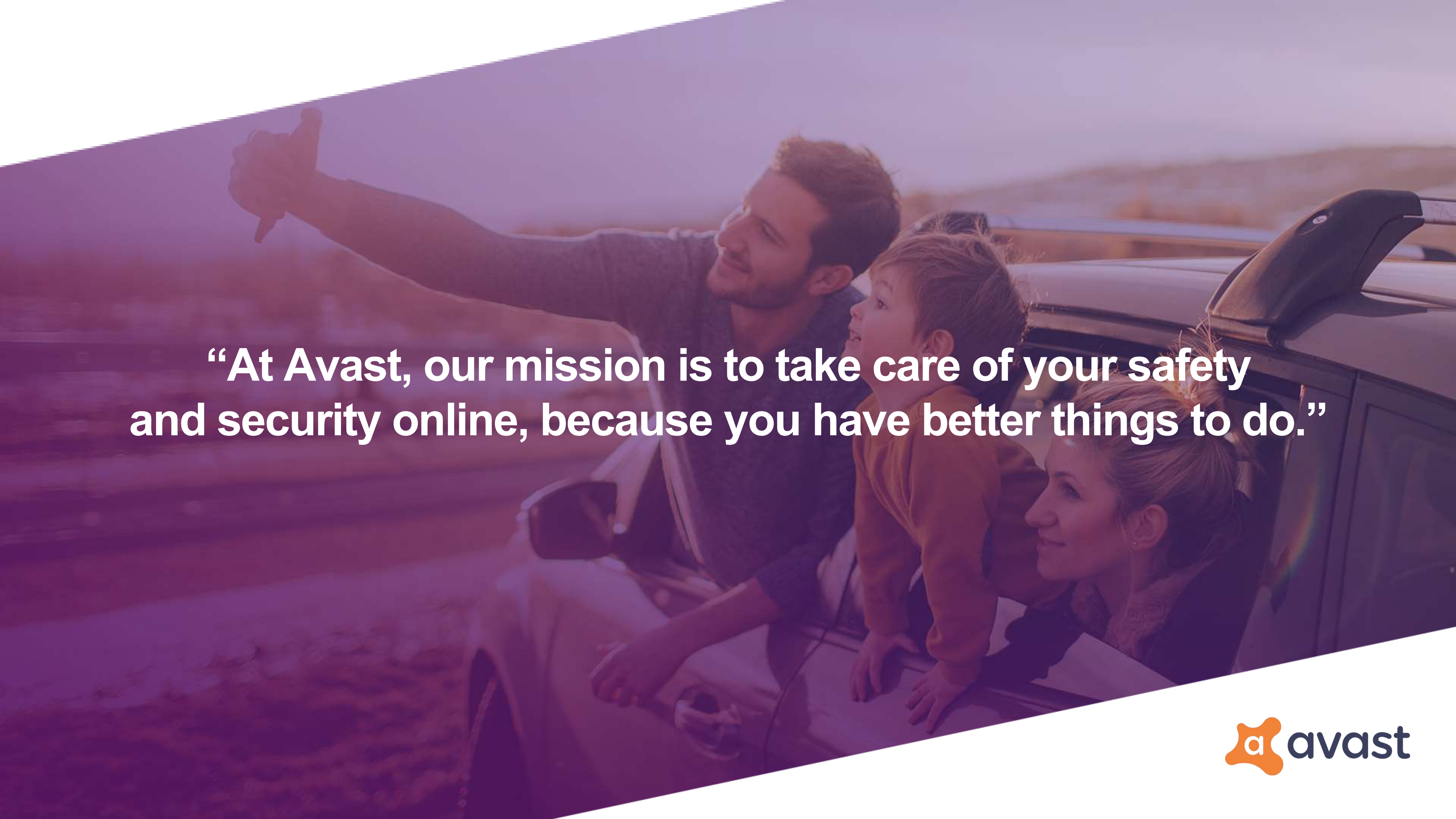


Avast 2017

Minoru Takahashi
Country Manager, Japan





“At Avast, our mission is to take care of your safety and security online, because you have better things to do.”



