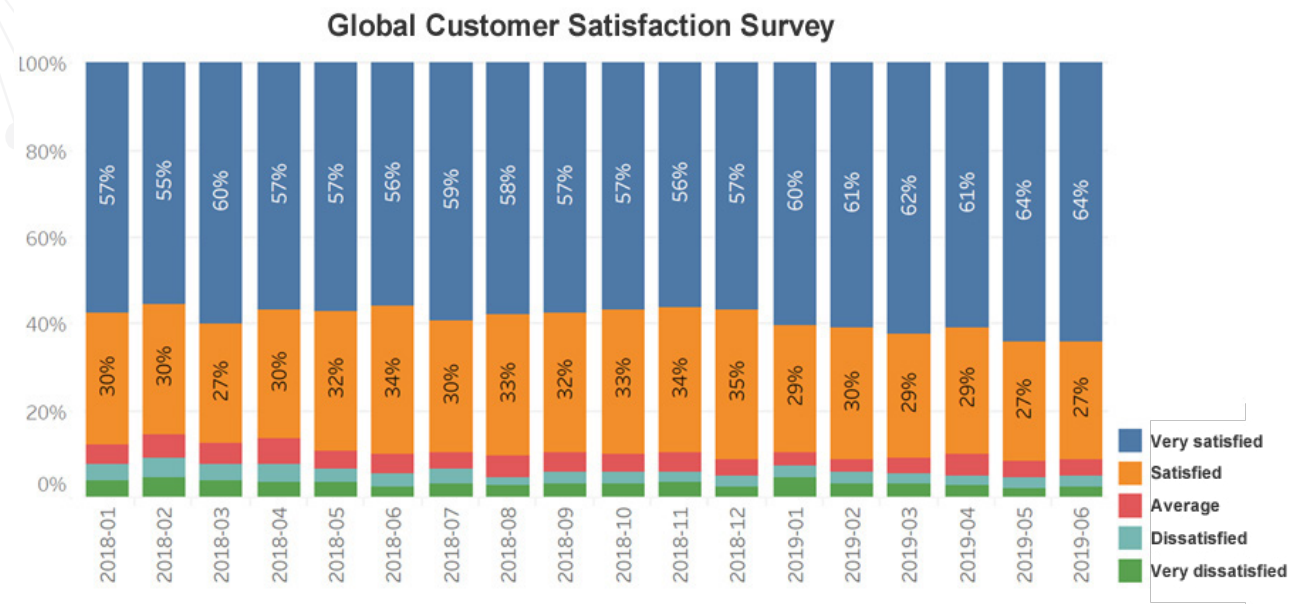
Trend Micro has implemented protective measures to prevent the loss, theft, misuse, disclosure, modification, or sabotage of personal client data. Trend Micro has also formulated a clear customer privacy policy in compliance with the personal information protection acts of various territories.

[Learn more](#)

Customer Satisfaction Surveys

Trend Micro conducts a monthly customer satisfaction survey to measure service quality and help maintain the company's high standards. Based on survey results from January 2018 to June 2019, more than 85% of customers felt satisfied with Trend Micro's services. Even these excellent results have not stopped Trend Micro customer service managers from personally calling dissatisfied customers to determine what went wrong and discover opportunities for improvement. Trend Micro treats all customer feedback and suggestions as valuable learning opportunities. The surveys provide motivation to improve and continuously strive for excellence.





Global Citizenship Programs



Trend Micro always strives to act as a responsible corporate citizen by giving back to the global community and helping neighbors in their times of need. Since 2008, the company has used 1% of the previous year's post-GAAP profit to fund global citizenship programs. The entire company has devoted significant time, expertise, and resources to the global community. Trend Micro always wants to make a difference around the world.



Philanthropy

https://www.trendmicro.com/en_us/about/corporate-social-responsibility/philanthropy.html

Give and Match Program

Results
Since 2018:
• Over 14,000 employees participated
• More than \$4,450,000 raised
• Responded to 34 natural disasters and funded over 120 non-profit organizations

Each year employees nominate non-profit philanthropic organizations for 1:1 matching donations. Organizations eligible to receive matching funds generally support underserved communities with a focus on the digital divide, education, the environment, and the disadvantaged. By collaborating with colleagues around the world, employees can also initiate ad hoc Give and Match projects in response to natural disasters and crises with major casual-

ties (such as earthquakes, major storms, or fires). Over a quarter of Trend Micro employees have participated in the Give and Match program.

