

# **Kaspersky Corporate Kit**

**kaspersky**

**Updated: March 2021**



**Our mission is simple –  
building a safer world.**

And in fulfilling that mission we aim to become the global leader in cybersecurity – by securing technology to make sure that the possibilities it brings become opportunities for each and every one of us.

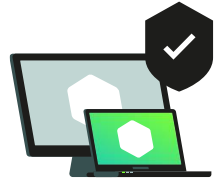
Bring on endless possibilities.  
Bring on a safer tomorrow.

**Eugene Kaspersky, CEO**



**Kaspersky  
at a glance**

# Facts about us



## Essentials

Founded in **1997** and led by Eugene Kaspersky

Present on **6** continents in almost **200** countries and territories

Provides **innovative** IT security solutions and services for business and consumers



## Numbers

> **14 million** product activations per year

> **4,000** highly qualified specialists

**US\$ 685 million** – global non-audited revenue in 2019



## Achievements and recognition

**One of the five** biggest endpoint security vendors\*

Kaspersky has been recognized as a **2020 Customers' Choice** for Endpoint Detection & Response Solutions by Gartner Peer Insights\*\*

Kaspersky Internet Security was honored with the **Product of the Year 2020** award by independent test lab AV-Comparatives\*\*\*.

**>400,000,000** users worldwide are protected by our technologies

\* The company was ranked fifth in the IDC 'Worldwide Endpoint Security Market Shares, 2018: Large Vendors Write a New Market Narrative (Doc #US45055519 May 2019).

\*\* Kaspersky recognized as the highest ranking vendor in the 2020 Gartner Peer Insights Customers' Choice for Endpoint Detection & Response. Gartner Peer Insights Customers' Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates. <https://www.gartner.com/reviews/market/endpointdetection-and-response-solutions>

\*\*\* Kaspersky's flagship home user security solution – Kaspersky Internet Security – was honored with the **Product of the Year 2020** award for an impressive sixth time, in an annual report released by independent test lab AV-Comparatives. Kaspersky was acknowledged ahead of 16 peers by achieving Advanced+ awards in seven rigorous tests, to rank the company highest overall across the participating Windows security products.

# Geography



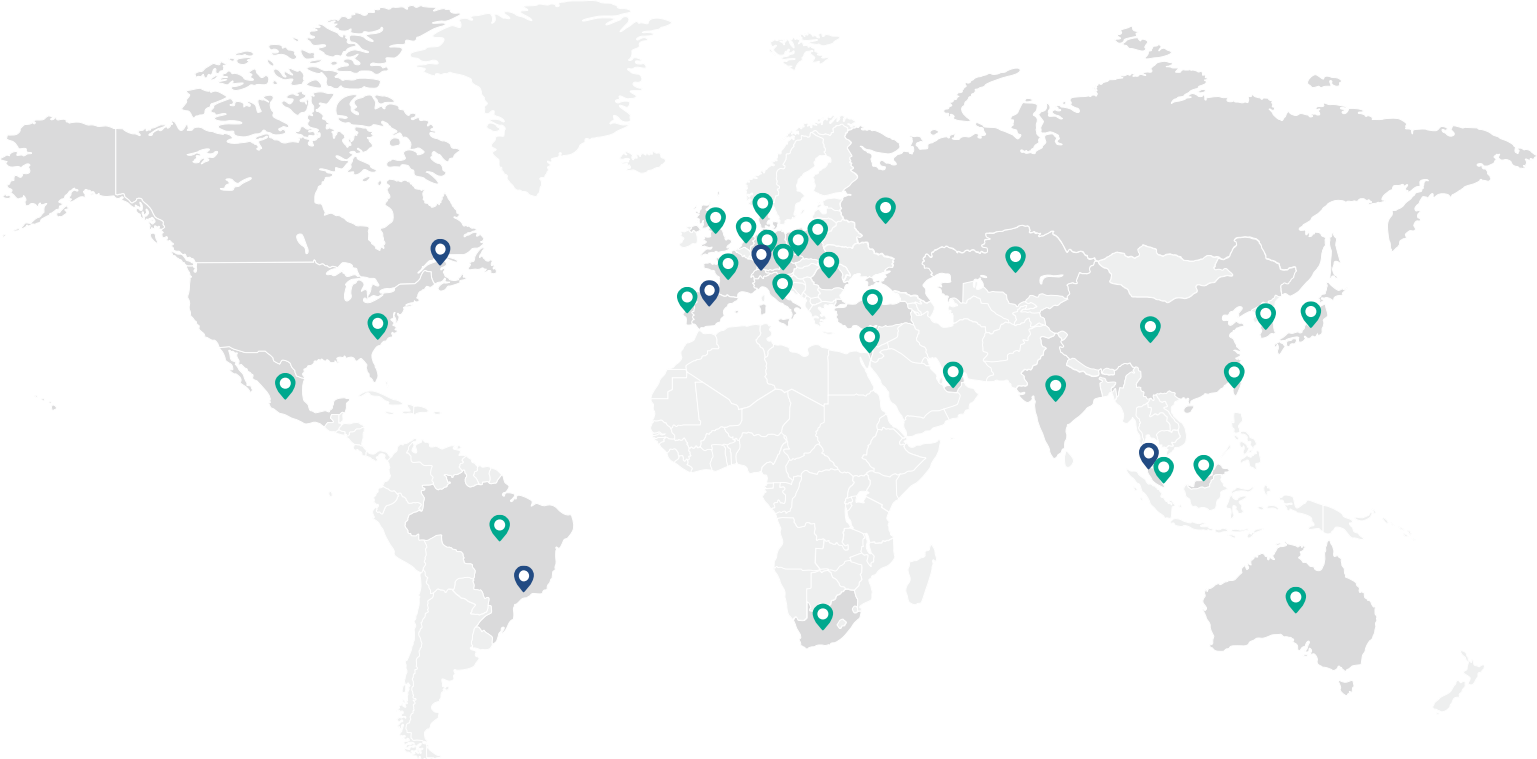
200

countries and territories we operate in



34

representative regional offices



**North America**  
Mexico  
USA

**Europe**  
Austria  
Czech Republic  
Denmark  
France  
Germany  
Israel  
Italy  
Netherlands  
Poland  
Portugal  
Romania  
Russia (HQ)  
Spain  
Switzerland  
UK

**South America**  
Brazil

**Africa**  
South Africa

**Australia**

**Asia**  
China  
Hong Kong  
India  
Japan  
Kazakhstan  
Malaysia  
Singapore  
South Korea  
Turkey  
UAE

**Transparency Centers**  
Zurich, Switzerland  
Madrid, Spain  
São Paulo, Brazil  
Kuala Lumpur, Malaysia  
New Brunswick, Canada  
(to be open in 2021)

# Our role in the global IT security community

We participate in joint operations and cyberthreat investigations with the global IT security community, international organizations such as INTERPOL and Europol, law enforcement agencies and CERTs worldwide.



We cooperate with INTERPOL and provide the organization with human resources support, training, and threat intelligence data on the latest cybercriminal activities.



In cooperation with non-profit organizations, digital activists, and cybersecurity vendors, we launched the Coalition against Stalkerware\* to protect users against stalking and domestic violence.



Kaspersky is a member of the Advisory Group on the Internet Security at the European Cybercrime Centre (EC3) at Europol.



Together with Cigref, we are co-chairing the Working Group 6 as part of the Paris Call for Trust and Security in Cyberspace. The aim of this working group is to develop concrete proposals for solutions to improve the level of security in cyberspace.



We are a member of the Industrial Internet Consortium that helps organizations to more easily connect and optimize assets and operations to drive agility across all industrial sectors.

\*Stalkerware – a type of a commercial spyware deemed to be legal. Learn more <http://stopstalkerware.org/>

# The No More Ransom Initiative

In July 2016, the Dutch National Police, Europol, McAfee and Kaspersky announced the launch of the [No More Ransom](#) project - a non-commercial initiative that united public and private organizations and aims to inform people of the dangers of ransomware, and helps them to recover their data without having to pay the criminals.



**NO MORE RANSOM!**

- 100+ free decryption tools.
- 160+ project partners representing organizations from around the globe.
- The site is available in **37** languages.

# Our transparency principles



Data sent to Kaspersky is crucial for protecting users, it is robustly protected and is not attributed to a specific individual



We detect and neutralize threats, regardless of their origin or purpose



We work with governments and law enforcement agencies to fight cyberthreats



We are committed to the trustworthy development of our technologies and solutions





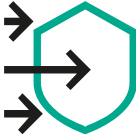




We cooperate with the IT security industry in joint cyberthreat investigations



# Our Global Transparency Initiative

Launched in 2017, Kaspersky's Global Transparency Initiative is aimed at engaging the broader information security community and other stakeholders in validating and verifying the trustworthiness of its products, internal processes, and business operations.