Avast by the numbers

Company Snapshot

History:

Founded in Prague 1988, joined by AVG in 2016

Headquarters:

Prague, Czech Republic

- Major offices in US, Netherlands, UK, Canada, & Israel
- Preparing the Japan entity and office

Privately held



Avast by the numbers

Company Snapshot

Headcount:

Over 1,600 globally

Revenue:

Over \$700M in 2016

Highlights:

- #1 installed consumer security solution worldwide: protecting over 400 M devices worldwide
- Protecting more than 40% of all consumer PCs outside of China
- #2 mobile security footprint



Avast and AVG: A Joint Future

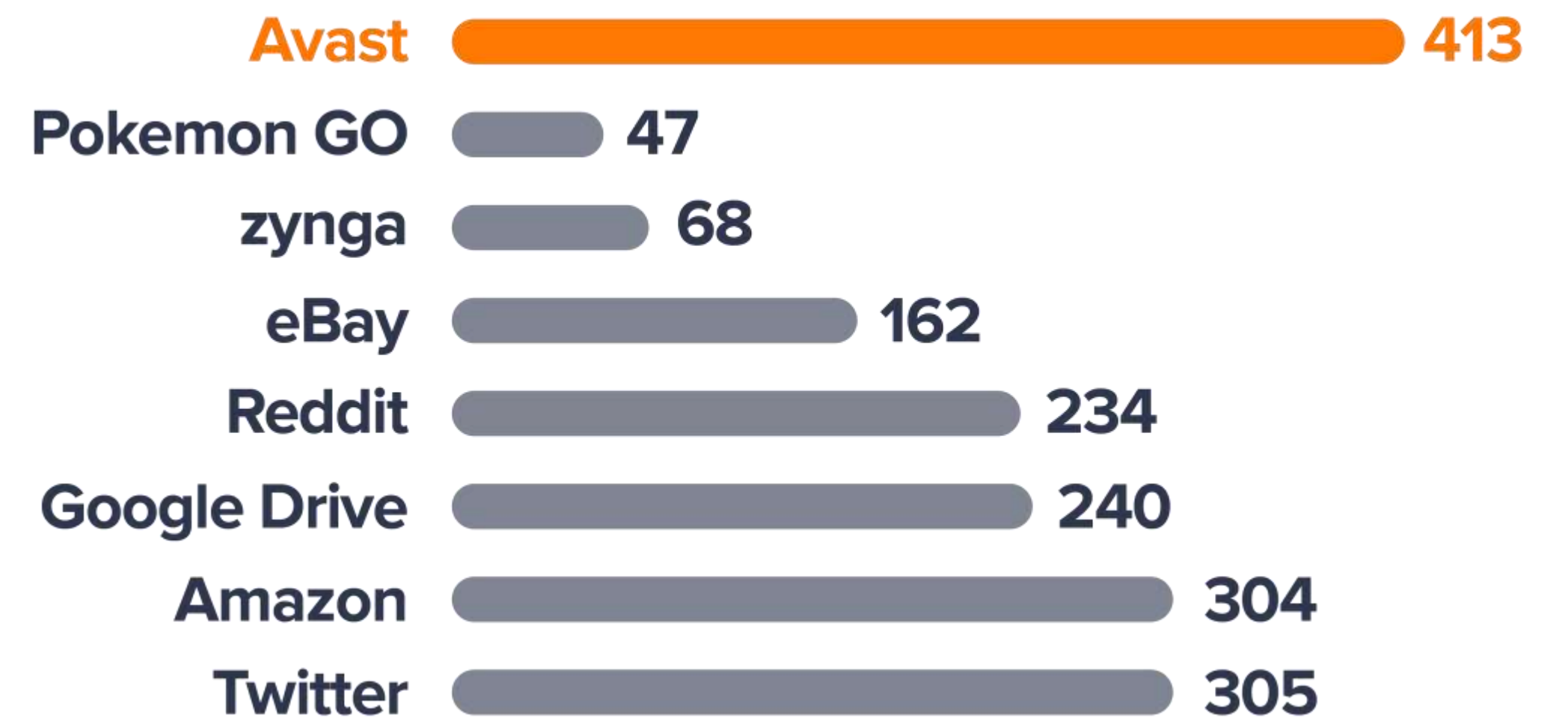
Many commonalities – both companies:
Together



