Trend Micro Featured on Selling Power's 2017 List of "50 Best Companies to Sell For"

DALLAS--(BUSINESS WIRE)--The employee philosophy at Trend Micro Incorporated (TYO: 4704; TSE: 4704), "be the best part of you," translates into everything the company does. Because of this outlook, Trend Micro is proud to announce it has ranked on the Selling Power 50 Best Companies to Sell For. The company believes every employee is a valuable contributing member to its success, and this industry recognition only reinforces that belief.

From adding the best talent to a culturally diverse organization and providing consistent and continuous onboarding to sales and engagement support for facilitating best-in-class performance, the employees are a primary focus for Trend Micro. Every year, the corporate research team at *Selling Power* magazine assembles and publishes its list of the 50 Best Companies to Sell For. This is the 17th year the list has appeared in the magazine and the second consecutive year Trend Micro has been featured.

"It's an honor to be recognized by *Selling Power* as one of the Top 50 companies to sell for yet again," said Kevin Simzer, executive vice president of operations, Trend Micro. "Collaboration, transparency and innovation are guiding principles of our organization, as well as our teams working closely with one another and across departments all lend tremendous energy and excitement to our corporate culture."

Trend Micro's success is driven through unfazed focus on customer success, employee satisfaction & shareholder return, providing a strong bedrock and purpose for employees. The company offers best-in-class cybersecurity solutions to customers at small businesses and large enterprises, conducts business in a manner that promotes sustainability and does meaningful work in an ethical manner to benefit the company and community around it.

Trend Micro employees worldwide are encouraged to share their time, expertise and goodwill to become involved in their immediate communities and beyond. Initiatives the company partakes in includes building homes in the Philippines for the underprivileged (222 homes built since 2008), dollar-for-dollar matching of employee contributions for charitable causes (more than US$4 million since 2008), community outreach resulting in nearly $42,000 raised for multiple schools in Florida, and learning sessions on Internet Safety for Kids and Families (1600 global events in 2016).

To determine company rankings, the *Selling Power* research team evaluated applications in three broad categories:

- Compensation and Benefits
- Hiring, Sales Training, and Sales Enablement
- Customer Retention

The list encompasses companies of all sizes – with sales forces ranging from fewer than 100 salespeople to numbers in the thousands.

Selling Power magazine founder and publisher Gerhard Gschwandtner says it is vital to recognize companies that are creating excellent sales teams today. "Salespeople face great challenges in a digital era," says Gschwandtner. "As I have reported at the Sales 3.0 Conference and in *Selling Power* magazine, not only is it harder to get the attention of customers in an age of distractions, but many simple sales jobs are also becoming obsolete due to advances in technology. To succeed, salespeople need the support of great leadership and management. The companies that appear on the Selling Power '50 Best Companies to Sell For' list represent great opportunities for salespeople who are motivated to win and focused on success."

The full list can be viewed here.

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 that stops new threats faster, detects breaches better, and protects data in physical, virtual, and cloud environments. 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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