It includes a number of actionable and concrete measures:

- **Independent code and update review** 
- **Engineering practices, external audit & certification**  
- **Vulnerability management program** 
- **R&D infrastructure relocation**  
- **Cyber-capacity Building program** 

# Kaspersky moved core infrastructure to Switzerland and opens Transparency Centers



## Customer data storage and processing

Malicious and suspicious files received from users of Kaspersky products in Europe, the United States, Canada and several countries in Asia-Pacific region\* are processed and stored on Swiss servers.



## Transparency Centers

A facility for trusted partners and government stakeholders to review the company's code, software updates and threat detection rules, along with other activities.



## Independent review

Third-party assessment of internal processes to verify the integrity of Kaspersky solutions and processes.

In 2019 Kaspersky has achieved the SOC 2 Type 1 report in accordance with the SSAE 18 standard (Security criteria) issued by one of the Big Four accounting firms.



## Bug bounty program

Aimed to make Kaspersky more secure, it encourages independent security researchers to supplement the company's own work in vulnerability detection and mitigation.



The company also supports the Disclose.io framework which provides Safe Harbor for vulnerability researchers concerned about possible negative legal consequences of their discoveries.

Madrid, Spain

✓ Transparency Center

Zurich, Switzerland

✓ Transparency Center  
✓ Data centers

Kuala Lumpur, Malaysia

✓ Transparency Center

New Brunswick, Canada

✓ Transparency Center  
(to be open in 2021)

São Paulo, Brazil

✓ Transparency Center



Proven.  
Transparent.  
Independent.

\*Australia, New Zealand, Japan, Bangladesh, Brunei, Cambodia, India, Indonesia, South Korea, Laos, Malaysia, Nepal, Pakistan, Philippines, Singapore, Sri Lanka, Thailand, and Vietnam.

# Digital trust

As cybersecurity becomes vital for every individual and entity, the question of provider trust is becoming essential. Our mission is to maintain the trust of customers, in addition to our already proven quality.

## What people think



### Trust security provider's use of data

87% of businesses and 82% of consumers trust their security provider to behave ethically when collecting and using their data



### Worry about security provider's use of data

65%-78% of businesses and 54%-80% of consumers worry provider will access and share private data, opinions, location or online behavior



### Biggest threat?

45% of businesses and 47% of consumers worry about protecting online data from cybercriminals.

But also: national and foreign govts, employers, families & more



### Who is the most responsible for your protection online?

57% of businesses: my IT security team  
57% of consumers: I am  
45% (consumers), 43% (businesses): my cybersecurity provider

## What matters when choosing

Governments should choose highest quality product or service even if it is by a foreign company



55%  
businesses agree  
66%  
consumers

In general



82%  
businesses agree  
78%  
consumers

In areas critical to national security

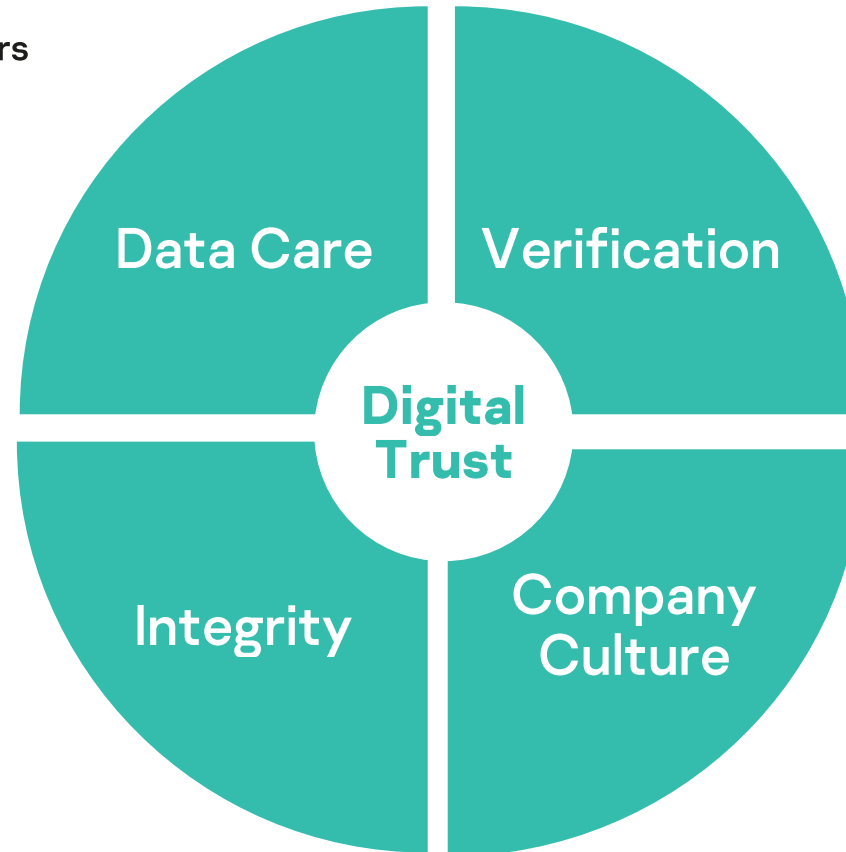
### What matters most when you choose a security provider?



Honesty, integrity, independence, product quality – all 90% + Country of origin 86%/80%

# Kaspersky and Digital Trust

- Data storage & processing relocation for European customers to Switzerland
- Building your Private Security Cloud Network with the highest privacy (KPSN)
- SOC2 audit by a 'Big Four' auditor confirms that Kaspersky has strong security controls for development and release of its anti-virus bases
- Integrity and highest performance of Kaspersky products based on results of [62 tests](#)



- Dedicated Transparency Centers in Zurich, Madrid (first in the EU), São Paulo and Kuala Lumpur for source code review. Transparency Center in New Brunswick, Canada to open in 2021.
- Vulnerabilities management with the continuous Bug Bounty Program
- Independent assessment for GDPR compliance
- Private & independent company with 23-year history on the global market
- Company's DNA for continuous development of new technologies
- Our GReAT team plus one third of our employees are R&D specialists

# SOC 2 audit



Kaspersky has achieved the SOC 2 Type 1 report in accordance with the SSAE 18 Security Criteria issued by an independent third-party ‘Big Four’ auditor.

The audit concludes that the development and release of Kaspersky’s antivirus bases are protected from unauthorized changes by strong security controls.

## SOC

The Service Organization Controls (SOC) Reporting Framework, a globally recognized report for cybersecurity risk management controls, was developed by the American Institute of Certified Public Accountants (AICPA).

# ISO 27001 certification



Kaspersky has achieved ISO/IEC 27001:2013 certification issued by TÜV AUSTRIA.

The certification confirms that the company's data security systems, including Kaspersky Security Network, meet industry best practices. It is valid for the company's data services located in Data Centers in Zurich, Frankfurt, Toronto and Moscow.

## ISO/IEC 27001

The most widely used information security standard prepared and published by the International Organization for Standardization (ISO), the world's largest developer of voluntary international standards.

# Bug Bounty Program



Kaspersky has run its public bug bounty program from 2016 in partnership with the famous HackerOne platform. The company also supports the Disclose.io framework, which provides Safe Harbor for vulnerability researchers concerned about negative legal consequences of their discoveries.



## Who can participate

- Individuals over the age of thirteen (13) at the time of entry.
- All researchers except employees of Kaspersky, their subsidiaries, and their immediate families.



## Scope products

- Kaspersky Internet Security 2019
- Kaspersky Endpoint Security 11
- Kaspersky Endpoint Security for Linux
- Kaspersky Password Manager
- Kaspersky Secure Connection



## Rewards

- **\$100,000** for the discovery and coordinated disclosure of severe vulnerabilities (high-quality report with PoC).
- **\$5,000 – \$20,000** for the discovery of vulnerabilities allowing different and less severe types of remote code execution.
- **\$1,000 – \$5,000** for discovery of bugs allowing local privilege escalation, or leading to sensitive data disclosure.

More details are available in the [bug bounty program description on the HackerOne platform website](#).