- Originated in Czech Republic
- Pioneered the free distribution of top quality security products
- Are innovators with world class R&D teams
- Have most of their users outside of their home market
- Treat their users with respect and have had similar loyal user bases for many years: about 200M each

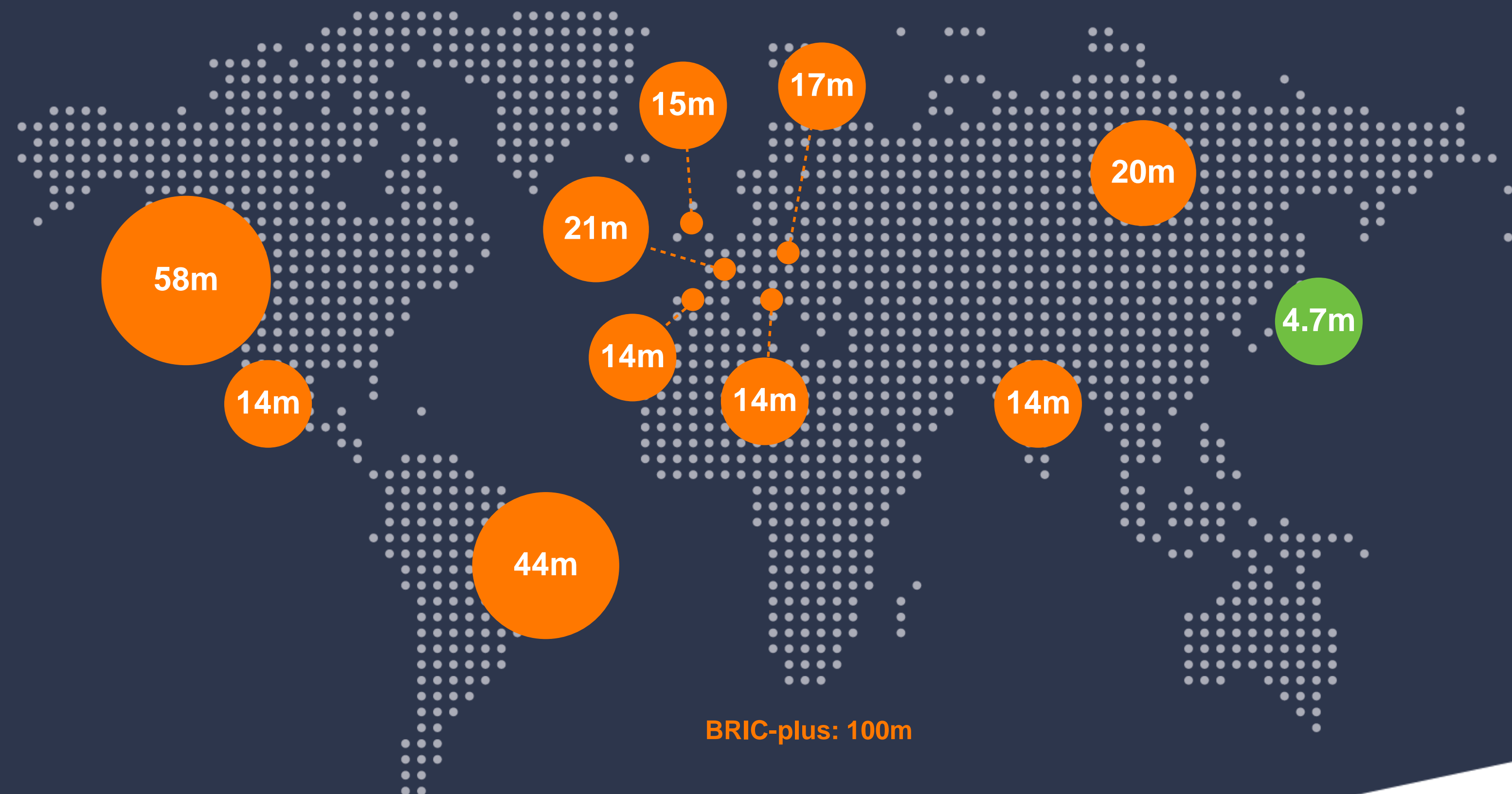
One of the Most Popular Products in the World

