

KASPERSKY LAB
TECHNOLOGY LEADERSHIP

OUR MISSION IS TO PROTECT EVERYONE FROM CYBERCRIME



We believe that everyone — from home computer users and small companies, to large corporations and governments — has the right to be free from cyber-security fears. We have therefore made it our mission to provide the world’s most effective, responsive and efficient protection against cyber-threats: those from malware, spam, hackers, DDoS attacks, sophisticated cyber-espionage tools, and cyber-weapons that target countries’ critical infrastructure with potentially catastrophic consequences. We’re here to protect our users from them all.

Eugene Kaspersky

Chief Executive Officer and Chairman
Kaspersky Lab

300

million users worldwide are
protected by our technologies

200

countries and territories across
the globe in which we operate

OUR CORE STRENGTH IS LEADERSHIP IN SECURITY TECHNOLOGIES



We are always ready to fight cybercrime regardless its origin, target or sophistication. The effectiveness of our solutions is possible thanks to fusion of our technologies development capabilities with threat research which gives us an edge when it comes to predicting the scenarios and effectively countering cyber attacks. Technology leadership has been our key differentiator since 1994, when the virtually unknown AVP software won a contest conducted by Hamburg University's test lab by demonstrating a higher virus detection rate than the most popular antivirus programs at the time. Kaspersky Lab consistently brings to market innovative technologies protecting customers and providing them with impressive usability and performance as well.

Nikita Shvetsov

Acting Chief Technology Officer
Kaspersky Lab

982

Research and Development
experts work at Kaspersky Lab

38%

is growth in Kaspersky Lab's
technology patents from 2012 to 2013

SECURITY INTELLIGENCE IS IN OUR DNA



Expertise from the TOP down. Our CEO and co-founder **Eugene Kaspersky** is the world's foremost, respected, influential security expert



Respected among TOP security organizations. We are **trusted by and have partnerships with** the world's premier law enforcement and government agencies



Technology driven. We are the world's largest privately held IT security company whose R&D teams are solely **focused on technology quality and innovation**, rather than being constrained **only** by short-term, market-driven profit expectations



Leading discovery of the most complicated threats. We have a long-standing reputation of making the first and most relevant **security discoveries**



See and predict security incidents. The Kaspersky Security Network gives us the broadest view of millions of threats from **every corner of the world**