# Threat landscape



# Expertise

**>4,000** highly qualified specialists

**1/3** of our employees are R&D specialists

**40+** world-leading security experts: our elite group



**Our unique team of security experts are at the forefront of protecting people around the world from the most sophisticated and dangerous cyberthreats. This expertise enriches our state-of-the-art protection technologies, making their quality unsurpassed.**

# Threat research

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**>1,000,000,000  
cyberthreats**

detected by Kaspersky since  
the company's inception

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**10,000,000,000  
cyberattacks**

detected by Kaspersky in 2020

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**360,000  
new malicious files**

detected by Kaspersky every day



# Advanced persistent threat landscape in 2020

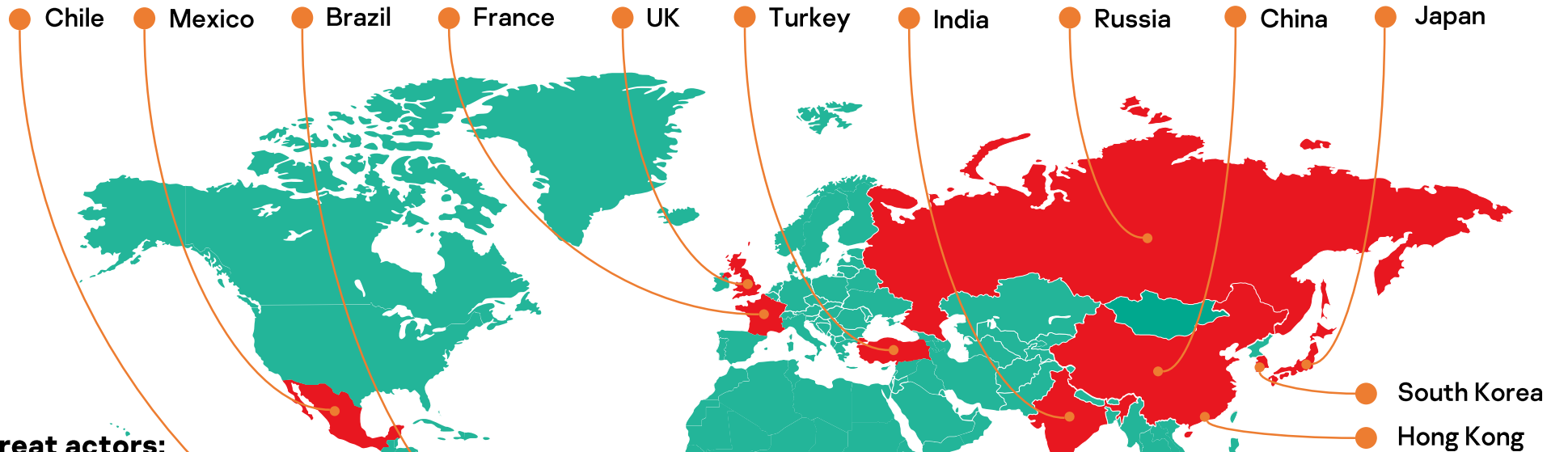
Kaspersky's Global Research and Analysis Team (GReAT) is well-known for the discovery and dissemination of the most advanced cyberthreats.

According to their data, in 2020 the top targets for advanced persistent threats (APT) were governments, and the most significant threat actor was Lazarus.

## Top 10 targets:

- Government
- Banks
- Financial Institutions
- Diplomatic
- Telecommunications
- Educational
- Defense
- Energy
- Military
- IT companies












## Top 12 targeted countries:



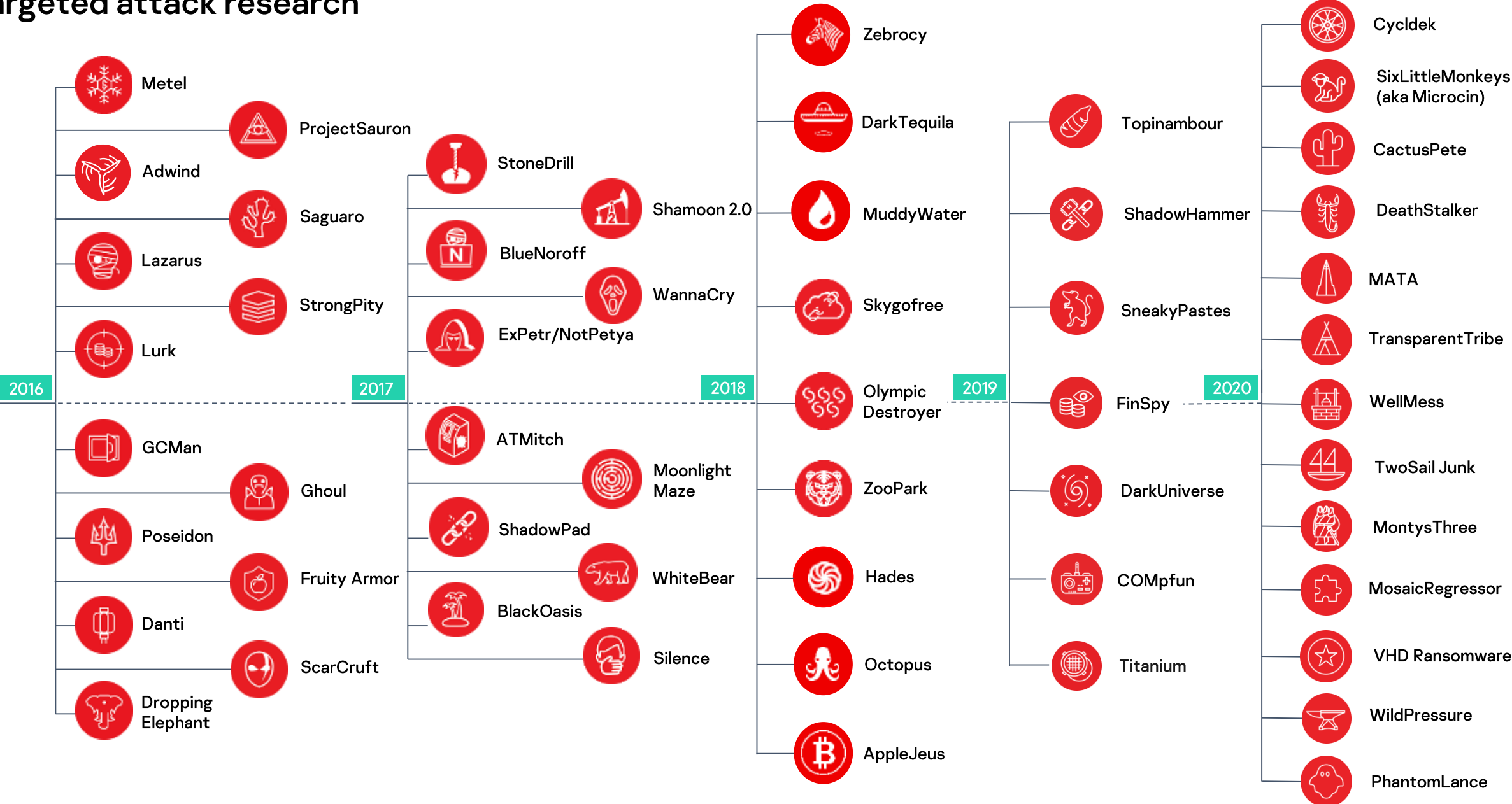
## Top 10 significant threat actors:

- Lazarus
- DeathStalker
- CactusPete
- IAmTheKing
- TransparentTribe
- StrongPity
- Sofacy
- CoughingDown
- MuddyWater
- SixLittleMonkeys

# Our major discoveries and research

											
	<b>SOFACY</b>	<b>DUQU 2.0</b>	<b>LURK</b>	<b>LAZARUS</b>	<b>PROJECT SAURON</b>	<b>EXPETR/NOTPETYA</b>	<b>SHADOWPAD</b>	<b>OLYMPIC DESTROYER</b>	<b>SHADOW HAMMER</b>	<b>TAJMAHAL</b>	<b>MOSAICREGRESSOR</b>
Detection	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2016</b>	<b>2016</b>	<b>2017</b>	<b>2017</b>	<b>2018</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Active since	2008	2014	2011	2009	2011	2017	2017	2017	2018	2013	2017
Classification	Cyber-espionage malware	Complex cyberattack platform	Cybercriminal operation	Cyber-espionage & sabotage, financial attacks	Cyber-espionage malware	Data wiping campaign	Modular cyber-attack platform	Cyber-espionage malware	Cyber-espionage malware	Cyber-espionage platform	Cyber-espionage platform
Description	Sofacy (also known as "Fancy Bear", "Sednit", "STRONTIUM" and "APT28") is a highly professional threat actor. Suspected of a connection to the notorious Miniduke actors, Sofacy has been notable for its extensive use of zero-day exploits	A highly sophisticated malware platform exploiting up to three zero-day vulnerabilities	The gang responsible for creating infected computer networks that resulted in the theft of more than \$45m from banks, other financial institutions and businesses since 2011. The group was looking for a way into remote banking services so that it could steal money from customer accounts	A group believed to be behind the attacks on Sony Pictures Entertainment in 2014 and the Central Bank of Bangladesh in 2016. Responsible for data destruction, money theft as well as conventional cyber-espionage operations against multiple companies around the world	A threat actor attacking state organizations. Project Sauron deliberately avoids patterns, customizing its implants and infrastructure for each individual target, and never reusing them, making traditional indicators of compromise almost useless	A wiper pretending to be ransomware, using modified EternalBlue and EternalRomance exploits. Some observations point to a link between ExPetr and BlackEnergy APT	ShadowPad is one of the largest known supply-chain attacks. Affected server management software NetSarang used by hundreds of large businesses around the world. Attackers deployed the platform in victim networks to gain flexible remote control capabilities	An advanced threat actor that hit organizers, suppliers and partners of the Winter Olympic Games in Pyeongchang, South Korea, with a destructive network worm. The deceptive behavior of this actor is an excessive use of various false flags	As a result of a sophisticated supply chain attack on the popular computer vendor's software update system, the malware disguised as a software update was distributed to about 1 million Windows computers and signed using legitimate certificate	Technically sophisticated APT framework designed for extensive cyberespionage. Features around 80 malicious modules and includes functionality never before seen in an advanced persistent threat, such as the ability to steal information from printer queues and to grab previously seen files from a USB device the next time it reconnects	A multi-stage, modular framework aimed at espionage and data gathering. It is leveraging a UEFI bootkit based on Hacking Team's leaked source code for persistence. Capable of communicating and fetching payloads over multiple, covert channels.
Targets	Military and government entities worldwide	Malware infections linked to the P5+1 events and venues for high level meetings between world leaders	Banks, other financial institutions and businesses	Media, financial institutions, casinos, software developers for investment companies, cryptocurrency businesses	Mainly state organizations. Over 30 victims in Russia, Iran and Rwanda	Spread around the world, primarily targeting businesses in Ukraine, Russia and Western Europe. >50% of organizations attacked were industrial companies	Banking and financial industry, software, media, energy and utilities, insurance, industrial and construction, manufacturing, and other industries	Organizations related to Winter Olympic Games 2018; biological and chemical threat prevention organizations in EU, financial institutions in Russia	Special instructions in malware code were aimed at targeting only 600 systems, identified by specific MAC addresses	Diplomatic entities	Diplomatic entities with possible affiliation to DPRK