Monthly Users in Millions



The Global Leader in Consumer Security Software

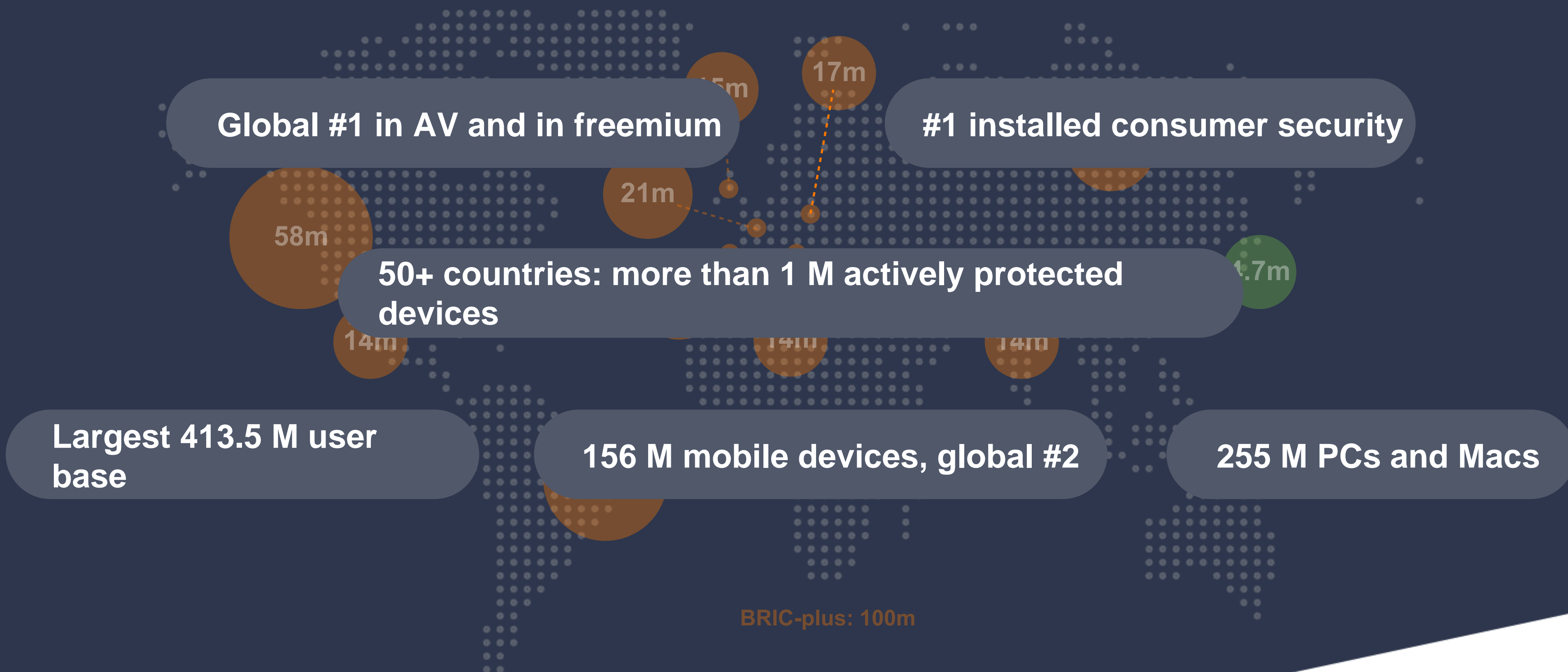
Millions of Users



Note: BRIC-plus equals Brazil, Russia, India, China, Mexico, Turkey
all numbers as of end of Q2 2016; numbers include desktop and mobile from Consumer, SMB, and Carriers