2018 Natural Disaster Donations

Incidents	Donors	Amount Donated (in US\$)		
		Employee Amount	Trend Micro 1:1 Matching	Total
Australia drought relief	59	5,800	5,800	11,600
Flood Relief for Laos	19	1,276	1,276	2,552
Flood Relief for Kerala, India	21	1,364	1,364	2,728
Tsunami Relief for Sulawesi, Indonesia	48	2,597	2,597	5,194
Total	147	11,037	11,037	22,074

2018 Donations by Area

Incidents	Donors	Amount Donated (in US\$)		
		Employee Amount	Trend Micro 1:1 Matching	Total
SKO	438	26,277	26,277	52,554
Flooding in Western Japan	140	8,288	8,288	16,576
Hokkaido Earthquake	103	4,846	4,846	9,692
Cycle Challenge for Home of Hope	40	4,030	4,030	8,060
World Vision	5	1,288	-	1,288
Fisher House	15	1,150	1,150	2,300
Peach's Neet Feet	64	6,730	6,730	13,460
Jake's Heart	13	5,881	5,881	11,762

Incidents	Donors	Amount Donated (in US\$)		
		Employee Amount	Trend Micro 1:1 Matching	Total
The Royal Ottawa Foundation: Youth Program	51	21,211	21,211	42,422
Inghelburch	11	2,613	2,613	5,226
UNHCR	231	1,549	1,549	3,098
ARocha	2	81	-	81
Stichting ALS Nederland	20	655	655	1,310
International Red Cross	13	757	757	1,514
Vessels of Humanity Foundation	19	456	-	456
MBY Pet Rescue and Sanctuary	12	342	-	342
Aeta Children's Home (ACH)	9	277	-	277
The Child Haus	26	1,378	1,378	2,756
TOTAL	1,212	87,809	85,365	173,174

Annual Donation Statistics

Year	Areas	Incidents	Donors	Amount Donated (in US\$)		
				Employee Amount	Trend Micro 1:1 Matching	Total
2008	5	2	1,206	142,224	142,224	656,788
2009	6	4	1,437	196,251	196,113	649,569
2010	3	5	505	48,413	48,413	96,826
2011	12	4	1,955	322,709	321,471	1,184,251
2012	20	3	870	61,925	59,388	121,313

Year	Areas	Incidents	Donors	Amount Donated (in US\$)		
				Employee Amount	Trend Micro 1:1 Matching	Total
2013	11	3	1,481	150,223	148,502	519,639
2014	17	2	846	91,240	90,120	181,360
2015	12	2	1,592	140,454	140,443	280,897
2016	21	4	2,162	214,902	190,108	405,010
2017	15	5	1,171	89,560	89,281	178,842
2018	18	4	1,359	98,846	96,402	195,248
TOTAL	140	38	14,584	1,556,747	1,522,465	4,469,743

Love without Borders – Home Building Program

Results
<ul style="list-style-type: none">· Over 700 participants· Employees have joined from North America, Europe, Japan, and other locations· Helped build over 250 homes in 16 different communities· Assisted more than 1,700 families and more than 2,800 children

Since 2008, Trend Micro has teamed up with GK, a local NPO in the Philippines, to provide funds and manpower to help build houses for financially-challenged families. Trend Micro encourages employees around the world to organize teams, fly to the Philippines, and help every year. Trend Micro subsidizes 5-day trips for volunteers, including both travel and local living expenses, as well as construction costs. The Home Building program not only helps construct new houses, but also gives Trend Micro employees a personal connection to the new homeowners and direct experience with the

local culture. [Learn more](#)