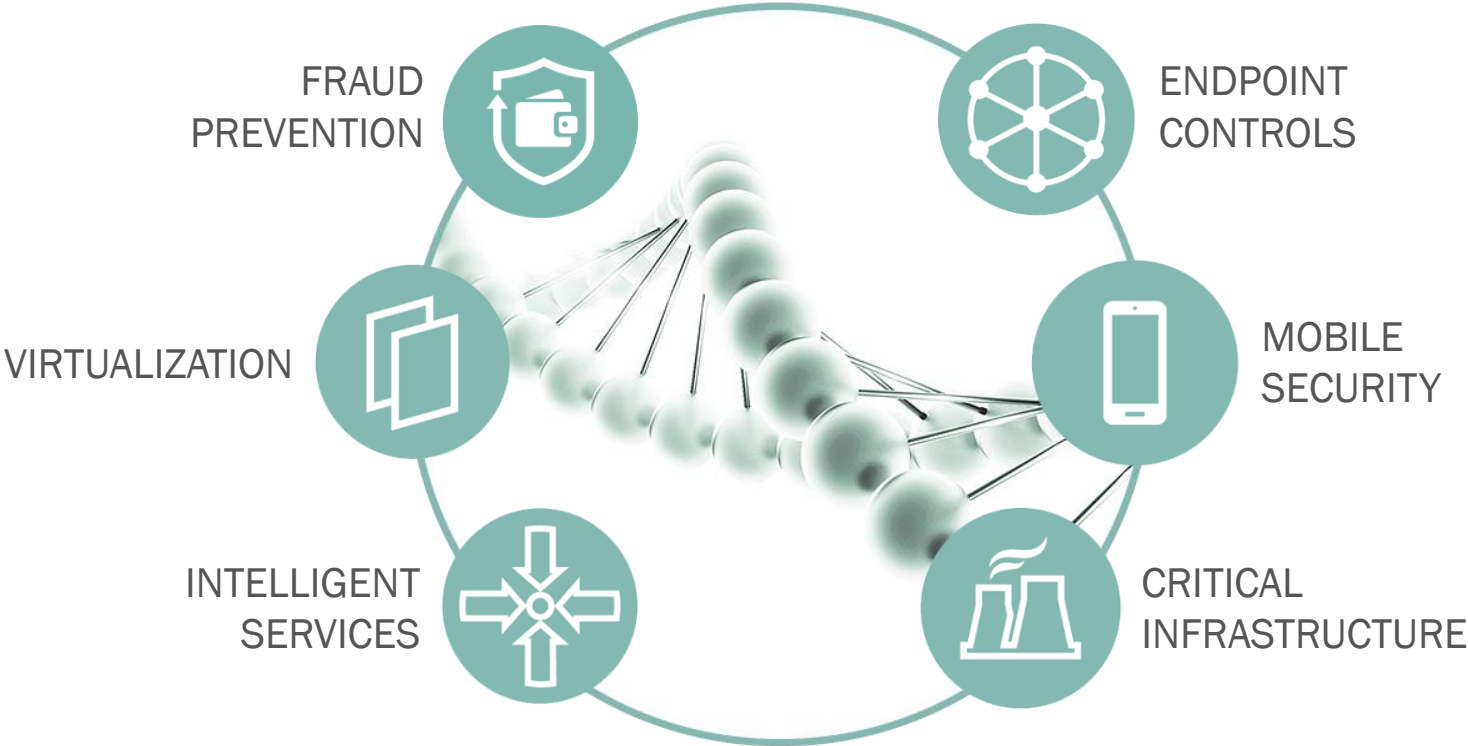


Independent recognition of our leadership. Kaspersky Lab is consistently awarded **top scores** in more independent tests than any other vendor. We have been identified as a Leader in the three most prominent and influential global analyst vendor assessments



Leading global threat intelligence. Threat Research and Global Research and Analysis Teams are strategically located all around the globe, providing **unparalleled depth** of analysis and understanding of all kinds of threats

SECURITY INTELLIGENCE DNA IS PART OF ALL OUR SOLUTIONS



OUR TECHNOLOGIES UTILIZE OUR WORLDWIDE INTELLIGENCE



- All technologies implemented in our products also include worldwide security intelligence processed by **Kaspersky Security Network (KSN)**.
- KSN is a complex distributed infrastructure dedicated to processing cybersecurity-related data streams **from about 60 mln voluntary participants from both businesses and consumers** around the globe.
- Thanks to KSN security data is delivered to our customers before it becomes available in signature updates ensuring **the quickest reaction times, lowest false positive rate and maintaining the highest level of protection**.