# Targeted attack research





# **Kaspersky solutions & services**

# Customer reach

Our Next Generation solutions and services are available for a wide range of clients: from individual home users to large and small organizations, including big enterprises, critical infrastructure networks and governments.



Enterprises



Industrial facilities



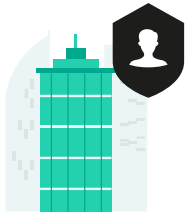
Small and medium businesses



Very small businesses



Consumers



> **240,000** Corporate clients worldwide



> **400,000,000** Users worldwide are protected by our technologies

# KasperskyOS

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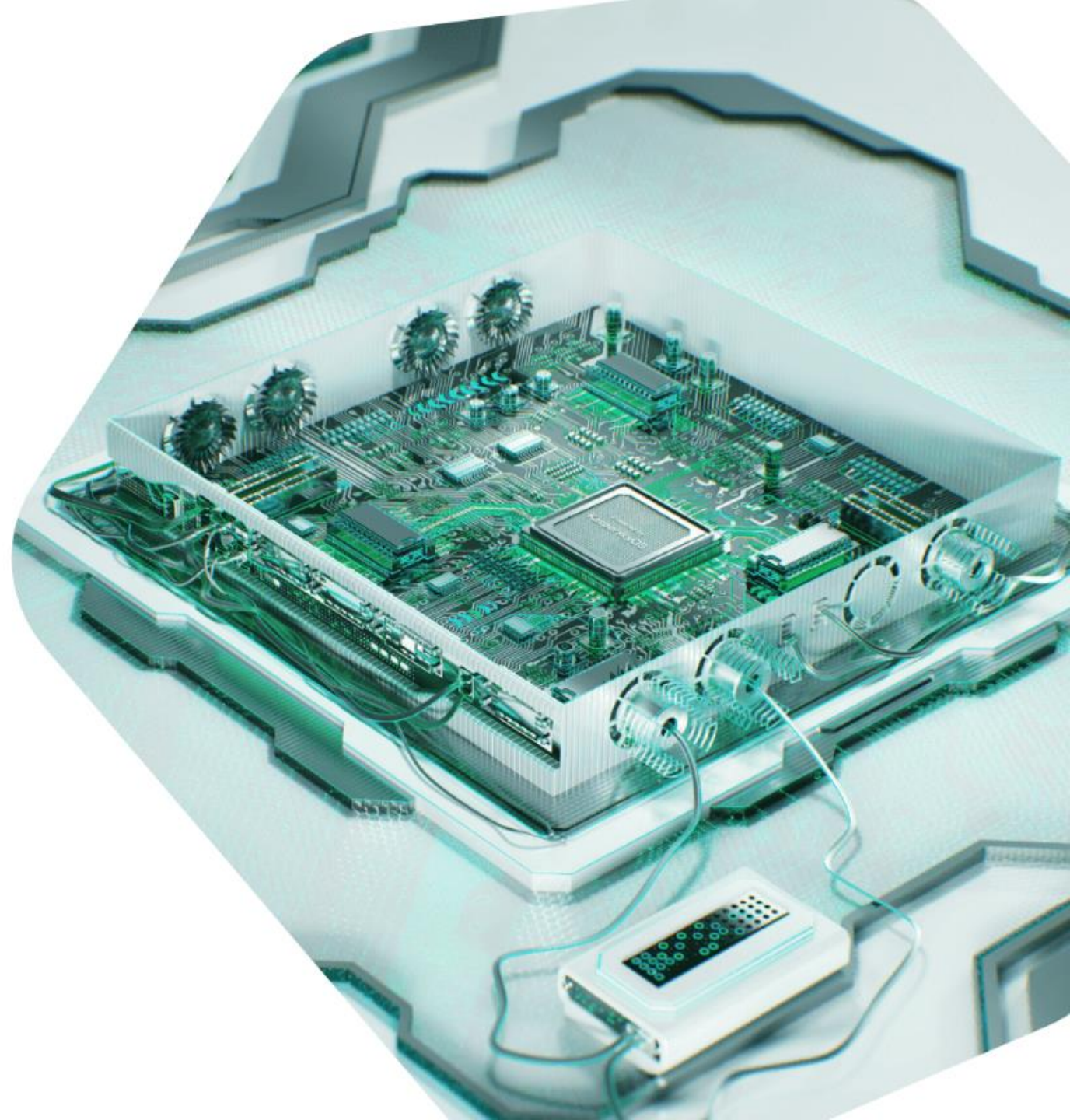
creates an environment where a vulnerability or bad code is no longer a big deal

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aims to protect software and data systems from the consequences of the intrusion of malicious code, viruses and hacker attacks

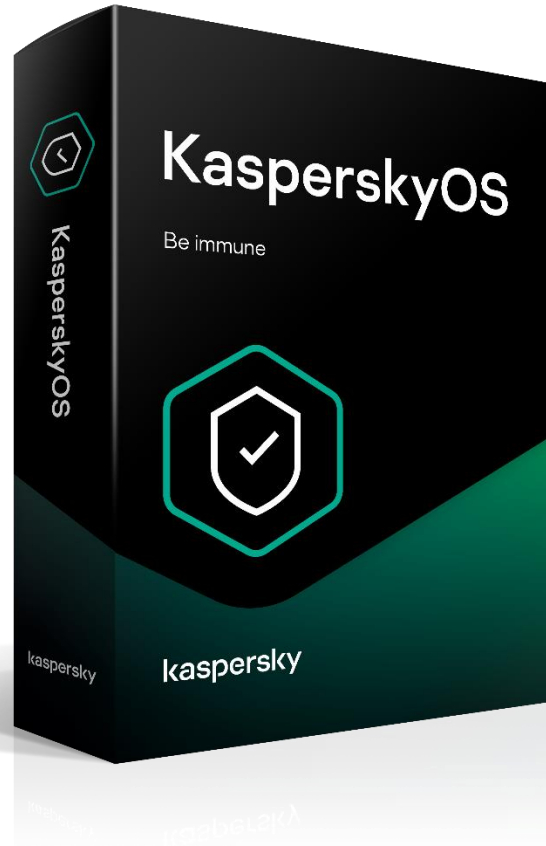
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with The Kaspersky Security System (KSS) protection component controls interactions across the whole system, rendering the exploitation of vulnerabilities useless





# KasperskyOS



- Proprietary microkernel – developed in-house by Kaspersky, no Linux inside
- Secure-by-design – developed with security in mind and remains secure during its whole lifecycle
- Static security configuration based on default deny principles – any interaction that is not allowed will be rejected
- Business logic is separated from security features – easier to develop and support, decrease time to market, increase security and safety
- Multi-level compatibility – POSIX API compatible (well 98% of the API)
- Runs on Intel x86, x64 and ARM (v6, v7, v8)

# KasperskyOS

KasperskyOS is designed for embedded connected systems with specific requirements for cyber security



