Trend Micro Evolves Mobile Security Solutions, Elevating Capabilities for Combating Cyber Threats and Data Loss for Businesses, Consumers

Company's CEO unveils comprehensive mobile security offerings at Mobile World Congress

At the Mobile World Congress today, Internet security pioneerTrend Micro Incorporated (TYO: 4704; TSE: 4704) revealed a set of solutions to combat the unprecedented array of cyber attacks that are continually victimizing individuals and enterprises via mobile platforms. The new solutions will help mitigate threats to mobile networks and devices, including product enhancements to support enterprises and consumers alike.

At Mobile World Congress 2014 (Hall 6 – Booth 6L61), Trend Micro CEO and co-founder Eva Chen along with other Trend Micro experts will share the company's vision for mobile security, as well as launch three new solutions that span enterprise and consumer markets.

These innovative solutions are designed to defend against fast-evolving, sophisticated threats to provide IT administrators with greater control over corporate devices and offer consumers an enhanced user experience. The solutions include:

- **Safe Mobile WorkForce** provides secure mobile access to corporate data from mobile devices and an improved user experience, while providing the mobile user data through a remote operating system delivered to their mobile device.
- **Trend Micro Mobile Security** is a multi-platform security solution to secure users' data and privacy on Google Android, Apple iOS and Amazon Kindle devices. The solution provides first-rate secure web browsing, privacy guidance for Facebook settings, threat protection and lost device protection, data backup and parental controls.
- **Mobile App Reputation** is the world's first mobile app evaluation service that identifies new and existing malware verifies the reputations of mobile applications and provides threat defense during downloads. The Mobile App Reputation scans, blocks and identifies millions of hazardous apps from a variety of global online sources and has played a pivotal role in detecting and thwarting malicious apps' damage at the BlackBerry app store, BlackBerry World.

"Mobile threats continue to grow in intensity and sophistication, and Trend Micro is committed to utilizing our proven expertise to address these challenges," said Chen. "In 2014, mobile will become the attack vector of choice for cyber criminals, as the number of Android threats alone is expected to climb to more than 3 million. As cloud-based applications and BYOD policies become mainstream, both employees' and companies' sensitive data are at risk. Our comprehensive solutions will keep this information safe without impeding the mobile experience."

Trend Micro is at the forefront of mobile threat research, identifying where attacks will come from and how users can best defend themselves. In Trend Micro's 2013 Mobile Threat Report, threat researchers reported that mobile threats are moving beyond apps and Android's vulnerabilities and are inconsistent with industry standards, developing a less secure mobile ecosystem. In 2013, TrendLabs researchers predicted that malicious and high-risk Android malware would exceed 1 million by the year's end – a figure that took PC malware a decade to reach. Now, TrendLabs predicts that figure will reach 3 million in 2014.

The effectiveness of Trend Micro solutions are reinforced through its partnership with BlackBerry®. Trend Micro further identifies and blocks repackaged Android apps before they are sold on the BlackBerry® World™ storefront. The Trend Micro Mobile App Reputation service identifies and flags potential threats as either "malicious" or "high-risk" to prevent harm to devices and networks.

"Keeping our customers protected from security concerns, such as malware, remains a top priority at BlackBerry," said Scott Totzke, senior vice president for Security at BlackBerry. "By leveraging Trend Micro's app scanning capabilities with our comprehensive app vetting program, BlackBerry Guardian, we are providing customers with another layer of protection to help ensure that applications within our store are as safe as possible."

To learn more about Trend Micro's mobile security solutions, visit:http://www.trendmicro.com/us/home/products/mobile-solutions/index.html

About Trend Micro

Trend Micro Incorporated a global leader in security software, rated number one in server security (IDC, 2013), strives to make the world safe for exchanging digital information. Built on 25 years of experience, our solutions for consumers, businesses and governments provide layered data security to protect information on mobile devices, endpoints, gateways, servers and the cloud. Trend Micro enables the smart protection of information, with innovative security technology that is simple to deploy and manage, and fits an evolving ecosystem. All of our solutions are powered by cloud-based global threat intelligence, the Trend Micro™ Smart Protection Network™ infrastructure, and are supported by over 1,200 threat experts around the globe. For more information, visit TrendMicro.com.

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