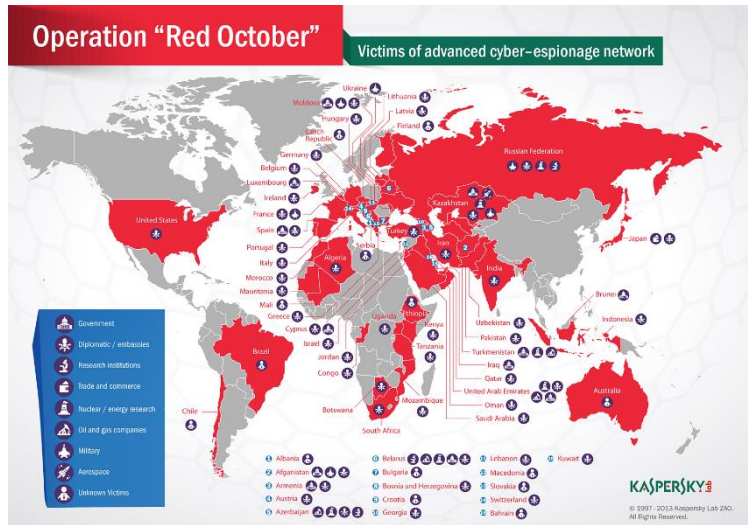
LONG-TERM INVESTMENT IN R&D IS CORE TO OUR BUSINESS

MORE THAN 2800 TOTAL
EMPLOYEES GLOBALLY



- > **We are a technology driven company.** We invest heavily in R&D to support the innovative ideas we believe in — about 1/3 of the company's employees are R&D specialists.
- > **Kaspersky Lab is an independent company, our R&D resources are quick and flexible.** They are always focused on in-house development and organic creation of our most demanded and effective technologies.








THREAT RESEARCH IS AN INTEGRAL PART OF OUR STRATEGY



One of Kaspersky Lab's discoveries-Red October targeted attack. This graph shows infection map

- The Global Research and Analysis Team (GRaT) is an **elite group of our recognized cyber security experts located around the globe** and bringing their local expertise and threat intelligence to monitor the world threat landscape.
- Discovering and understanding how new cyber weapons work helps our team **develop unique and extremely efficient protection technologies**.
- Thanks to this threat insight, **Kaspersky Lab remains one step ahead of the competition** in anti-threat intelligence, research and innovation.

WE DISCOVERED SOME OF THE MOST SOPHISTICATED THREATS

							
Threat	Duqu	Flame	Gauss	miniFlame	Red October	NetTraveler	Careto / The Mask
Classification	Cyber-espionage malware	Cyber-espionage malware	Cyber-espionage malware	Cyber-espionage malware	Cyber-espionage campaign	Series of cyber-espionage campaigns	Extremely sophisticated cyber-espionage campaign
Detection	September 2011	May 2012	July 2012	October 2012	January 2013	May 2013	February 2014
Active	Since 2010	Since 2007	Since 2011	Since 2012	Since 2007	Since 2004	Since 2007
Facts	<ul style="list-style-type: none"> • Sophisticated Trojan • Acts as a backdoor into a system • Facilitates the theft of private information 	<ul style="list-style-type: none"> • More than 600 specific targets • Can spread over a local network or via a USB stick • Records screenshots, audio, keyboard activity and network traffic 	<ul style="list-style-type: none"> • Sophisticated toolkit with modules perform a variety of functions • The vast majority of victims were located in Lebanon 	<ul style="list-style-type: none"> • Miniature yet fully-fledged spyware module • Used for highly targeted attacks • Works as stand-alone malware or as a plug-in for Flame 	<ul style="list-style-type: none"> • One of the first massive espionage campaigns conducted on a global scale • Targeted diplomatic and governmental agencies • Russian language text in the code notes 	<ul style="list-style-type: none"> • 350 high profile victims in 40 countries • Exploits known vulnerabilities • Directed at private companies, industry and research facilities, governmental agencies 	<ul style="list-style-type: none"> • 1000+ victims in 31 countries • Complex toolset with malware, rootkit, bootkit • Versions for Windows, Mac OS X, Linux • Considered one of the most advanced APTs ever

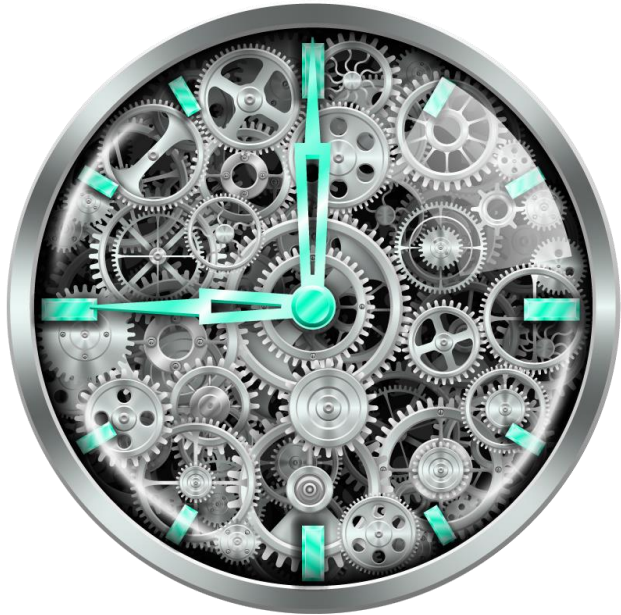
RESPECTED AMONG TOP SECURITY ORGANIZATIONS