## Telecommunication

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## Transportation

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## Internet of things

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## Industrial

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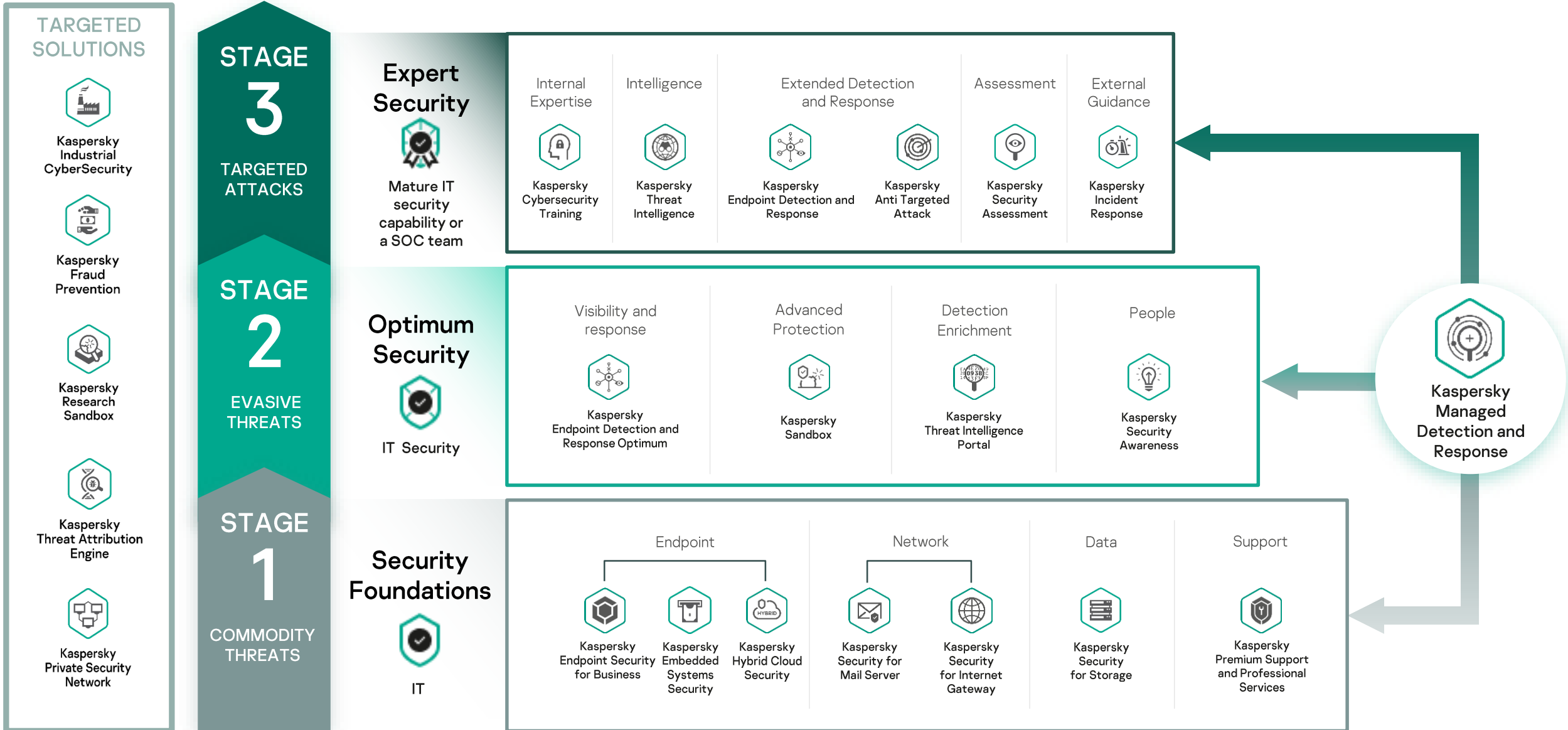
## Small and big screens

### Kaspersky IoT Secure Gateway



- Device detection & classification
- Secure boot & secure update
- Access through web-interface
- Firewall
- IPS/IDS
- Remote and centralized management via KSC
- MQTT broker

# Kaspersky enterprise portfolio



# Next Generation solutions for enterprise

## Technological



### Threat Management and Defense

Advanced Protection empowered by Threat Intelligence



### Endpoint Security

The leading multi-layered endpoint protection platform, based on NextGen cybersecurity technologies



### Hybrid Cloud Security

Borderless security engineered for your hybrid cloud environment



### Cybersecurity Services

Intelligence and expertise providing a new level of cyber-immunity



### Internet of Things and Embedded Security

Minimizing risk and addressing cybersecurity threats to IoT systems and embedded devices



### Fraud Prevention

Advanced solution for seamless user experience and proactive prevention of fraud in real-time

## By Industry



### National Cybersecurity

Meeting the most stringent security requirements and ensuring supreme protection for highly critical infrastructures



### Finance Services Cybersecurity

Raising security levels through predicting preventing and responding to financially motivated cybercrime



### Transportation Cybersecurity

Securing all areas of transportation IT infrastructure



### Telecom Cybersecurity

Securing telecoms data, applications and networks against the most advanced cyberthreats



### Industrial Cybersecurity

Specialized protection for industrial control systems



### Healthcare Cybersecurity

True Cybersecurity where it matters most



### Retail Cybersecurity

Rigorous security and compliance for POS terminals, workstations, mobile devices and back-office systems



### Blockchain Security

The ultimate cybersecurity for the Crypto-Economy

# Industrial cybersecurity

## KasperskyOS (Secure Operating System)

- Secure-by-design approach
- Proprietary lightweight microkernel and independent security engine.
- Cyber-Immunity



Kaspersky ICS-CERT

Industrial Systems Emergency Response Team offering expert intelligence and consulting services.

## Kaspersky Industrial CyberSecurity

### PRODUCTS



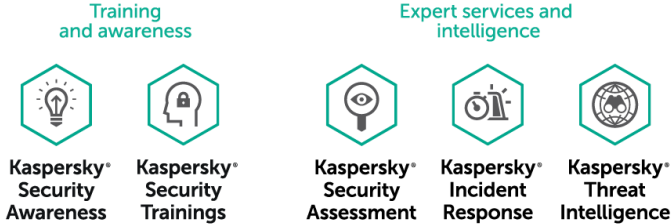
#### Endpoint protection capabilities:

- Application whitelisting
- Antimalware engine
- Device control
- File Integrity Monitoring
- Exploit Prevention
- Wireless access control
- Log Inspection
- PLC integrity checker
- Ransomware protection
- Firewall

#### Network security capabilities:

- Network Visualization
- Network Activity Monitoring
- Asset Discovery
- Deep Packet Inspection
- Machine Learning for Anomaly Detection
- Remote Access Detection
- Malware Spreading Detection
- Event Correlation
- Safe Non-Invasive Mode
- SOC/SIEM Integration

### SERVICES



#### Awareness and training programs:

- Industrial Cybersecurity Awareness (1 day)
- Advanced Industrial Cybersecurity in Practice (1-2 days)
- ICS Digital Forensics for Professionals (4 days +)
- ICS Penetration Testing for Professionals (5 days)
- IoT vulnerability research and exploitation training (4 days)
- Capture the flag (CTF) competition
- Become a Trainer – Train the Trainer
- Kaspersky Interactive Protection Simulation (KIPS)

#### Expert services features:

- Penetration testing and threat modelling
- Secure network architecture and controls recommendations
- Emergency support to localize incident and digital forensics (available on demand or via subscription)
- ICS Adversary Update Reports (TTPs, targets, attribution)
- Vulnerability database and advisory

#### Supported Industrial Endpoints:

- SCADA Servers
- SCADA Clients
- Human Machine Interfaces (HMI)
- Engineering Workstations
- Historians
- OPC Gateways

#### Some of the supported devices & protocols



# Next Generation solutions for SMBs

As easy as home antivirus



**Kaspersky  
Small Office  
Security**



Works out of the box, no configuration required



Financial protection with Safe Money



Client and personal data protection. Encryption back-up



Storing all passwords with Password Manager

Rapid protection for limited resources



**Kaspersky  
Endpoint Security  
Cloud**



Cloud-based console for flexible, simple administration, no need for additional hardware



Protect PCs, laptops, mobile devices and file servers



Default security policies for immediate protection



The latest, most up-to-date software - always

The best enterprise-grade security solution



**Kaspersky  
Endpoint Security  
for Business**



EDR at the core and an automated Sandbox to work with your endpoint protection



Prevents employees from exposing themselves, and you, to an attack



Maximizes the number of incidents processed, without increasing your manpower costs



Scales easily, securing diverse environments and platforms

# Next Generation solutions for Business

Multi-layered security for physical, virtual, mobile environments and servers

Targeted products including:



