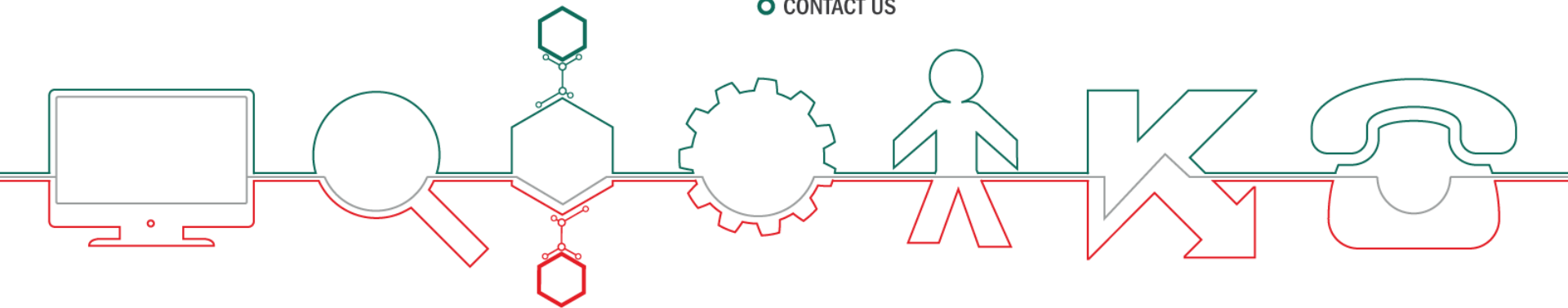




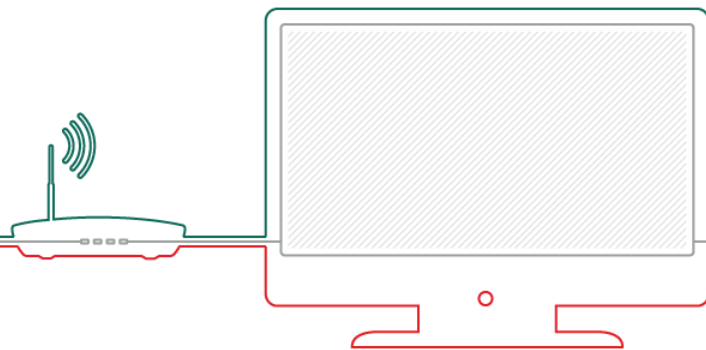
COMPANY PROFILE

CONTENTS

- IT INDUSTRY OVERVIEW
- KASPERSKY LAB AT A GLANCE
- PRODUCTS, SOLUTIONS & SERVICES
- INTERNATIONAL EXPERTISE
- CHANNELS & PARTNERS
- KASPERSKY LAB BRAND
- CONTACT US



IT INDUSTRY **OVERVIEW**



Global IT Trends

Consumerization &
MOBILITY

Cloud &
VIRTUALIZATION

Growing
DIGITAL DATA

IT Infrastructure
COMPLEXITY

COMPLIANCE

Growing
MALWARE

Global IT Threats

Cyber
WEAPONS

Mobile
THREATS

HACKTIVISM

Attacks on
ONLINE BANKING

Targeted
ATTACKS

Private Data
STEALING

IT Threats of Future

CYBER WEAPONS

will be tailor-made for specific cases. Cybercriminals will increasingly use simpler tools to destroy data at a required time.

THE NUMBER OF TARGETED ATTACKS

will continue to grow. Cybercriminals will start using new infection methods. The range of targeted businesses under the threat will expand.

MALWARE

will be uploaded to official app stores. Mobile espionage will become widespread including stealing data from mobile phones and tracking people using their phones.

MULTIPLE ATTACKS ON GOVERNMENT

institutions and businesses will be carried out all over the world. Hacktivism may also be used to conceal other types of attacks.

ATTACKS ON ONLINE BANKING SYSTEMS

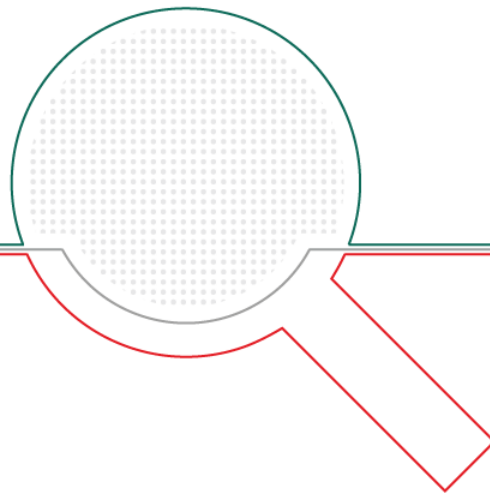
will become one of the most widespread methods of stealing money from users.

