

COMPANY PROFILE

PANDA SECURITY

EUROPE

Ronda de Poniente, 17
28760 Tres Cantos. Madrid. SPAIN

Phone: +34 91 806 37 00

USA

230 N. Maryland, Suite 303
P.O. Box 10578. Glendale, CA 91209 - USA

Phone: +1 (818) 5436 901



What does it mean to
be protected
from computer threats?

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It means being able to make **secure transactions**. It means working **without interruptions**. It means your **confidential information** is safe. It means your partners will have **trust** in you. It means **peace of mind**.

Being protected means **a lot** for your business.
Or perhaps **everything**?



But... are you really
**as safe as
you think
you are?**

Things
are not always as they seem.

Perception

There seem to be less threats, as there are no longer epidemics.

Companies feel safe and well protected.

All security solutions appear to be the same.

To be protected, it is generally sufficient to have a good antivirus solution.

Reality

There is now more malware than ever before.

Countless users and companies are infected without realizing.

The difference between their detection capacity and protection is now greater than ever.

The traditional protection model is no longer enough to keep users protected.

*The number of new strains of malware detected by PandaLabs in 2007 increased tenfold with respect to the previous year.**

*Since the beginning of 2008, PandaLabs has been detecting more than 20,000 new samples of malware every day.***

All evidence indicates that the amount of **malware in circulation is growing** exponentially... and it's becoming more dangerous. The types of **malware that have increased most notably are those designed to fraudulently obtain financial benefits**, such as bots (robot software that allows unauthorized users to take control of computers) or banker Trojans.

All this is due to the fact that **hackers' motivation has changed**. They are no longer after headlines and notoriety, but want to go unnoticed to make as much money as possible. Consequently, we are witnessing a **true silent epidemic** which infects more and more companies without them knowing.

Panda Security has conducted an in-depth study that has revealed that **72% of corporate networks** with up-to-date security solutions installed **are infected** by active malware.*

* Source: Panda Security research conducted worldwide in 2007 on 1.48 million PCs. Available at www.infectedornot.com

** Source: PandaLabs.



Would you rather take **the risk?**
Or would you rather handle
a secure situation?

We are Panda Security.

If you really want to increase the level of security at your company, you can count on us.

We understand that choosing the security provider with the offer that best adapts to your company is no easy task. It may well seem that there is little difference between the companies and solutions on the market. So which one do you choose?

The decision is clear: **you should choose the one that offers the greatest level of protection.** After all, that's what you're paying for. You want to be as secure as possible and not to run unnecessary risks. Even a small difference between the detection capacity of one solution and another could lead to losses for your company running into six figures.

Panda Security proposes a new security model based on **Collective Intelligence, the simplest and most effective way of protecting our clients.**

This model is designed especially to combat new types of malware using **innovative protection technologies that stay one step ahead** of threats and proactively prevent all types of attacks, with a detection capacity way above the market average. This way, we keep our clients' information safe, so they can **concentrate on their business without interruptions.**

Why Panda Security?

We are leaders in protection

The new security model developed by Panda Security, based on **Collective Intelligence, is the simplest and most effective way of protecting** our clients. Collective Intelligence allows us to maximize our malware detection capability while minimizing the resource and bandwidth consumption.

Our security model **complements additional protection with innovative technologies** such as our preventive technologies to combat new threats, our periodic malware audits and, of course, our Collective Intelligence system.

We are leaders in technology

Panda Security is **in the vanguard of the fight against computer threats**. We reinvest over 25% of our turnover in R&D and Panda Research, a specialized division made up of a team of experts, researches and creates unique technologies in the industry, such as TruPrevent.

As result, we are first in Collective Intelligence, first in HIPS and first in preventive technologies and behavioral detection. For us, Innovation is more than a word: is Panda Security's core.

We offer solutions to meet all protection needs

We cover the protection needs at **all different layers of the company network**, from the endpoint to the perimeter, including a complete lineup of 'in-the-cloud' services.

Our solutions also offer centralized management, full scalability, low resource consumption and adaptability to multiple platforms.

We are experts in security

At Panda Security we specialize in security. PandaLabs is one of the best and **most widely acclaimed laboratories in the industry**, with a powerful datacenter infrastructure to cope with avalanches of malware.

Our tech support services are manned by true security experts, and we also develop most of our protection technologies internally to offer fully integrated solutions.

We are a multinational with a global presence

Wherever you are, choosing Panda Security to protect your systems means choosing true peace of mind.

We are the **fourth security company in the world**, and have vocation to global protection. With offices in more than 50 countries, we have products translated into more than 20 languages and 2.5 million customers worldwide.



Panda Security, at a glance.

Headquarters

Bilbao. SPAIN.

Founded

1990.

Investors

Investindustrial (Italy).
Gala Capital (Spain).
HarbourVest (USA).
Atlantic Bridge (UK).

Global presence

Direct presence with offices in over 50 countries: USA, Japan, Germany, United Kingdom, France, Italy, Spain, Netherlands, Belgium, Sweden, China, Argentina...

Security experts and our clients have their say:

YANKEE GROUP

Andrew Jaquith. Senior Analyst.

"Cloud-based, collective intelligence services are the next big thing for anti-malware. I expect that every AV vendor will need to embrace an approach like this if they expect to survive."

TELEFÓNICA

Juan Miguel Velasco. Solutions and Managed Security Services Associated Director.

"With Panda Security we are ahead on the fight against malware... In our service with Panda we guarantee by contract e-mails 100% free of viruses."

EADS CASA ESPACIO

Pedro Rebollo. Head of Antivirus Security.

"With BusinessSecure we have managed to detect and remove new threats from our computers such as spyware, from both within and outside the local area network."

NKONKOBÉ MUNICIPALITY. EASTERN CAPE. SOUTH AFRICA.

Bevan Hobbs. MD of the Nkonkobe's ISP.
"Panda Security for Business has been selected by Nkonkobe Municipality in the Eastern Cape to provide exclusive protection for its network. Panda was chosen because it was the only solution at the time that fixed all of the problems. It found viruses that none of the other 10 different anti-virus packages (including Norton and PC-Cillin) we tried could find, and fixed the problems."



Building a Safer Digital World

In an increasingly interconnected world, Internet threats are expanding rapidly, with ever more techniques and infection strategies. The potential economic risk and impact on companies is severe.

We are facing a challenge that demands new responses, new solutions and a radical change in the way we think and act against malware creators.

Panda Security responds to this challenge: defining new protection models, developing new technologies, creating innovative and efficient solutions, providing the best possible service to our clients. We are always one step ahead of new threats.

This is how we ensure that businesses that place their trust in Panda Security can grow without interruptions and without the worry of computer attacks.

A handwritten signature in black ink, appearing to read 'Juan Santana', written in a cursive style.

Juan Santana
CEO. Panda Security.