Trend Micro Recognized as a Top Company to Sell For

Industry recognition adds to Trends Micro's reputation as an employer

DALLAS--(BUSINESS WIRE)--As an employer, Trend Micro believes that every employee is a valuable contributing member to the organization's success and now we have one more reason that reinforces our belief. *Selling Power* magazine has recognized Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in security software and solutions, as No. 23 in their annual list of the "50 Best Companies to Sell For" in the United States.

For the past 17 years, *Selling Power* magazine has been uncovering key data that would be important to prospective sales representatives as they look for a new sales role. The magazine focused on the following three areas:

- Customer growth and retention
- Hiring, compensation, sales training and enablement
- Company recognition and reputation

"We are thrilled to be recognized by *Selling Power* as one of the 50 Best Companies to Sell For," said Kevin Simzer, EVP, Global Sales and Marketing, Trend Micro. "Our company is built on collaboration, transparency, and innovation and our sales team is a crucial part of the success. We encourage all of our teams to work across departments that will lend more energy and excitement to our corporate culture."

Trend Micro's success is driven through the balance of customer success, employee satisfaction, and shareholder return. This provides a strong foundation for Trend Micro sellers to understand their role to help deliver high value cybersecurity solutions to customers from small business to large enterprise, to have the purpose to do meaningful work that benefits the team and company, and to conduct business in a manner that is strong financially and promotes sustainability.

Trend Micro encourages its employees worldwide to become involved in their immediate communities and beyond. Whether it's building houses in the Philippines, participating in Japan earthquake relief where employee and corporate contributions came to more than $1M USD, working with local parent-teacher organizations in the United States or providing Safe Surfing e-posters to 100 schools in Belgium, Trend Micro encourages its employees to share their time, expertise and good will.

The "50 Best Companies to Sell For" list includes companies of all sizes, with sales forces ranging from fewer than 100 salespeople to companies with sales-force numbers in the thousands.

Selling Power magazine founder and publisher Gerhard Gschwandtner says the companies on the list support excellence in sales in the following ways:

- They support salespeople via coaching, training, and offering sales-enablement solutions.
- They keep salespeople motivated.
- They create an active selling culture.

About Trend Micro

Trend Micro Incorporated, a global leader in cyber security solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks, and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With more than 5,000 employees in over 50 countries and the world's most advanced global threat intelligence, Trend Micro enables organizations to secure their journey to the cloud. For more information, visit www.trendmicro.com.

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