Trend Micro Participants by Region

Year	Europe, Middle East, and Africa	North America, and Latin America	APAC/ANZ	Japan	Philippines	Total Participants
2008	21	6	14	11	25	77
2009	5	3	5	7	12	32
2010	19	5	4	12	30	70
2011	12	5	13	9	28	67
2012	7	6	24	12	24	73
2013	14	2	15	16	23	70
2014	12	4	18	14	22	70
2015	8	7	14	9	23	61
2016	11	4	19	12	23	69
2017	12	7	20	10	21	70
2018	12	3	7	6	36	64
2019	-	2	8	2	10	22
(As of May)						
TOTAL	133	54	161	120	277	745

Total Families and Children Helped

GK Village	Families	Children
MJR	21	63
Bermuda, Kalayaan	22	61
Gloria, Bermuda	12	30
Kalayaan	18	64
Jose Rizal	445	650
Bagong Silang	450	800



GK Village	Families	Children
USA Hope	55	220
Canossa	45	40
Silver Heights	75	200
Toyota	160	150
Bayanihan	126	100
GK Escopa	67	100
St Joseph	52	110
Munting Pamayanan	72	80
Dasmarinas	85	100
Sapang Maragul	67	106
Munting Paraiso	51	150
GK Victoria	35	60
TOTAL	1,858	3,084

Number of Homes Built

Year	Dates	Service Area	Service Lo- cation	Homes Built
2008	4/21-25	MJR	Batangas	5
	9/15-19	Bermuda, Kalayaan		17
	11/10-14	Gloria, Bermuda		4
	11/24-28	Bermuda		
2009	3/2-6	Jose Rizal	Laguna	33
	5/25-29			
2010	4/12-16	Jose Rizal	Laguna	10
	5/24-28			10
	11/15-19	Bagong Silang	Caloocan	30

Year	Dates	Service Area	Service Lo- cation	Homes Built
2011	5/16-20	USA Hope	Caloocan	5
	10/10-14	Canossa	Laguna	3
	11/14-18	Jose Rizal	Laguna	10
2012	4/16-20	Jose Rizal	Laguna	5
	10/15-19	Silver Heights	Caloocan	8
	11/12-16			
2013	4/15-19	Toyota-Sta.Rosa	Laguna	25
	10/21-25			
	11/18-22			
2014	5/19-23	Jose Rizal	Laguna	10
	10/27-31	Bayanihan	Cavite	10
	11/17-21			
2015	5/11-15	Escopa	Quezon City	5
	10/26-30	Toyota-Sta.Rosa	Laguna	1
	11/30 -12/4	St Joseph	Nueva Ecija	10
2016	5/16-20	St Joseph	Nueva Ecija	3
	10/3-7	Munting Pamayanan	Quezon City	18
	11/14-18	Munting Pamayanan	Quezon City	
2017	5/22-26	Dasmarinas	Cavite	6
	10/16-20	Dasmarinas	Cavite	12
	11/13-17	Sapang Maragul	Tarlac	10
2018	4/16-20	Sapang Maragul	Tarlac	5
	10/1-5	Munting Paraiso	Cavite	20
	11/12-16			
2019	5/22-26	GK Victoria	Tarlac	10
TOTAL				285

“Building a Future” Annual Service Project

- Up to 700 Trenders participated every year
- Over 15,000 hours volunteered

Trend Micro helps children grow and discover their potential by improving their learning environment. Since 2013, Trend Micro has invested in the “Building a Future” annual service project. For one day each year, Trend Micro employees gather together and volunteer at local schools in need. They help build picnic tables

and bookshelves, teach students to read, and provide school equipment or cash donations.

[Giving back to society – Building a Future](#)

Internet Safety and Cybersecurity Education



Internet Safety for Kids and Families

Kids can easily fall victim to online threats, so the next generation needs internet safety information to protect themselves. Since 2008, the Internet Safety for Kids and Families (ISKF) program has provided education to parents, teachers, and students to address online risks and teach good digital citizenship.

Results

- 336,118 students helped
- 1,476,752 parents contacted
- 18,560 events initiated
- 966 volunteers involved
- 18,711 schools participated

Besides promoting online security through blogs and social media, Trend Micro initiated the "WHAT'S YOUR STORY" competition, poster and film contests, and on campus events to teach children about staying safe online.

The 2019 "WHAT'S YOUR STORY" competition asked "If you had one special power to make life online better, what would it be?"