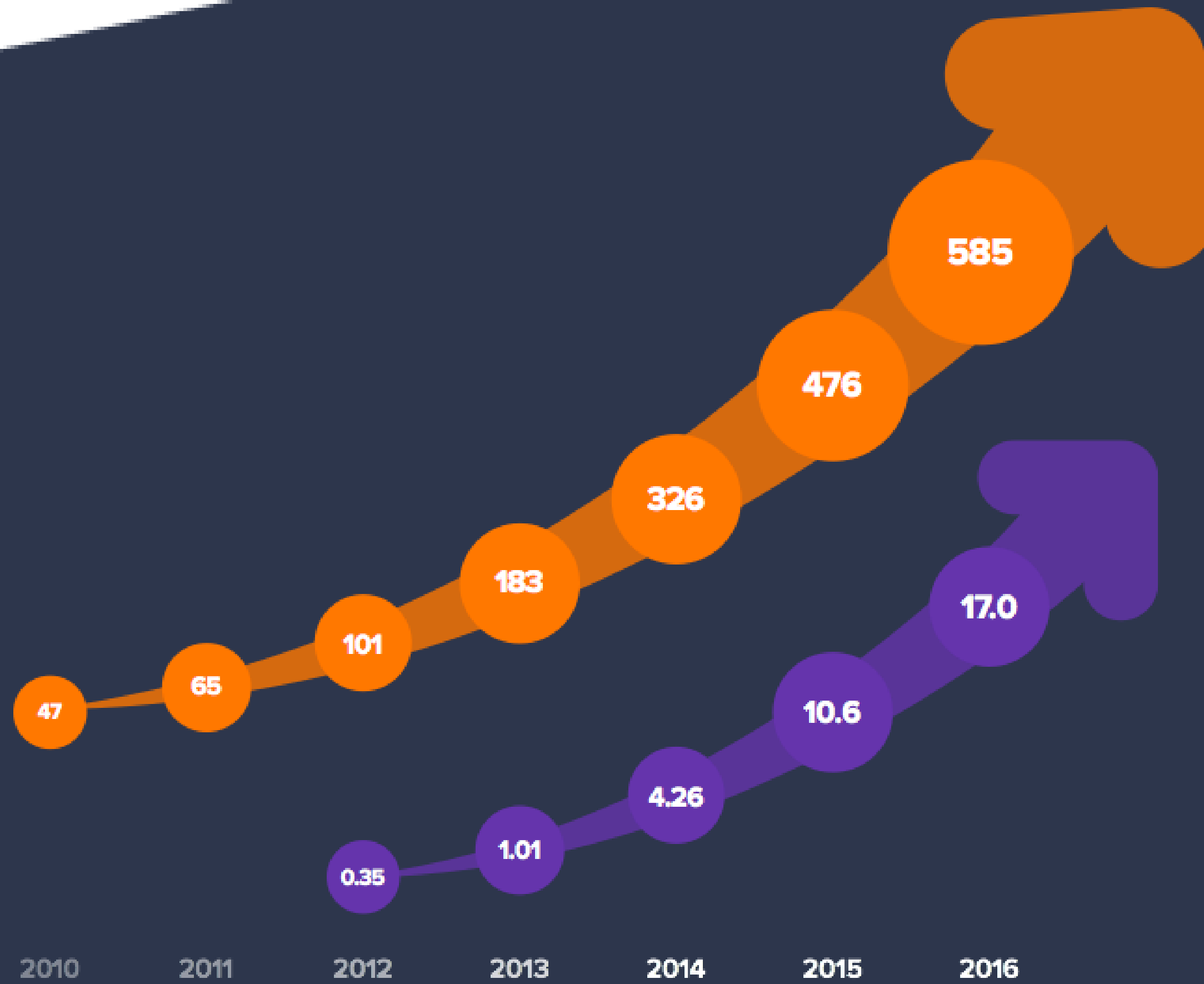
The Global Leader in Consumer Security Software

Millions of Users



Note: BRIC-plus equals Brazil, Russia, India, China, Mexico, Turkey
all numbers as of end of Q2 2016; numbers include desktop and mobile from Consumer, SMB, and Carriers

People's security needs are growing and evolving



- Overall security threat is growing in complexity
- Mobile threats are also accelerating

● Total malware threats, millions
Cumulative malware threat attacks, million

● Mobile malware threats, millions
Cumulative malware threat attacks, million

Ransomware

- #1 threat
- **150** new families of ransomware in 2016
- >**105%** growth YoY
- **128,108,948** attacks prevented in 2016
- Avg. ransom \$500
→ **\$64,054,474,000** saved
- Ties to **Russia** and **Ukraine**
- Doxing is new trend
- On mobile: over **1 million attacks** per year

Chimera® Ransomware



You are victim of the Chimera® malware. Your private files are encrypted and can not be restored without a special key file. Maybe some programs no longer function properly!