Kaspersky  
Hybrid Cloud  
Security



Kaspersky  
Security for Mail  
Server



Kaspersky  
Security for Office 365



Superior detection rate



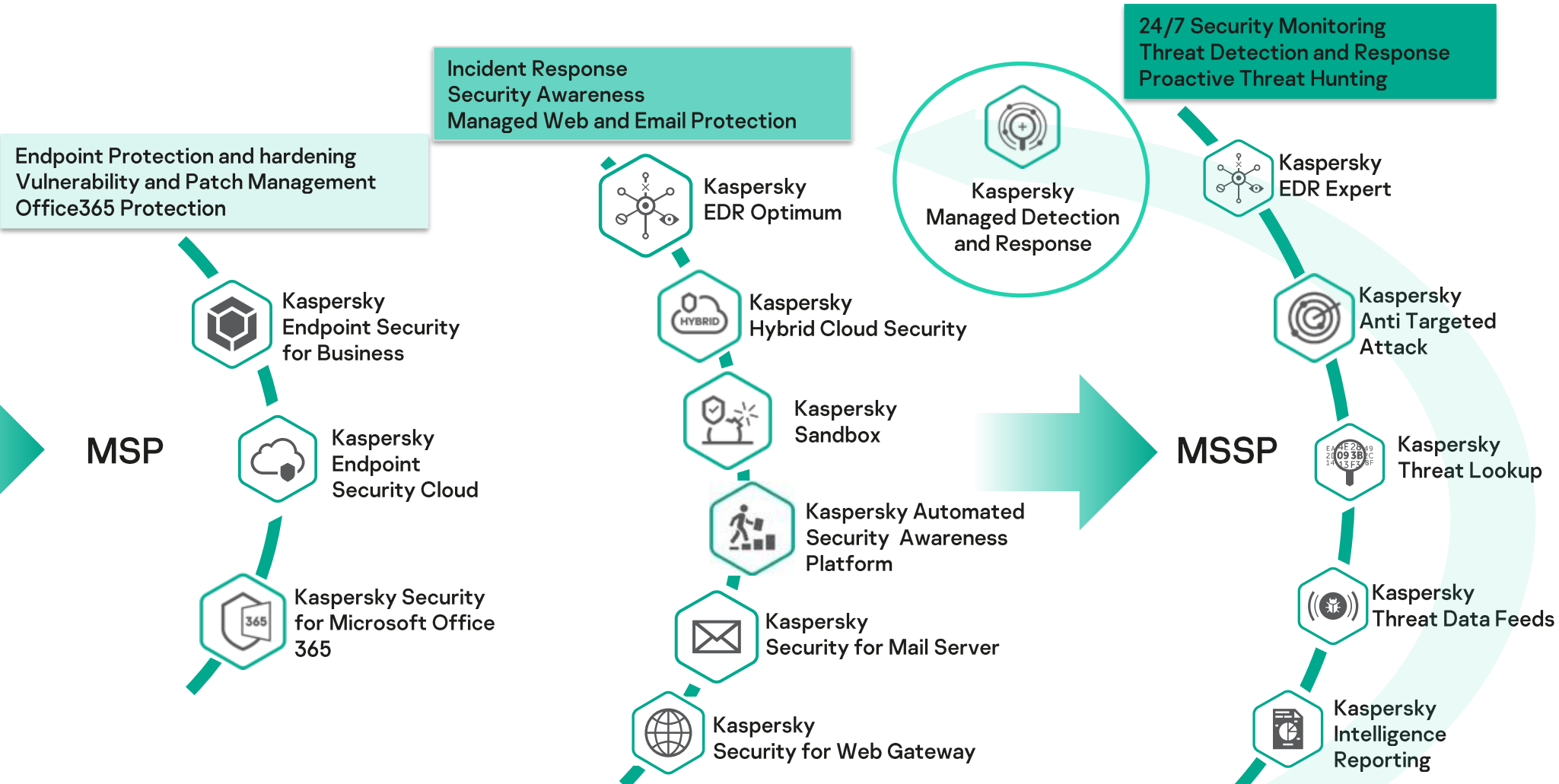
The complete security platform



Managed from one central console

# Managed Services with Kaspersky

## BUILD SERVICES



## KASPERSKY INTELLIGENCE AND EXPERTISE

**Automation and integration**

- RMM and PSA Integrations
- Subscription-based model and LMP

**Knowledge and Expertise**

- Training for MSP
- MSA Premium Support for MSP



# The future of consumer cybersecurity

Personalized digital security powered by artificial intelligence, machine learning and other technologies of tomorrow.

Our **complete collection of apps** under one easy-to-manage account

Protects users' **privacy** and **data** and optimizes their **device performance**

Protects **users** beyond their devices:

- Informs if **personal** data from their accounts is leaked online
- Alerts if an intruder joins their **home network**

Works fast and smoothly on **all platforms** thanks to cloud-based technologies



## Kaspersky Security Cloud

Available on:    

## Comes in Personal & Family plans

The Family plan includes everything the personal one does – anti-malware, payment protection, password security, VPN & more. Plus it comes with parental controls and allows users to install security on family devices remotely and manage it from their online account.

# Giving consumers the confidence to thrive

We inspire our customers to embrace new technologies and make the most of all the opportunities they bring – because they know we're keeping them safe.

Protection for your children, privacy, identity & mobiles



**Kaspersky VPN  
Secure Connection**  
Win | Android | Mac | iOS



**Kaspersky  
Password Manager**  
Win | Android | Mac | iOS



**Kaspersky  
Safe Kids**  
Win | Android | Mac | iOS



**Kaspersky  
Internet Security  
for Android**

Best-selling security suites



**Kaspersky  
Total Security**  
Win | Android | Mac | iOS



**Kaspersky  
Internet Security**  
Win | Android | Mac

Free apps and utilities



**Kaspersky  
QR Scanner**  
Android | iOS



**Kaspersky  
Battery Life**  
Android



**Kaspersky  
Security Cloud  
Free**  
Win | Android | iOS



# **MOST TESTED\*** **MOST AWARDED\*** **KASPERSKY PROTECTION**

[\\*kaspersky.com/top3](https://kaspersky.com/top3)

**62**

Tests/Reviews

**45**

First Places

**81%**

Top 3

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As cybersecurity becomes vital for every individual and entity, trust in providers is essential. We protect home users and corporate clients worldwide, and market recognition is really important for us. In 2020, Kaspersky products participated in 62 independent tests and reviews. Our products were awarded 45 firsts and received 50 top-three finishes.

\* 62 independent tests were completed by Kaspersky products in 2020 alongside 13 competitors. More than 100 vendors took part in the tests, but only those who participated in 35% or more of the tests had their results represented in the chart.

# Kaspersky Innovation Hub

**MISSION:** We are constantly looking for the most advanced projects working at the edge of cybersecurity, to support the growth of new joint business activities and enrich our cybersecurity offerings in different industries. We engage with the ecosystem as part of our main goal of making the world cyber-immune.

The **Kaspersky Innovation Hub** is a core element in our growth strategy, established to encourage corporate innovations and foster collaboration between our company and the brilliant minds inside and outside of the business in developing new technologies.



Improve existing products  
Validation of new ideas  
Emerging trend



Analyze  
Minimize risks



Revenue enhancement



Ecosystem builder



Build a dream team



# Kaspersky in the market

# Customer recognition



**Kaspersky recognized as the highest ranking vendor in the 2020 Gartner Peer Insights Customers' Choice for Endpoint Detection & Response**

Gartner Peer Insights Customers' Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates. <https://www.gartner.com/reviews/market/endpointdetection-and-response-solutions>

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# Customer recognition



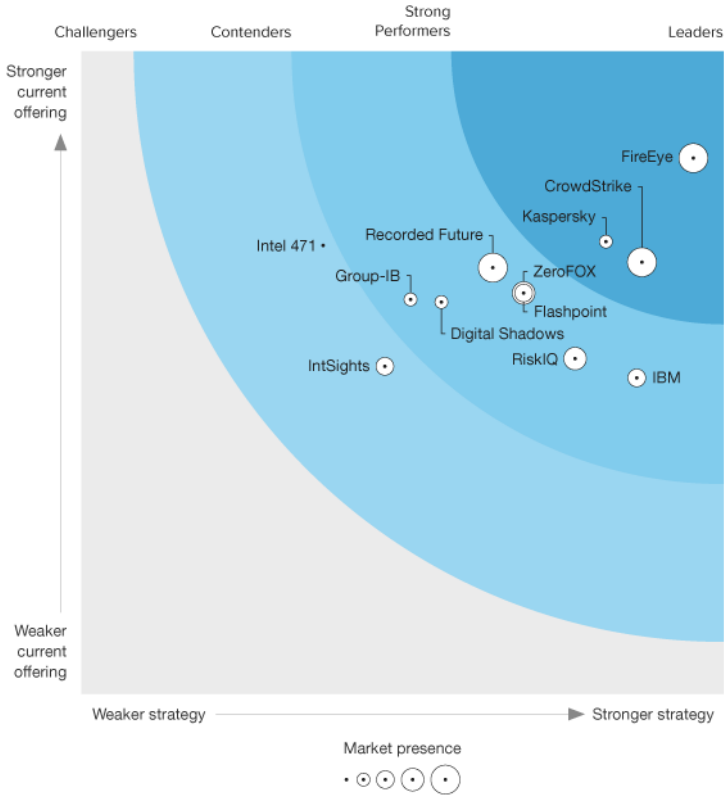
**Kaspersky recognized as a Customers' Choice EMEA and APAC markets in Gartner Peer Insights 'Voice of the Customer': Security Awareness Computer-Based Training.**

Gartner Peer Insights Customers' Choice constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates. <https://www.kaspersky.com/enterprise-security/security-awareness>

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# Kaspersky Threat Intelligence

**THE FORRESTER WAVE™**  
External Threat Intelligence Services  
Q1 2021



Kaspersky has been recognized as a 'Leader' in 'The Forrester Wave™: External Threat Intelligence Services Q1, 2021' report.