[Learn more](#)



Cybersecurity Education for Universities (CEU)

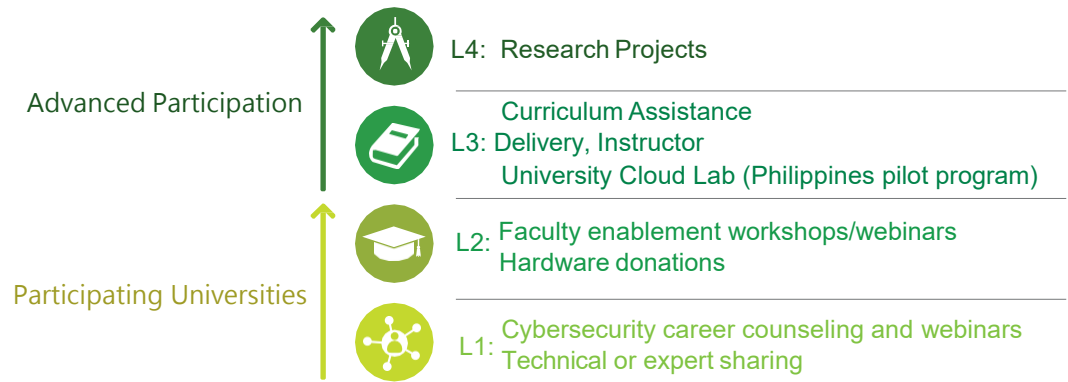
- Since 2018, Trend Micro has supported more than 50 universities around the world.
- Over 20 universities in the Americas and the Asia-Pacific region remain active partners.
- Trender Micro employees in the Americas have run more than 10 Threat Defense Workshops.
- Trend Micro has donated over 8 cyber threat monitoring and discovery devices worldwide
- Over 1,000 university educators and administrators have participated in this

Information Security Program Curriculum

- Assist universities with cybersecurity education programs
- Collaborate with other nonprofit and governmental organizations to help schools
- Leverage the skills of local Trend Micro volunteers

As threats increase, so does the number of unfilled positions for skilled cybersecurity professionals. Trend Micro established the Cybersecurity Education for Universities (CEU) program to share expertise freely with institutions of higher learning and help educate their students. Trend Micro works collaboratively with schools and help address the gap by offering guidance, expertise, and support to college cybersecurity programs freely. This program started in North America, but Trend Micro employees now help support students in Brazil, Saudi Arabia, Singapore, New Zealand, and Australia. [Learn more](#)

	Topic 1	Introduction to Cybersecurity
	Topic 2	Threat Landscape and Impact
	Topic 3	Encryption Concepts
	Topic 4	Traditional Security Threat
	Topic 5	Targeted Attack, Information Theft and Ransomware
	Topic 6	Anatomy of Hack
	Topic 7	Software Program Security and Penetration Testing
	Topic 8	Network Security and Firewall
	Topic 9	Security Information and Event Management
	Topic 10	Incidence Response
	Topic 11	Cybersecurity Defense in Depth
	Topic 12	Relevant Laws, Regulations, Compliance and Investigation



Participating Schools



Internet Safety for Small Businesses (ISSB)

Trend Micro established this program in November 2017 to help make small business owners and employees safer in the digital world. It raises risk awareness and helps small businesses take a proactive approach to online threats with easy-to-use resources.

Trend Micro expert volunteers have also partnered with the National Cyber Security Alliance and the SCORE nonprofit organization to help small businesses get off the ground. The ISSB program also helps sponsor nonprofit-organization events and projects dedicated to keeping small businesses safe online.

[Learn more](#)



Regions in Action

Science, Technology, Engineering, and Math (STEM) Education – Taiwan

Results

Since 2016:

- More than 100 teachers certified
- Over 300 students from 15 schools trained

Volunteers from Trend Micro have taught underprivileged kids in Taiwan about computer programing, 3D printing, self-driving cars, and robotics. Because a good education requires a continuous effort by local teachers, they also receive training for developing and improving STEM curricula.