Please transfer Bitcoins to the the following address to get your unique key file.

Address : 1HqoNfpAJFMy9E36DBSk1ktPQ9o9fn2Rxx

Amount : 0,93945085 Bitcoins

For the decryption programm and additional informations, please visit:

<https://mega.nz/ChimeraDecrypter>

If you don't pay your private data, which include pictures and videos will be published on the internet in relation on your name.

Enslaved IoT devices

IoT attacks more frequent:

- DDoS attack on Dyn
- 900,000 Telekom routers attacked



Devices in Japan vulnerable to attacks



17.4% of smart devices overall¹



25.3% of web cams



12.4% of printers



- 41.5% of router have vulnerability
- 11.3% of Wi-Fi connections are open, without password protection
- 24.5% with known vulnerability (Rom-0, CWE-79)
- 24.3% have a weak router password

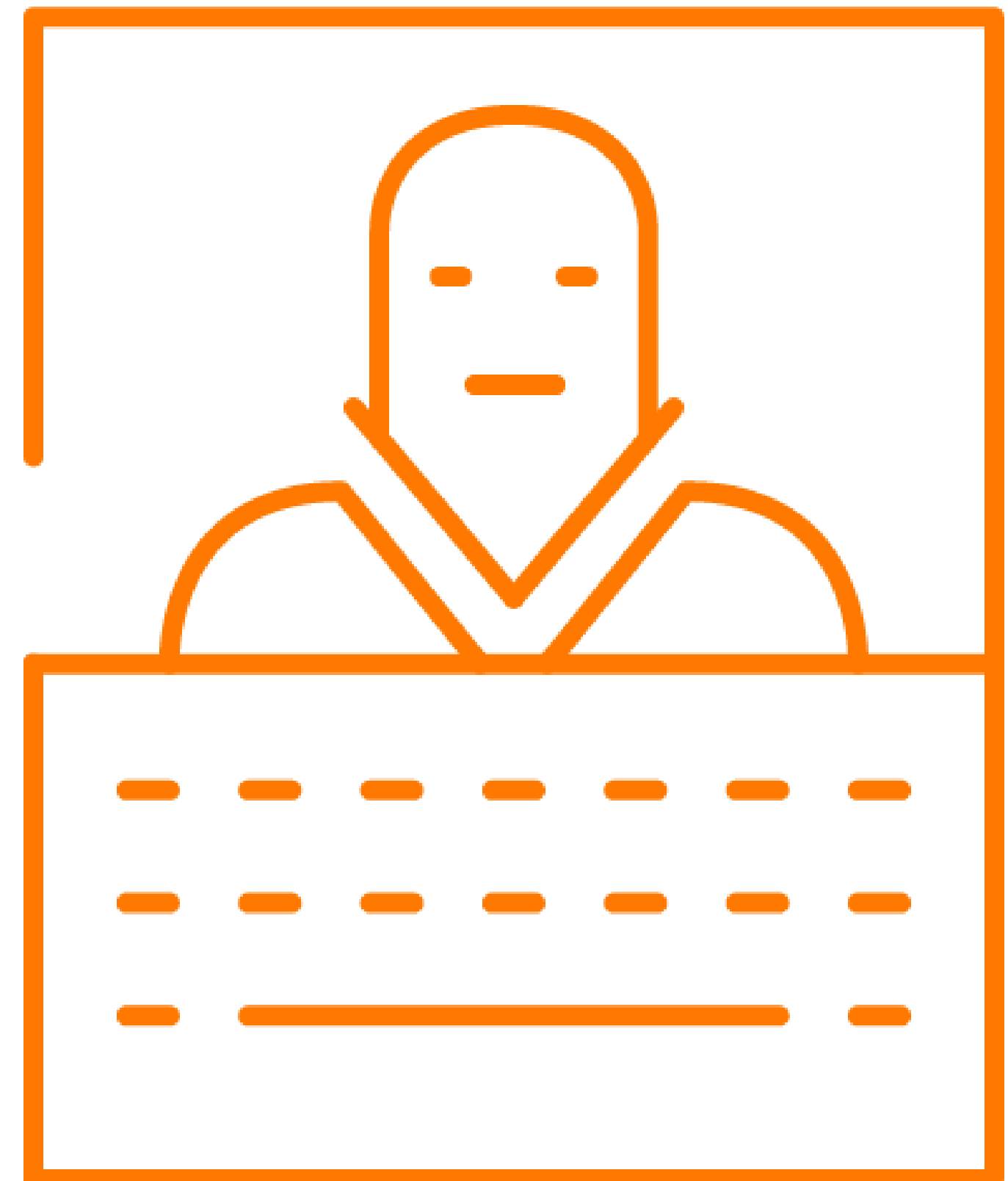
- 2 out of 5 PC users don't know that their router has an interface*
- Only a third of users have updated their firmware*