Kaspersky's current offering ranks among the Top 2 on the market.

\* 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.



# Analyst recognition



Kaspersky was recognized as “Global Company of the Year” in the Industrial (OT/ICS) Cybersecurity Market by Frost and Sullivan\*.

\* Frost and Sullivan 2020 Global Industrial (OT/ICS) Cybersecurity market analysis.  
Read the full analysis and evaluation here: <https://www.kaspersky.com/acq-lp/kicsaward2020-ungated>

# Analyst recognition



Kaspersky has been ranked number one for the quality of its partner program in the Canalys Worldwide Vendor Benchmark\*. The company achieved the highest overall rating of 87.8%.

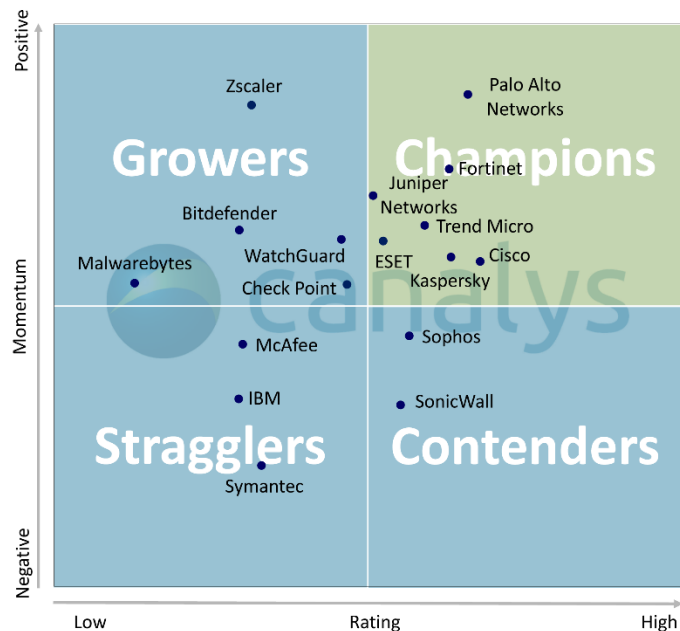
The benchmark is an objective comparison of channel partner programs, measuring how vendors perform in a number of key categories. Kaspersky received over 679 reviews from the channel for its program, an increase of 588% over the past 12 months.

\* Canalys worldwide vendor benchmark [report](#), December 2020.

# Analyst recognition



Global Cybersecurity Leadership Matrix  
May 2020



Kaspersky has been recognized as a **Champion** in the Canalys Global Cybersecurity Leadership Matrix 2020\*.

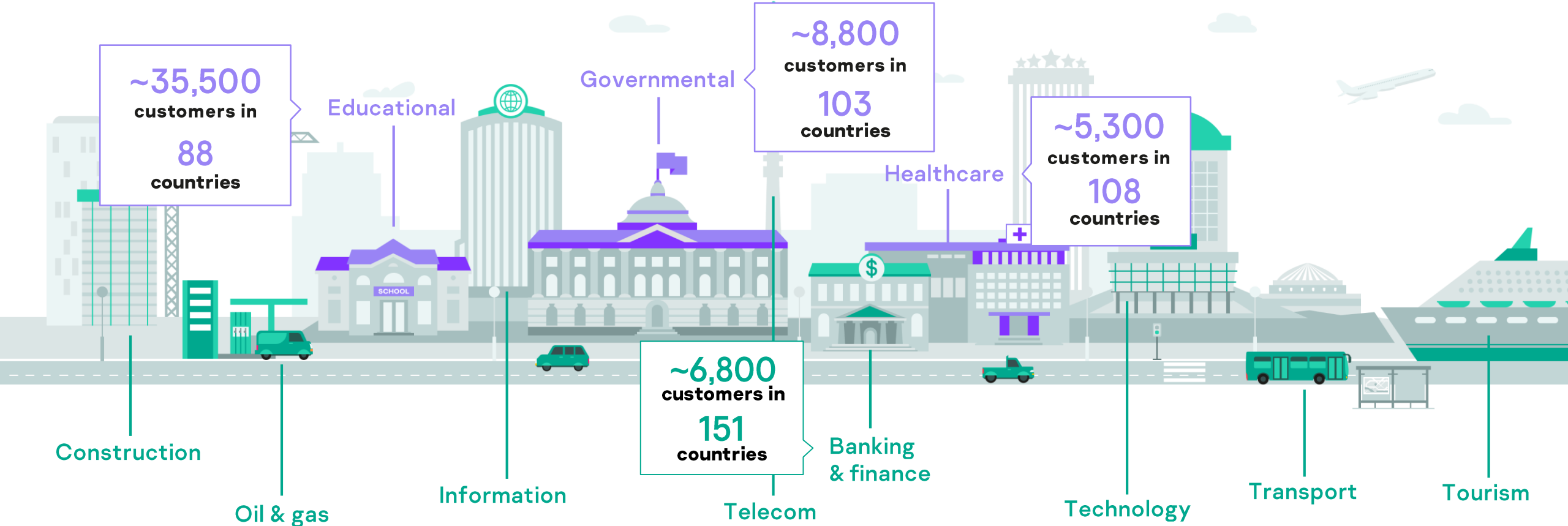
Champions are vendors with high Vendor Benchmark scores that have also demonstrated continued progress in further developing their channel ecosystems over the last 12 months.

\* Canalys Cybersecurity Global Vendor Benchmark report, 2020.

# Our customers

We work in a wide range of industry sectors. Our solutions and services successfully protect over 240,000 clients around the world, regardless of size or complexity

● Public organizations    ● Private companies



# Technology and OEM partners

~120

industry leaders  
trust us to protect  
their customers

Technology Integration  
Private Labelling / Co-branding  
Pre-installation / Bundling  
Preload





# CSR

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As we work to create a safer future, we are concerned about the well-being of the world not only in the context of its digital reality. Gender equality, accessible knowledge, volunteering, child safety, animal protection and more are all issues that are crucial for us.

We are also committed to social responsibility through volunteerism and philanthropy in different regions where the company operates.

We cooperate with non-profit organizations, support charity initiatives and create our own social programs.

Read Kaspersky CSR report [here](#).



## Women in Tech

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Kaspersky runs an Internet community called [Women in CyberSecurity](#) that helps supercharge the career growth of women entering the cybersecurity industry and those already working in the field. The company also hosts [Empower Women](#) project aimed at supporting the career growth of women who are up for the challenge of protecting the world from cyber threats by sharing role models..



## Fighting against stalkerware

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In November 2019, Kaspersky with nine other organizations from IT Security industry and non-profit sector launched a global initiative to protect users against stalking and domestic violence.

Already since April 2019 our users of Kaspersky Internet Security for Android receive a Privacy Alert – a specially designed notification to warn the user if their private information is being covertly monitored by a third party. For this initiative, we cooperated with the Electronic Frontier Foundation.



## Preserving the World

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We understand the importance of preserving past cultures, for the benefit of future generations. That is why Kaspersky has been cooperating with the Archeological Society at Athens (ASA) since 2015, to develop its Akrotiri project. This project is dedicated to saving the remains of the historic Cycladic/Minoan settlement on Santorini Island – widely known as the Greek “Pompeii”.



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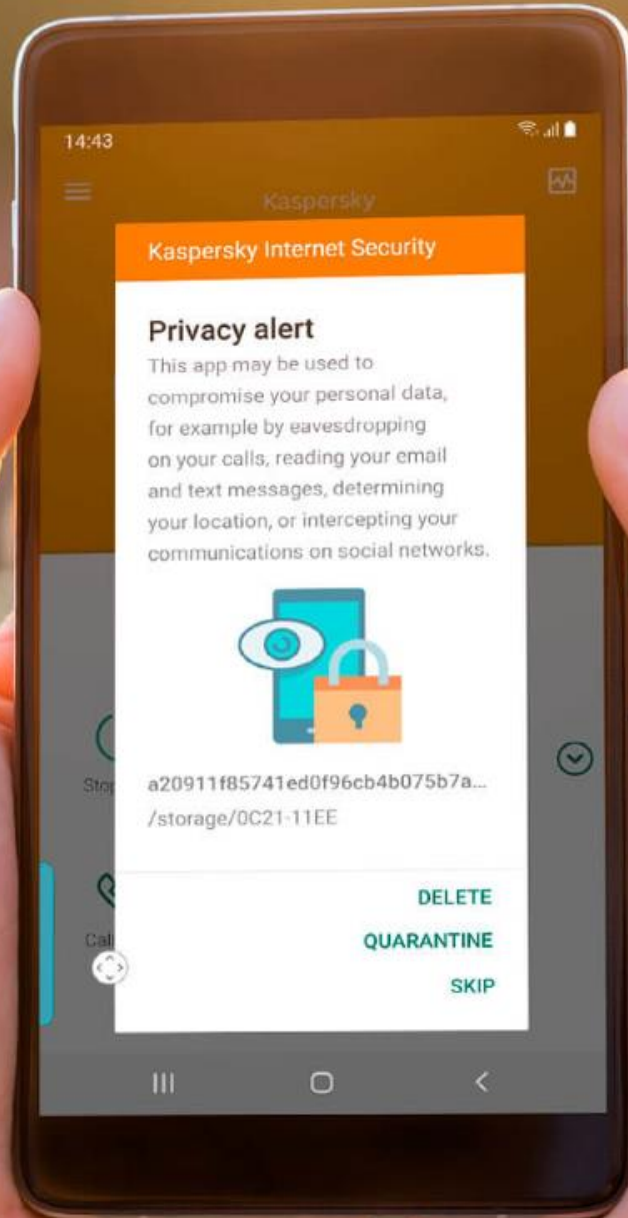


# Fighting against stalkerware

Kaspersky has been at the forefront of protecting victims of stalkerware. Since April 2019, users of Kaspersky Internet Security for Android have received a Privacy Alert – a new feature that warns the user if their private information is being covertly monitored by a third party. For this initiative, we cooperated with the Electronic Frontier Foundation.