"What's Your Story?" Poster & Film Design Contest – Canada, Ireland, and USA

- Over 20,000 participants globally
- Competitors came from 15 nations



This global competition encourages children to share their impressions of the online world through videos and posters. It helps bring parents, teachers, and kids closer together. After starting in Australia back in 2015, it has now grown to include over 20,000 people. "How do you know if what you see online is real or fake?" was the topic for 2018.

[Learn more](#)

The Smile Project – Japan

Since Japan's Great Northeast Earthquake in 2011, Japanese employees have helped with cleaning up the damage, replanting foliage, and educating survivors through this project.

Japanese volunteers went to the disaster area 6 times starting in June 2018 and donated 10 selected books each month for a year to the Kesennnuma Library in northeastern Japan. By June of 2019, they had completed 45 rounds of the Smile Project. 560 volunteers had visited the disaster area to help reconstruct local businesses, including fishery and agricultural revival projects.

In 2018, Trend Micro expanded the program to help victims of torrential rains in western Japan.



▲ Trend Micro Japan expanded the program to the 2018 torrential rains in western Japan

Click Right! – Philippines

Results

- Since 2013:
- Over 6,000 participants
 - More than 1,400 entries received

The Click Right! initiative in the Philippines raises awareness among parents, kids, educators, and guardians about internet safety and cybersecurity concerns facing young people today. Projects include social media engagement, a learning roadshow brought to schools and spaces frequented by chil-

dren all over the Philippines, and the "What's Your Story?" art caravan. An annual art competition encourages kids to speak up and influence their peers about responsible internet use.

Fighting Cybercrime

As cybercrime has increased, security vendors and law enforcement agencies have worked hard to protect against online security threats. Trend Micro does its part by sharing resources and working with organizations like the FBI, INTERPOL, and other leading private security vendors. These partnerships have led to numerous victories and have strengthened Trend Micro's desire to make the internet safe for everyone. [Learn more](#)



Year	Collaborating Agency	Result
2015	INTERPOL	Cooperated to eradicate a large botnet
	FBI	Broke up the Esthost/Rove digital hacker group
	FBI	Helped track the command and control (C&C) system used by multiple DRIDEX Botnets
	NCA	Shut down the malicious Refud.me and Crytex Reborn services
2016	INTERPOL	Helped arrest the head of a Nigerian cybercriminal group
	Taiwan Criminal Investigation Bureau	Blocked an email fraud case in progress using the detection function of the IMSVA MailGuard feature(SNAP)
2017	Europol FBI German Police	Uncovered an international cybercrime organization called Avalanche
	Europol	Co-published a research report on the current state and source of malicious automated teller machine software showing how hackers attack automated teller machines
2018	FBI	Helped with the arrest and convictions of the Scan4You hackers



Appendix: GRI Standards Cross-Reference Chapter Table

Appendix 1

GRI General Disclosure 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Organization Overview	102-1	Organization Name	01 About Trend Micro – About Trend Micro	
	102-2	Activities, Brand, Products, and Services	01 About trend Micro – Management	
	102-3	Headquarters Location	01 About Trend Micro – About Trend Micro	
	102-4	Operating Locations	01 About Trend Micro – About Trend Micro	
	102-5	Intellectual Property and Law	01 About trend Micro – Management	
	102-6	Market Services	01 About trend Micro – Management	
	102-7	Organization	01 About trend Micro – Management	
	102-8	Information about employees and other workers	03 Employees – Transparent Recruitment Procedures	
	102-10	Major Changes in the Organization		Due to the focus on information security technology, the company has no supply chain.
	102-12	and Supply Chain	05 Global Citizenship Programs – Fighting Cybercrimes	
Strategy	102-14	External Initiatives	About the Report	

GRI General Disclosure 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Ethics and Honesty	102-16	Values, Principles, Standards, and Codes of Conduct	01 About Trend Micro – Management	
	102-41	Union Agreements		The company has no unions.
	102-42	Identification and Selection of Stakeholders	02 Sustainable Development - Procedures for Stakeholders & Materiality Issues	
	102-43	Principles of Communication with Stakeholders	02 Sustainable Development – Stakeholder Communication	
	102-44	Raising Key Topics and Concerns	02 Sustainable Development - Stakeholder Communication	
Operating Report	102-45	Consolidated Financial Statements	01 About Trend Micro – Business Operations	
	102-46	Definitions of Report Content and Topic Boundaries	About the Report	
	102-47	Materiality Issues List	About the Report	
	102-48	Information Re-editing	About the Report	
	102-49	Report Changes	About the Report	
	102-50	Report Time Frame	About the Report	
	102-51	Last Report Date	About the Report	
	102-52	Report Period	About the Report	
	102-53	Report Point of Contact Person	About the Report	
	102-54	GRI Guideline Accordance Report	About the Report	