CYBERCRIMINALS

will write mobile malware increasingly attacking Google Android.

KASPERSKY LAB AT A GLANCE

- MISSION
- 10 FAST FACTS
- HISTORY OVERVIEW
- FINANCIAL PERFORMANCE
- CORPORATE STRUCTURE
- MANAGEMENT
- EMPLOYEES
- GEOGRAPHY



Kaspersky Lab Mission



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.



A handwritten signature in black ink, which appears to read 'Eugene Kaspersky'.

Eugene Kaspersky
Chairman, CEO and Co-founder, Kaspersky Lab

10 Fast Facts about Kaspersky Lab

- 1 **Founded in 1997** by a group of IT security experts headed by Eugene Kaspersky
- 2 **Headed by Chairman, CEO and Co-founder, Eugene Kaspersky**
- 3 **Provides innovative security software and solutions** for home and business users
- 4 **Operates in almost 200 countries** and territories with regional offices in 30 countries
- 5 **Provides protection for over 300 million people** worldwide
- 6 **Employs more than 2,500 highly-qualified specialists**
- 7 **One of the 4 biggest endpoint security vendors** in the World
- 8 **Named a "Leader" in the Gartner Magic Quadrant** for Endpoint Protection Platforms
- 9 **Averages more than 10 million product activations** per month
- 10 **An official sponsor of Scuderia Ferrari Racing Team** at Formula On

Kaspersky Lab History

1989

Eugene Kaspersky detects a virus on his computer. He writes a disinfection utility and starts a new hobby that will grow into fortune

1994

The first international recognition: Hamburg University names the AntiViral Toolkit Pro by Eugene Kaspersky as The Best in the World

2000

Start of building the brand. The name of the company's founder becomes known right around the world

1997

Kaspersky Lab company is established in Moscow, Russia

2004

Kaspersky Lab is the first company globally that starts to issue antivirus database updates on an hourly basis

1999

First foreign office is opened in the UK. Later on, an aggressive international expansion started

2009

Kaspersky Lab's next generation of products is established, including Kaspersky solutions for Mac

2010

Kaspersky Lab detects the first malicious programs for smartphones and becomes the 1st in retail in USA and the 3rd Globally

2011

Kaspersky Lab launches revolutionary solution: Kaspersky Endpoint 8

2012

Kaspersky Lab discovers nation-state cyber-espionage campaigns now known as Flame and Gauss.

Kaspersky Lab Financial Performance*

200 times
on 10 years

Financial Results of 2011:

**612 MIn USD revenue
and 14% growth**

1.8

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

391

538

612

*Unaudited revenue results

Kaspersky Lab Management Team



Eugene Kaspersky. Chief Executive Officer



Garry Kondakov
Chief Sales and Marketing Officer



Petr Merkulov
Chief Product Officer



Nikolay Grebennikov
Chief Technology Officer



Andrey Tikhonov
Chief Operating Officer



Daniil Borschev
Chief Financial Officer



Stephen Orenberg
Strategic Advisor



Alexey De-Monderik
Corporate Advisor

Kaspersky Lab Employees

We invest into technical development and our clients' security.

This is why more than **1/3 of the company employees are R&D specialists.**

More than
2500 employees
globally

More than **1600** of Sales, Marketing, General and Administrative personnel

834 Research & Development people

* Data as of 30.12.2011

Kaspersky Lab Geography



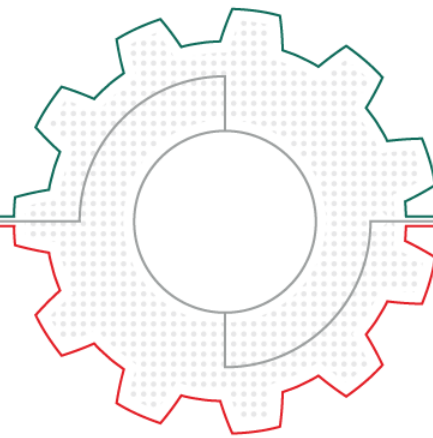
Kaspersky Lab operates in almost **200 countries** and has **offices in 30 countries**

PRODUCTS SOLUTIONS & SERVICES

We develop and produce a **wide range of security products** for homes and businesses

Over **300 million people worldwide** are protected by Kaspersky Lab products and technologies