¹Avast research Japan, March 2017, check of more than 220,000 networks in Japan

*Avast survey, Japan, December 2016, 1,063 participants

Japanese users affected by data breaches

- **84%** think that their **online data is not secure**
- **44.2%** have been affected by a breach or are not sure
- **61.2%** took action after a breach by changing their password...
- ...but out of those, **62.7%** did **NOT change their password** on other websites despite being the same



Japanese users' passwords

- 20% use weak passwords
- 80% don't use special characters
- 80% store their passwords in their browser



Security behavior and concerns in Japan

- For **52.2%** the biggest concern is the theft of their login details
- **32.1%** say their biggest concern is to get their banking and other financial information stolen
- **But: 46.5%** say they use free public Wi-Fi
- **58.2%** prefer to connect without password
- Only **5.5%** use a proxy or VPN



Outdated software as security threat

- Outdated software is a potential risk for users since hackers can take advantage of unpatched vulnerabilities.
- But over 52% of the most popular, critical and security related applications, like Firefox, Flash or Java aren't being updated by users around the world.

Top 10 of outdated applications in Singapore

1. Java (Runtime 6 / 7)	98.2 –
99.9% 2. Adobe Shockwave	94.9%
3. Foxit Reader	94.4%
4. DivX Plus Web Player	
88.2% 5. Nitro Pro 9	88.1%
6. Adobe AIR	88.0%
7. GOM Media Player	
84.0% 8. IrfanView	82.6%
9. 7-ZIP Filemanager (32Bit)	
76.2% 10. iTunes (32Bit)	72.4%

