

# Kaspersky Lab continues rapid growth with revenues up 14% in 2011

MOSCOW, RUSSIA / JOHANNESBURG, SA: Kaspersky Lab, a leading developer of secure content and threat management solutions, has announced that it successfully achieved significant sales growth in 2011.



According to Kaspersky Lab's management reporting results for 2011\*, the company's revenues reached US\$612 million, up 14% worldwide and showed growth in all regions.

"2011 has been extremely challenging for the entire IT security industry. Despite tackling an ever-growing array of complex new threats in difficult market conditions, Kaspersky Lab has successfully achieved significant sales growth. Our global team has worked really hard to develop many new innovative technologies and to implement them in our latest products. We are proud of the high regard that our work has received worldwide," commented Eugene Kaspersky, chairman and CEO of Kaspersky Lab. "We are ready for the new challenges of the upcoming year, further improving technologies and developing our business success worldwide."

## Organisational changes aim to meet new challenges

To meet these new challenges, the company has implemented changes to its organisational structure in late 2011. The management team is geared towards faster decision making while maintaining the flexibility and innovation of the company as a whole to ensure the best possible working practices and high motivation among Kaspersky Lab employees. The company has also recently announced that it intends to stay private, which will help to remain efficient and flexible in order to be competitive in today's dynamic global market. Kaspersky Lab will concentrate on differentiation by technological innovation and organic growth, and will continue expanding its global partnership community basing on a localised sales approach. Product strategy continues as the major focus, targeting a comprehensive product portfolio where each product or solution addresses a specific customer.

Kaspersky Lab's technological achievements and new innovative products resulted in new strategic partnerships during 2011, with global brands like Samsung, Sony, Ferrari, and others joining Kaspersky to achieve mutual success.

2011 also brought several Kaspersky innovative products in the consumer segment, as B2C remains a very important pillar of the company's success. The main release was Kaspersky Internet Security 2012, the company's flagship product for home users, which protects personal computers from all Internet threats. Kaspersky Lab also broke new ground with the launch of Kaspersky ONE - the first multi-platform, user-centric Universal Security solution on the market. Kaspersky ONE\*\* (available in the local market soon) brings comprehensive protection for a wide range of personal devices, from PCs and laptops to smartphones, Macs and tablets. Its one-license approach makes it easy to protect multiple devices according to the user's needs.

## Quality of products recognised

The quality of Kaspersky Lab's technology was acknowledged by a series of wins and high-scoring performance in several comparative tests run by different respected independent researchers. To top off this string of success, Kaspersky Lab was hailed as Product of the Year based on multiple tests throughout the whole year. It was the only security provider to get top marks in all of 2011's key tests.

Kaspersky Endpoint Security 8 for Windows and Kaspersky Internet Security 2012 were awarded VB100 certification after being tested along with nearly 60 other security solutions in Virus Bulletin's unique and wide-ranging independent comparative review. Both products achieved perfect results in the three different tests for the certification. The same pair also beat all comers in complex testing by independent IT security institute AV-Test.org. Kaspersky Lab was also the only solution provider to receive the highest grade - Advanced+ in all nine tests for AV-Comparatives' annual awards.

In January 2012 Kaspersky Lab was officially named a "Leader" in the Gartner Magic Quadrant for Endpoint Protection Platforms.\*\*\* That recognition is partly the result of the company launching its new corporate solution: Kaspersky Endpoint Security 8 during 2011, which uses Kaspersky Lab's latest intelligent hybrid security technologies, combined with the deepest possible anti-malware protection and a wide range of security tools like Kaspersky Security Centre, the matching management console.

"We will continue to focus on our strategy of differentiation through technology and innovation in the next years and concentrate on our core competence, endpoint protection and security", says Petr Merkulov, chief product officer. "In 2012 Kaspersky Lab will launch a range of new and exciting products in both the consumer and the corporate area which will highlight our user centric and Endpoint Protection Platform approach."

*\*Unaudited revenue*

*\*\*To be launched in most European countries, as well as locally in February 2012*

*\*\*\*Gartner, Magic Quadrant for Endpoint Protection Platforms, Peter Firstbrook, Neil MacDonald, John Girard, January 16, 2012*

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