GRI General Disclosure 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Operating Report	102-55	GRI Content Index	Appendix 1	
	102-56	External Assurances	About the Report	
	102-53	Report Point of Contact Person	About the Report	
	102-54	GRI Guideline Accordance Report	About the Report	
	102-55	GRI Content Index	Appendix 1	
	102-56	External Assurances	About the Report	
	102-53	Report Point of Contact Person	About the Report	
	102-54	GRI Guideline Accordance Report	About the Report	
	102-55	GRI Content Index	Appendix 1	
	102-56	External Assurances	About the Report	
Operation Financial Performance				
GRI 102: Managing Principles 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Managing Principles	103-1	Explaining Major Topics and their Boundaries	02 Sustainable Development – Materiality Issue’ s Significance	
	103-2	Management Principles and their Focus	01 About Trend Micro – Business Operations	
	103-3	Management Principles Evaluation	01 About Trend Micro – Business Operations	

GRI 200 : Special Topic Disclosures - Economics 2016				
Economic Performance	201-1	Direct Economic Value Generated and Distributed by the Organization	01 About Trend Micro–Business Operations	
	201-2	Financial Impacts and Other Risks and Opportunities Arising from Climate Change		The company mainly focuses on information security technology that has little impact on environmental issues of climate change, so the report includes no risk assessment or identification of climate change.
	201-3	Define Welfare Program Obligations and Other Retirement Plans	03 Employees - Salary and Retirement Structure	
Product Technology Research and Development				
GRI 103: Managing Principles 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Managing Principles	103-1	Explaining Major Topics and their Boundaries	02 Sustainable Development - Materiality Issue’ s Significance	
	103-2	Management Principles and their Focus	01 About Trend Micro – Solutions About Trend Micro – IoT Security	
	103-3	Management Principles Evaluation	01 About Trend Micro – Solutions About Trend Micro – IoT Security	

Intellectual Property Protection				
GRI 103: Managing Principles 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Managing Principles	103-1	Explaining Major Topics and their Boundaries	02 Sustainable Development – Trend Micro and SDG Relationship	
	103-2	Management Principles and their Focus	04 Customers - Enhancing the Information Security Environment	
	103-3	Management Principles Evaluation	04 Customers - Enhancing the Information Security Environment	
Product Services and Customer Relationships				
GRI 103: Managing Principles 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Managing Principles	103-1	Explaining Major Topics and their Boundaries	02 Sustainable Development - Trend Micro and SDG Relationship	
	103-2	Management Principles and their Focus	04 Customers	
	103-3	Management Principles Evaluation	04 Customers	

Diverse Career Growth and Training				
GRI 103: Managing Principles 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Managing Principles	103-1	Explaining Major Topics and their Boundaries	02 Sustainable Development - Trend Micro and SDG Relationship	
	103-2	Management Principles and their Focus	03 Employees – Learning & Growth	
	103-3	Management Principles Evaluation	03 Employees – Learning & Growth	
GRI 400 : Specific Topic Disclosures - Society 2016				
Tr a i n i n g and Edu- cation	404-2	Staff Professional Ability Enhancement and Transition As- sistance Programs	03 Employees – Learning & Growth	
Employee Work and Life Balance				
GRI 103: Managing Principles 2016				
Disclosed Item	Indicator	Description	Reference Chapter	Notes
Managing Principles	103-1	Explaining Major Topics and their Boundaries	02 Sustainable Development - Trend Micro and SDG Relationship	
	103-2	Management Principles and their Focus	03 Employees – Sound Working Environment	
	103-3	Management Principles Evaluation	03 Employees – Sound Working Environment	