Eugene Kaspersky at 82nd session of the General Assembly, 2013

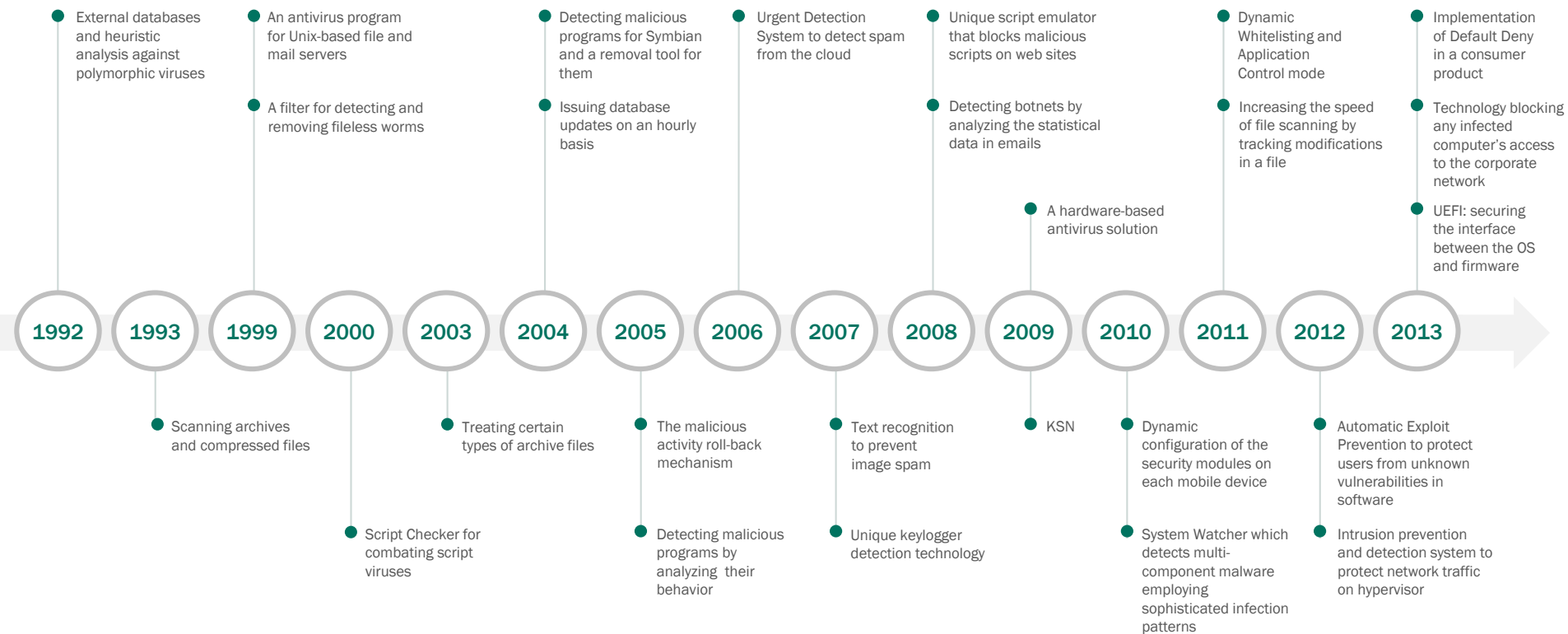
- **We cooperate with international organizations such as INTERPOL and Europol**, as well as national and regional law enforcement agencies worldwide to implement countermeasures that disrupt malware operations or cybercriminal activity.
- **We provide our technical expertise** such as analysis of infection vectors, malicious programs, supported Command & Control infrastructure and exploitation methods within our investigations.
- **We detect and remediate any malware attack, regardless of its origin or purpose.** Our research team has been actively involved in the discovery and disclosure of several malware attacks with links to governments and nation-states.

