

Kaspersky Lab Fact Sheet

Q4, 2013

10 Key Facts about Kaspersky Lab

1. Founded in Russia in 1997 by a team of information security specialists led by Eugene Kaspersky
2. Headed by Eugene Kaspersky, Chairman and CEO of the company
3. Develops and provides innovative security software and solutions for business and consumers
4. Holding company registered in the United Kingdom, 30 representative offices in 29 countries, and operations in almost 200 countries and territories worldwide
5. Provides protection for over 300 million people and about 250,000 companies worldwide
6. Employs over 2,800 highly-qualified specialists
7. One of the four biggest endpoint security vendors in the world (IDC rating, 2012)¹
8. Named a 'Leader' in endpoint protection by the Big Three analytic agencies (Gartner², IDC³ and Forrester⁴)
9. Averages more than 20 million product activations per year
10. An official sponsor of the Scuderia Ferrari Formula One racing team

80 Words about Kaspersky Lab

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions. The company is ranked among the world's top four vendors of security solutions for endpoint users¹. Throughout its more than 16-year history Kaspersky Lab has remained an innovator in IT security and provides effective digital security solutions for large enterprises, SMBs and consumers. With its holding company registered in the United Kingdom, Kaspersky Lab operates in almost 200 countries and territories worldwide, providing protection for over 300 million users worldwide.

Kaspersky Lab's Global Presence

The six company regions:

Western Europe; North America; Emerging Markets; Asia-Pacific; Russia & CIS; Japan.

Kaspersky Lab's local office list:

Australia; Austria; Brazil; Canada; China; France; Germany; Hong Kong; India; Israel; Italy; Japan; Kazakhstan; Malaysia; Mexico; Netherlands; Poland; Portugal; Romania; Russian Federation; South Africa; Spain; Sweden; Switzerland; Turkey; Ukraine; United Arab Emirates; United Kingdom; United States of America (2 offices).

Kaspersky Lab in the Market

Global leadership

- Ranked 4th in Endpoint Security market (Consumer + Corporate) (IDC, 2012)¹
- The 3rd largest vendor of Consumer Endpoint Security market and the 5th largest vendor of Corporate Endpoint Security market worldwide (IDC, 2012)¹
- Ranked 3rd in the Security Suite segment of the Corporate Endpoint Security market (IDC, 2012)¹
- Officially named a 'Leader' in the Gartner Magic Quadrant for Endpoint Protection Platforms²

- Named a 'Leader' in the IDC MarketScape: Western Europe Enterprise Endpoint Security 2012 Vendor Analysis (doc #ISO1V, March 2013)³
- Ranked as one of the 'Leaders' in the Endpoint Security Solutions market by Forrester Research, Inc⁴
- Kaspersky Lab achieves the industry's best results in independent product tests: in 2012 Kaspersky Lab endpoint products participated in 73 tests and reviews. On 31 occasions they took 1st place, and 87% of tests rated Kaspersky Lab in the Top 3
- Kaspersky Lab's customer retention index is significantly higher than the industry average and those for key competitors: 106 for corporate products and 99 for consumer products in 2012⁵
- Kaspersky Lab actively expands its intellectual property. The company's portfolio includes over 160 patents issued in the US, Russia, the EU and China

Regional leadership

- The second largest security software vendor in the European retail market⁶ and a consumer market leader in a number of European countries
- No. 2 in terms of security software retail sales (USD) based on unit volume sales in the USA⁷ and Canada.

Position in selected key markets (consumer segment, retail)⁸

Period	Germany (EUR share)	France (EUR share)	Spain (EUR share)	Italy (EUR share)	UK (EUR share)	US (USD share)
H1 2013	#1	#1	#1	#2	#3	N/A
2012	#1	#1	#1	#2	#3	#2
2011	#1	#1	#1	#2	#2	#2
2010	#1	#1	#2	#2	#2	#2

Kaspersky Lab Headcount

- Total number of employees (as of August 2013): 2807
- Yearly growth (August 2012 vs. August 2013): 8%
- R&D specialists: 951 (approximately 1/3 of all the employees)

Kaspersky Lab Users

- Large enterprises, small and medium businesses, home offices and individuals
- Over 300 million people worldwide (including users of third-party products with a licensed Kaspersky Lab antivirus engine)
- The average number of product activations is over 20 million per year
- Kaspersky Lab has more than 80 global partner and technology OEM agreements with companies including Microsoft, IBM, Cisco, Juniper Networks, Alcatel Lucent, Blue Coat, Check Point, D-Link, GFI, Netgear, ZyXel, Alt-N, Parallels, Lenovo, Facebook, Qualcomm, SafeNet, etc.

Global Brand Initiatives

- An official sponsor of the Scuderia Ferrari Formula One racing team
- Sponsor of a number of geographic expeditions
- Sponsor of several athletes and sports teams around the globe

References

¹ The company was rated fourth in the IDC rating *Worldwide Endpoint Security Revenue by Vendor, 2012*. The rating was published in the IDC report *"Worldwide Endpoint Security 2013–2017 Forecast and 2012 Vendor Shares (IDC # 242618, August 2013)*. The report ranked software vendors according to earnings from sales of endpoint security solutions in 2012.

² Source: Gartner, *Magic Quadrant for Endpoint Protection Platforms*, Peter Firstbrook, John Girard, Neil MacDonald, January 2, 2013.

³ IDC MarketScape: *Western European Enterprise Endpoint Security 2012 Vendor Analysis (doc #IS01V, March 2013)*

⁴ *The Forrester Wave™: Endpoint Security, Q1 2013*

⁵ TNS, *Customer retention survey, 2012*

⁶ Source: GfK, *security suites & antivirus software, retail market, January 2012 – June 2013, by sales value*.

⁷ Source: The NPD Group/*Retail Tracking Service (United States), Security Software Category, January – November 2012*.

⁸ GfK data for European countries (January 2010 – June 2013); The NPD Group's *Retail Tracking Service with Security Software as the category for US (January 2010 – November 2012)*