Kaspersky Lab's corporate client-base exceeds **250,000 all-size companies** located around the globe

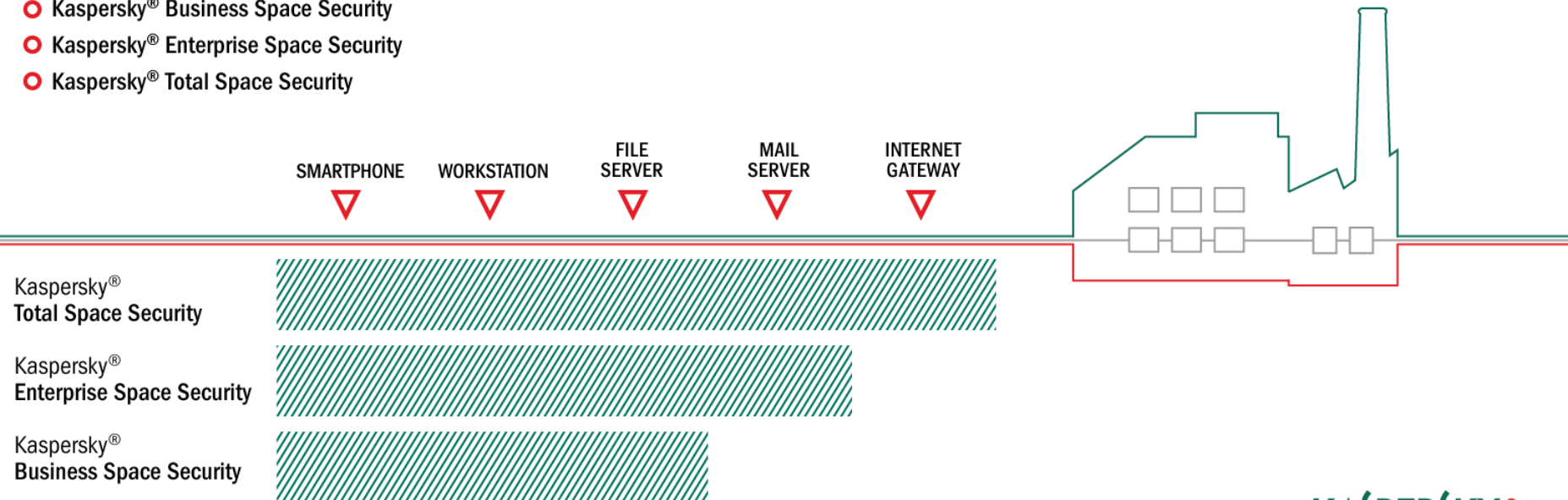


For Business

Kaspersky Open Space Security

The solutions in Kaspersky Open Space Security protect endpoint devices on your network from malware and help to enforce your corporate security policies. There are three Open Space product options, each designed to protect progressive layers of your network across multiple platforms and operating systems.

- Kaspersky® Business Space Security
- Kaspersky® Enterprise Space Security
- Kaspersky® Total Space Security

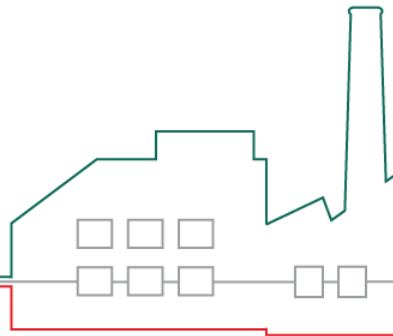


For Business

Kaspersky Targeted Security Solutions

Kaspersky Targeted Security solutions have been designed to deliver superior, intelligent protection for specific components of your network, putting Kaspersky Lab's deep protection technologies precisely where you need them most in your IT infrastructure.

Kaspersky Targeted Security solutions are an efficient and cost-effective way to employ the very anti-malware technology exactly where it's required, allowing you to fully protect and control your changing IT environment.



- For Workstations, Laptops and Smartphones
- For File Servers and Storage
- For Mail, Groupware and Collaboration Servers
- For Internet Gateways
- For Virtual Environments

Kaspersky Lab Clients

Kaspersky Lab's corporate and public sector customers all over the world:

Mass media

Governmental institutions of different countries

Non-governmental institutions

Universities and other educational organizations

Enterprises

Hospitals and other medical organizations

Medium-size and small-size businesses

For Small Office

Our solutions for small business are designed to provide effective protection from all types of Internet threats and are easy to install and use without special administration tools.