ORGANIC TECHNOLOGY DEVELOPMENT IS OUR KEY APPROACH



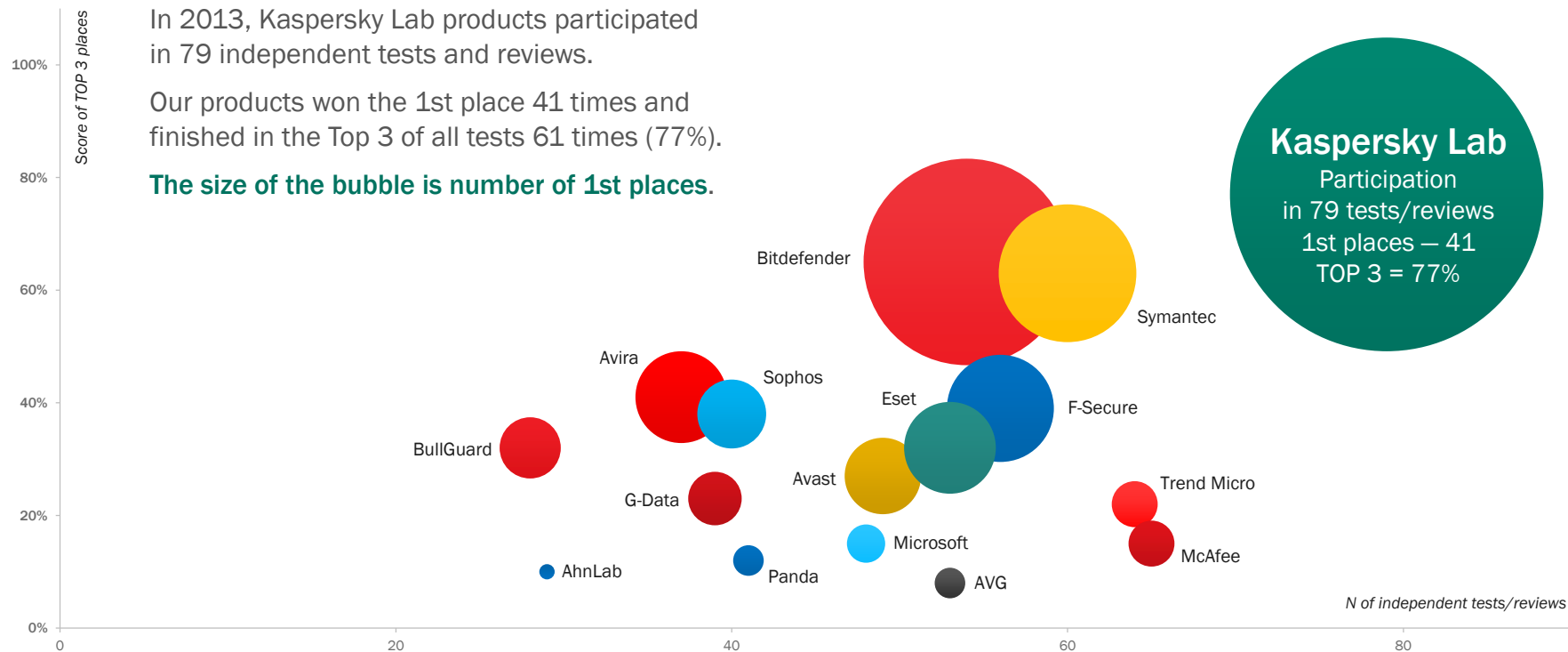
- Where other vendors have acquired new technologies and products by purchasing other companies, Kaspersky Lab is unique in **developing and maintaining all of our solutions in-house**.
- Our products are created from a single code base, meaning our **technologies integrate seamlessly with each other**.
- Using a product with the same code base means **better overall performance, faster updates, and a unified look-and-feel across all solutions**.