In 2019, Kaspersky and nine other organizations from both the IT Security industry and the advocacy/non-profit sector launched a global initiative “Coalition Against Stalkerware” to protect users against stalking and domestic violence. In its first year, the Coalition has more than doubled its membership to 26 partners.

The company’s GReAT researchers developed [TinyCheck](#), an easy to use open-source tool which relies on Raspberry Pi and detects stalkerware and spyware.





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# Preserving the World

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In July 2019 Kaspersky sponsored the Kuril Islands expedition with a renowned team of environmentalists, film makers and photographers, aimed to give people the opportunity to explore the remarkable nature of the isolated islands and bring attention to the current ecological situation faced by the region.



# Education



The concept of cyber-immunity implies both protecting users' devices and major critical systems, as well as teaching people the basics of cybersecurity.

Despite the rapid development of technology, the human factor still plays a significant role in building a safer digital world. This is why Kaspersky aims to educate people of different ages and professions all around the world about cybersecurity.



## School

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Kaspersky intends to educate young users about being safe online. We globally distribute the children's book "Kasper, Sky and the Green Bear" – a joint publication with Dutch writer Marlies Slegers.

We have a Kaspersky School project in Moscow, Russia, aimed at giving schoolchildren a foundational base in mathematics. The project is also intended to educate schoolchildren and teachers about the basics of cybersecurity.



## University

---

As part of our international educational project Kaspersky.Academy, we promote knowledge of cybersecurity among students worldwide. The company supports young talent in IT, including organizing a global student competition – Secur'IT Cup – and contributing to the development of top-notch educational cybersecurity programs.



## Business

---

Kaspersky collaborates with business schools, such as INSEAD, one of the of the top three schools for Executive Education and leading MBA programs in the world, to introduce students to the cybersecurity world through keynote lectures.

Within the framework of the Kaspersky.Academy project, we offer an MBA training course aimed at increasing knowledge of information security and the development of organizational security policies.



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# Business

Today we are witnessing growing business concerns about cybersecurity, and we are proud to share our expertise with top managers from various industries. Kaspersky collaborates with business schools, such as INSEAD, one of the top three schools for Executive Education and leading MBA programs in the world, to introduce students to the cybersecurity world through keynote lectures.

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# Sponsorships & Partnerships

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As a global innovative company, Kaspersky cares about the future by not only providing cybersecurity to different industries, but also by supporting promising talent in various countries.

We contribute to the development of science and modern art, help preserve the world and provide the opportunity for sportspeople to achieve their full potential.





## Sport

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We have built strong relationships with Scuderia Ferrari in Formula One and the Eintracht Frankfurt football club. In 2021 we became a sponsor of Aprilia Racing. In addition, the company supports talented drivers across various other racing series, including Giancarlo Fisichella, Antonio Giovinazzi, Giuliano Alesi, Antonio Fuoco, Amna and Hamda Al Qubaisi.



## Science & Space

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Kaspersky is a strategic partner of the Gagarin Research and Test Cosmonaut Training Center, located in Star City, Russia, where cosmonauts from all over the world prepare to go to space. Moreover, the company has supported Starmus – the world's most ambitious science and music festival.



## Chess

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Kaspersky is an official cybersecurity partner of the FIDE World Championship series – the world's most prestigious chess tournament, and provides complex protection for the FIDE Online Arena gaming platform.

The company also supports young chess players including Dinara Saduakassova and Andrey Tsvetkov.



## Art

---

Kaspersky is a partner of the Moniker International Art Fair in London, and it supports special commissions from internationally-acclaimed artists such as Ben Eine. Additionally, we worked on a significant creative collaboration with renown street artists D\*Face, SHOCK-1 and Felipe Pantone.



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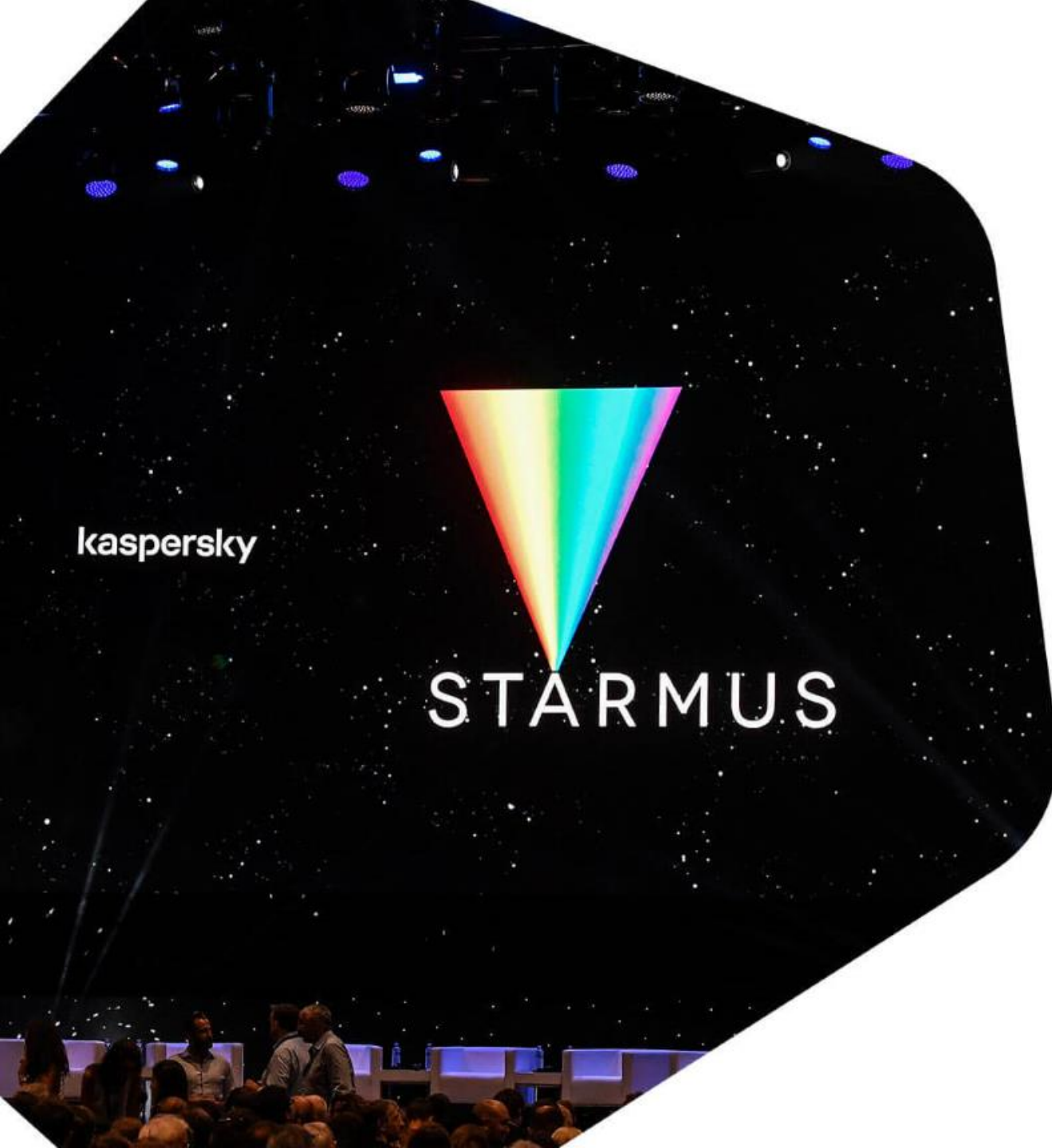


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At the 10th Anniversary of Moniker International in 2019, we unveiled an artistic collaboration with the British street artist SHOK-1, famous for his X-ray paintings. In 2021 Kaspersky teamed up with contemporary artist Felipe Pantone to raise awareness on Data Privacy Day.

**Thank you!**

kaspersky