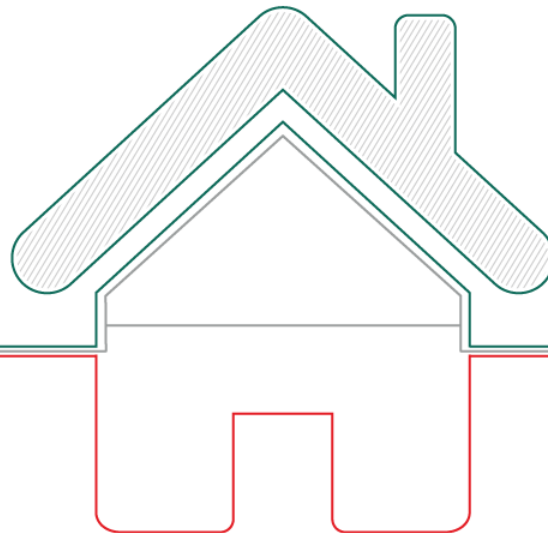
Kaspersky Small Office Security



Fast and easy installation, with sensible defaults that let you protect all your systems effortlessly, giving you the peace of mind to focus on running your business – without worrying about security.

For Home

Our products for home and home office are specifically designed to provide hassle-free and quality protection against viruses, worms and other malicious programs, as well as hacker attacks, spam and spyware.



- Kaspersky ONE
- Kaspersky PURE
- Kaspersky Internet Security 2013
- Kaspersky Internet Security Special Ferrari Edition
- Kaspersky Anti-Virus 2013
- Kaspersky Security for Mac
- Kaspersky Mobile Security
- Kaspersky Tablet Security
- Kaspersky Password Manager
- Kaspersky Security Scan

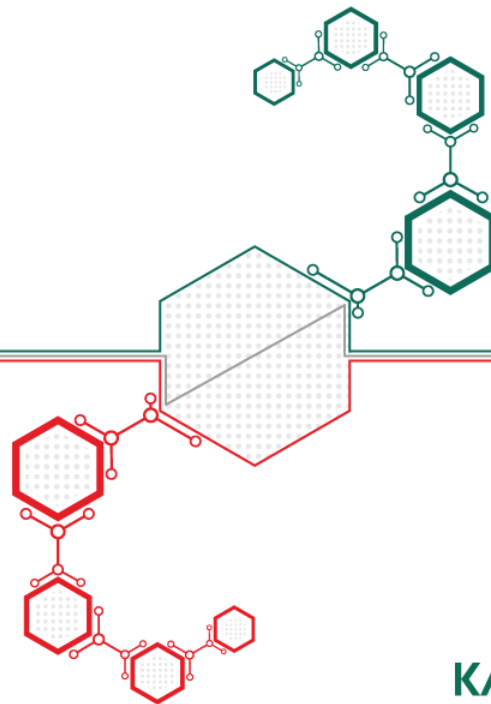
INTERNATIONAL EXPERTISE

Unique team of more than 40 world leading security experts in place in all the regions

Expert support for industry groups, national and global organizations and customers

World's leading team of recognized anti-malware experts, globally and locally

Focused on fighting cybercrime by exposing, analyzing and neutralizing IT threats



World-leading Technologies

KASPERSKY SECURITY NETWORK

Cloud security technologies integrated into Kaspersky Lab's products operate by referencing the Kaspersky Security Network, which combines the capabilities of continuous globally-distributed monitoring of real-life threats, a centralized analysis of threats, using Kaspersky Lab's substantial expertise and technology resources, and the immediate generation and distribution of protection measures for 60 million subscribers.

AUTOMATIC EXPLOIT PREVENTION

Enhanced protection from exploits - malicious programs targeting vulnerabilities in popular software - including new and previously unknown ones.

SAFE MONEY

Designed to protect consumers' online banking and shopping operations by automatically placing them in a secure environment. Safeguards against both known and new types of financial threats.

World-leading Technologies

SYSTEM WATCHER

The System Watcher module records the activity of each installed application throughout each one's entire lifecycle. As a result, the discovery of a single malicious action will enable to effectively reveal the infection details and roll back the changes including the disinfection of files, deleting newly-created data and restoring the system registry.

RECOGNIZED WORLD-CLASS ANTIVIRUS ENGINE

Unique product architecture ensures high performance and one of the lowest uses of system resources in the industry.

International Awards

We are proud of the international recognition we enjoy annually that is most vividly seen in the most prestigious international awards.