OUR EXPERTISE TRANSFORMS INTO OUR TECHNOLOGIES



The page represents limited data, for more information please visit www.kaspersky.com

OUR LEADERSHIP IS PROVEN BY INDEPENDENT TESTS



OUR TECHNOLOGIES ARE HIGHLY COMMENDED

ANTI-MALWARE	APPLICATION CONTROL WITH DYNAMIC WHITELISTING	MOBILE SECURITY	SYSTEM MANAGEMENT AND PATCH MANAGEMENT	SECURE FINANCIAL TRANSACTIONS
   	  	  		 

LEADING VENDORS TRUST OUR TECHNOLOGIES



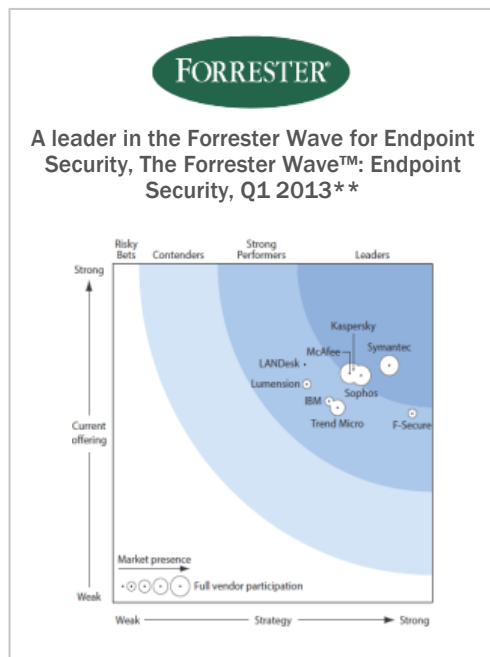
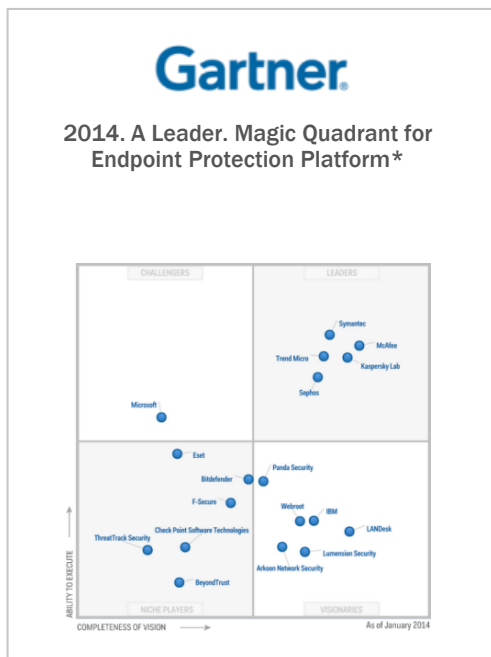
> Industry leaders apply Kaspersky Lab technologies to protect their customers.



> Kaspersky Lab has **more than 80 global partner and technology OEM agreements**, including technology integration, private labeling/co-branding, pre-installation/bundling and preload agreements.



ANALYSTS AGREE: KASPERSKY LAB IS A MARKET LEADER



* Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

** The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester Wave™ is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.

*** IDC's Go-to-Market Services (GMS) offers webrights and reprints of IDC research to support your marketing initiatives. GMS can also help you to leverage IDC's globally respected brand by delivering custom content and multimedia deliverables which are drawn from research and analysis independently conducted and published by IDC analysts. Learn more here or contact us at gms@idc.com

LET'S TALK?

Kaspersky Lab ZAO

39A/3 Leningradskoe Shosse

Moscow, 125212, Russian Federation

Tel: +7 (495) 797-8700

www.kaspersky.com

