Trend Micro Launches New $100 Million Venture Fund

Will accelerate growth in emerging technology ecosystems, like IoT, to inform and ignite corporate growth

DALLAS--(BUSINESS WIRE)--Trend Micro Incorporated (TYO: 4704; TSE: 4704), a global leader in cybersecurity solutions, today announced the launch of a corporate venture fund to explore emerging technology markets. With an initial investment of $100 million, this venture fund will allow Trend Micro to nurture a portfolio of startups that are developing ideas and living at the epicenter of hyper growth markets, such as the Internet of Things (IoT).

According to Gartner estimates, 26 billion devices will be connected to the Internet by 2020.1

Eva Chen, founder and chief executive officer for Trend Micro, noted, “Trend Micro’s vision has always been to make the world safe for exchanging digital information. The explosion of devices is transforming how the world works, thinks and acts. It is clear that the ecosystem is still evolving and there is work to do to ensure organizations and individuals can operate and live safely in this new reality.”

Trend Micro’s venture will offer companies financial backing, access to its world-class global threat intelligence, strategic alliances, as well as its channel of more than 28,000 partners.

In return, working with these investments will uncover insights into emerging ecosystem opportunities, disruptive business models, market gaps and skillset shortages. These learnings will influence Trend Micro’s cybersecurity solution planning across the company.

“We have a 29-year history of successfully anticipating technology trends to secure all types of environments,” said Chen. “The first mega wave we caught was the growth of the PC marketplace; we committed early on to endpoint protection and remain a Leader in Gartner’s Magic Quadrant for Endpoint Protection Platforms today2. The second mega wave was all about the cloud; we made a bet early on to securing the cloud and so far we have secured over two billion workload hours on Amazon Web Services (AWS) alone. Now, we believe the next wave has arrived with IoT; our fund will help us harness this opportunity.”

With a strong financial position and 72 quarters of consecutive profitability, Trend Micro is well positioned to invest funds to do research and make advancements consistent with its corporate strategy. The formation of this venture arm allows additional freedom to dive into new areas without disrupting core business resources.

About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity 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 over 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.

1 Gartner, the Six Forces That Will Shape Business and Technology in 2030, Stephen Prentice, 01 February 2016

2 Gartner, Magic Quadrant for Endpoint Protection Platforms, Eric Ouellet, Ian McShane, Avivah Litan, 30 January 2017

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