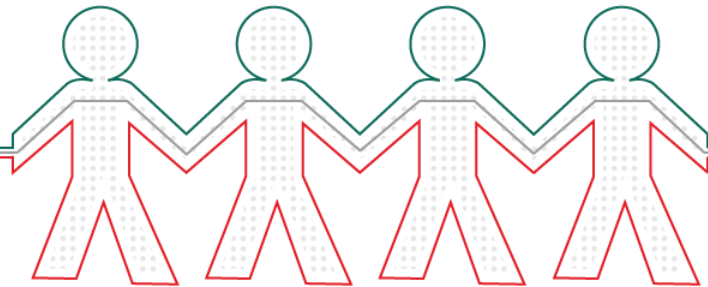


Numerous other awards and recognitions all over the World:



CHANNELS AND PARTNERS

Embrace and respect local business rules,
culture and traditions while delivering
world-class global solutions



Partner Network

Developing a partner network is a key element of the customer value chain



Key partners in more than **100 countries**



A number of quality certificates from states authorities, independent laboratories and other vendors



A number of **“Best vendor”** awards around the globe



More than **800 direct partners**



More than **50 000 indirect partners**

Kaspersky Lab Partners

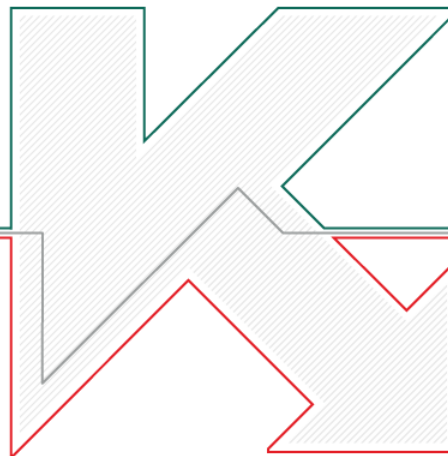
Trusted by **80+** Industry Leaders
to Protect Their Customers

- Technology Integration
- Private Labeling/Co-branding
- Pre-installation/Bundling



KASPERSKY LAB BRAND

One of the best IT security brands in the market globally*
Among top 3 IT Security brands by number of users globally*
60% brand awareness worldwide*



*O+K Research, Global brand tracking on AMS market B2B - B2C, 2011

Kaspersky Lab Brand

We enjoy one of the most recognized IT brands globally

98% in Russia

86% in China

81% in Germany

71% in France

60% in UK

50% in US

BRAND AWARENESS IN 2011

Sponsorship Projects



SCUDERIA FERRARI SPONSORSHIP

Kaspersky Lab first started cooperating with Scuderia Ferrari back in 2010, and the partnership has blossomed since then. During the 2012 and 2013 F1 racing seasons the Kaspersky Lab logo features on the car nose cones and sides, and on the drivers' overalls and team uniforms.



INVOLVING BRAND AMBASSADORS

As well as our global partnerships, we try to build partnerships with local celebrities in the regions and cultures where we work like the legend of cricket Sachin Tendulkar and Taiwanese superstar Jay Chou



SPONSORING OF GEOGRAPHIC EXPEDITIONS

Kaspersky Lab has sponsored a number of geographic expeditions to the world's most remote regions. The latest one, the Kaspersky One Transantarctic Expedition, saw renowned British explorer Felicity Aston making a 59-day, 1700 km journey across Antarctica via the South Pole.

Corporate Values

We are a unique team of specialists, led by Eugene Kaspersky, **relentlessly** sharpening our **expertise** so that we're **always ahead**.

We out-smart digital threats with ideas that are **optimised** for customers, so they get the technology experience and **reassurance** they deserve.

Being independent, we do things **differently**.

WE ARE HERE TO SAVE THE WORLD!

CONTACT US

Global Headquarters

Kaspersky Lab HQ

10/1 1st Volokolamsky Proezd
Moscow 123060
Russian Federation

Tel: +7-495-797-8700

Fax: +7-495-645-7939

(Call us 10.00 a.m. to 6.30 p.m. Moscow time)

E-mail: info@kaspersky.com

Website: www.kaspersky.com

Kaspersky Lab European Headquarters

Despag-Strasse 3
Tel: +49-841-981890
D-85055 Ingolstadt
Germany

Kaspersky Lab Americas Headquarters

500 Unicorn Park, 3rd Floor
Tel: +1-866-328-5700
Woburn, Massachusetts 01801
USA

Kaspersky Lab Asia-Pacific Headquarters

Room 2502, 25/F Manhattan Place
Tel: +852-3559-9200
23 Wang Tai Road, Kowloon Bay
Kowloon, Hong Kong