Avast 2017

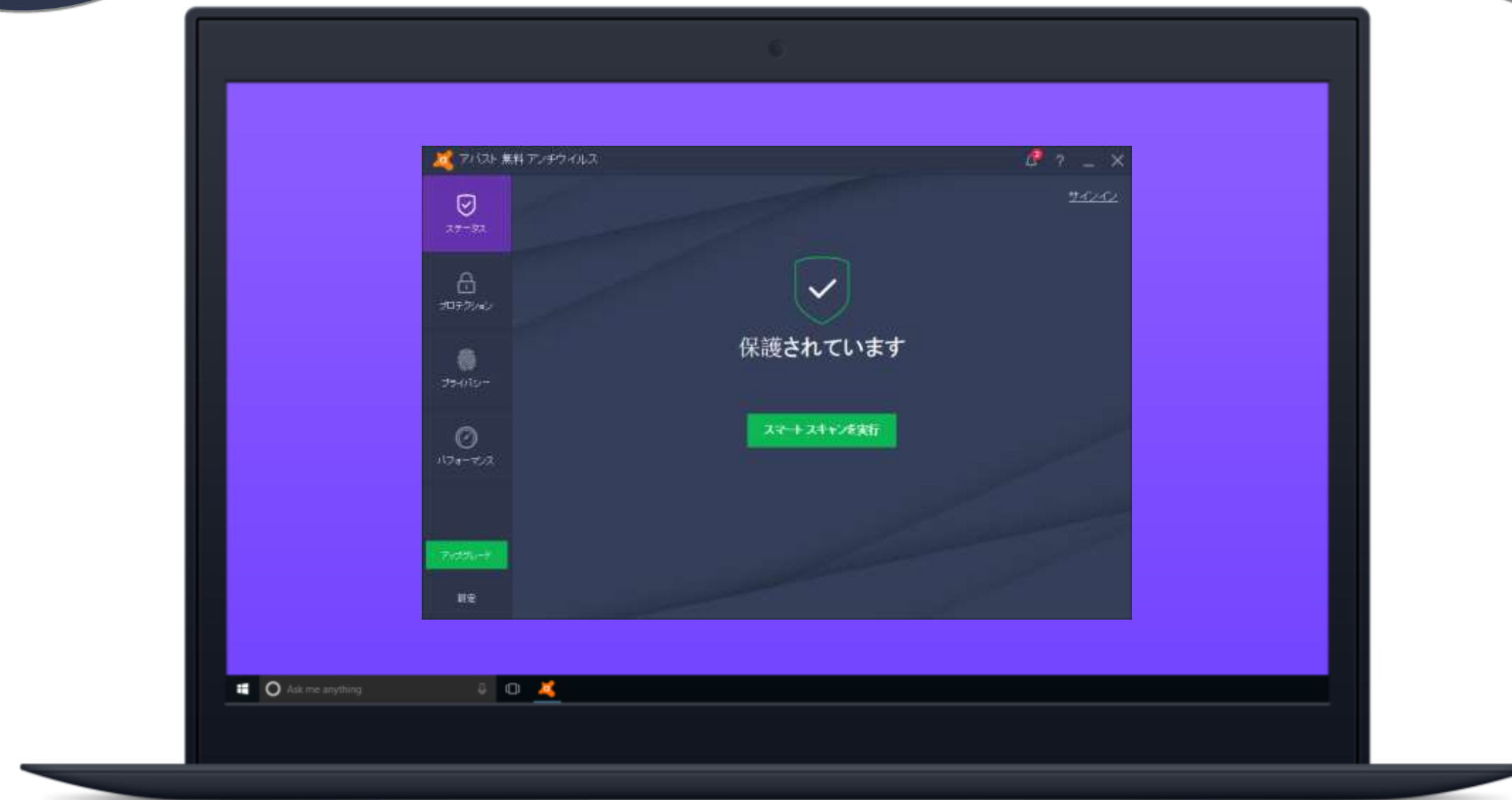
**NEW:
Ransomware
Protection**

**Combined
engine**
strength from
Avast & AVG

CyberCapture
analyzes zero-
second threats
in real-time

**Behavior
Shield**
monitors suspicious
behavior, strong
against
ransomware

**Wi-Fi
Inspector**
scans router and
now also home
network for
vulnerabilities



Passwords
locks passwords
behind master
password, works
cross-platform

Passive Mode
allows users to
run two security
products at the
same time

Game Mode
detects game
play and
prioritizes it to
ensure zero
interruptions

**Software
Updater**
updates software
installed on the
users' PC
automatically

AVG 2017

- **AVG AntiVirus FREE**

- Real-time protection
- Web & Email protection
- Online shield
- Pushed priority updates
- Passive mode

- **AVG Internet Security**

- Hacker protection
- Payment protection
- SecureDNS

- **AVG Tune Up**

- Software Updater
- Sleep Mode






Avast Mobile Product Portfolio

Security

-  **Mobile Security & Antivirus**
Protects against viruses & malware
-  **Anti-Theft**
Track your lost or stolen phone
-  **AVG AntiVirus**
Protects against viruses & malware

Performance

-  **Cleanup & Boost**
Clean and boost your phone
-  **Battery Saver**
Maximize your battery life
-  **AVG Cleaner**
Clean and boost your phone



Virtual Mobile Platform







AVG Photo Cleaner and Manager
Free up iPhone and iCloud storage



AVG Gallery
Your personalized photo gallery

Life Hacking

-  **WiFi Finder**
Locate public WiFi hotspots
-  **SecureLine VPN**
Secure your internet connection
-  **HideMyAss VPN**
Hide IP and unblock sites
-  **Alarm Clock Xtreme**
Wake up gently and track sleep

Japan Strategy

Intensively localize and evolve our business model to adapt to the Japanese market in all business aspects

Avast is committed to the Japanese market

- Establish a Japanese entity
- Build a technical support contact center with native Japanese language and improve the whole customer support quality (FAQ, Set up guide etc.)
- Improve the sales scheme
- Feature attached products as well as security
- Launch a content marketing like Blog and SNS in Japanese to increase our brand awareness
- Focus on consumer business



Thank You

Minoru Takahashi

Country Manager, Japan

minoru.takahashi@avast.com

www.avast.co.jp

