

The Values of Kaspersky Lab

Mission

Kaspersky Lab has a simple, yet ambitious mission – We are here to save the world. As **co-founder and CEO Eugene Kaspersky** explains: *“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.”*

To meet this exacting standard, Kaspersky Lab has been dedicated to fighting any type of cyber threat – regardless of its origin – from day one. The company is committed to protecting all computer users around the globe. This protection is available to individuals or organizations, from governments and large enterprises to home users.

The scale

Kaspersky Lab is an international company registered in the UK and operating in almost 200 countries and territories around the world. It has representative offices established in 29 countries. Protecting over 300 million people and about 250,000 companies worldwide, it’s ranked among the world’s top four vendors of security solutions for endpoint users (IDC rating, 2012)* and named a "Leader" in the Gartner Magic Quadrant for Endpoint Protection Platforms**. The company employs more than 2,800 people around the world. Averagely Kaspersky Lab products are activated about 20 million times a year.

Global outreach

Since its inception Kaspersky Lab has followed a global vision and focused on international markets. This strategy helped the former family business to grow into a global corporation. Today Kaspersky Lab is a privately owned international company with a holding registered in Great Britain (one of the strictest jurisdictions of the world) to ensure the most effective control over its international operations, which form the lion’s share of the company’s revenue. The company’s financial reporting is completely transparent and freely available to anyone.

Kaspersky Lab clients are evenly distributed throughout the world with less than 20% of its clientele based in Russia, the country where it was founded (*see the scheme*). This is what helps the company to be truly global and independent of any specific country or region. That independence helps to keep its research into cyber threats impartial.

Kaspersky Lab's clients range from home users to large enterprises, government institutions, NGOs, education and medical institutes etc. The trust of international corporations, NGOs and government institutions in different countries is the best evidence of Kaspersky Lab's best-in-class technologies, as well as the company's impartiality to the origins or background of the cybercriminals.

Principles of fighting cybercrime

Cyber threats have become a global problem which spread far beyond any geographical borders. As an anti-malware company, Kaspersky Lab is determined to detect and neutralize all forms of malicious programs, regardless of their origin or purpose.

Recently the global cyber threat landscape has been transformed by the rise of advanced malicious programs such as Stuxnet, Flame, Gauss and Red October. Unlike traditional cybercrime, which is driven by monetary gain, these malicious programs were highly sophisticated cyber-warfare operations designed to undermine critical energy, finance, telecommunications, and government network infrastructures worldwide.

Kaspersky Lab actively participates in joint investigations of cyber-warfare operations involving cyber-espionage or cyber-sabotage malware. It works with international organizations, the global IT security community, and with Computer Emergency Response Teams (CERTs) worldwide. During investigations, Kaspersky Lab provides technical expertise and focuses its research on analyzing malware. The company applies the same methodologies and principles to discovery and analysis as it does with commercially motivated malware.

Kaspersky Lab believes that joint efforts are the most effective way of fighting cybercriminals. It openly shares its knowledge and technical findings with the world's security community and publishes its research for the wider public to encourage collaborative security practices and increased international cooperation.

Cooperation with governments

As a private company, Kaspersky Lab has no political ties to any government but it is proud to collaborate with the authorities of many countries, as well as international law enforcement agencies such as Interpol and Europol, in fighting cybercrimes. Kaspersky Lab's contribution includes providing expertise about malicious programs during investigations and legal

proceedings, as well as consulting with the law enforcement authorities of a number of countries (the USA, the EU members etc.). Kaspersky Lab is always happy to work with the authorities of other countries in the best interests of international cyber security.

Other anti-malware vendors do the same. Without the expertise of security professionals, successful law enforcement operations would be an unattainable dream. When cybercrime cases are domestic, IT security companies work with their law enforcement agencies to assist in investigations. When they are international, they work with the appropriate law enforcement authorities of the affected countries to abide by legal policies and federal jurisdictions. This cooperation is crucial in fighting cybercrime worldwide.

Reasons to rely on

Kaspersky Lab's business model is based on trust. One of the company's key assets is its credibility for its clients. This is why Kaspersky Lab is committed to business ethics and takes its mission seriously.

Kaspersky Lab takes all necessary measures to keep its clients' data confidential. The information we gather from our clients (upon their confirmation) in order to rapidly detect and block new and unknown threats as well as update our Whitelisting database is completely anonymous. Nevertheless, the processed information is stored on computer servers with limited and controlled access and treated as confidential information. It is subject to the company's security procedures and corporate policies regarding protection and use of confidential information.

Kaspersky Lab has a number of certifications from authorized bodies verifying that its products are transparent and recommended for use by companies that deal with confidential data or state secrets.

Consumer trust is the most valuable reward for our responsible approach to user privacy. According to a recent TNS Customer Retention survey, Kaspersky Lab's customer retention index is significantly higher than the industry average – a remarkable 106*** among corporate clients – and well ahead of its key competitors.

Commitment to development

Every year the IT industry becomes more dynamic, and so does cybercrime. To continue detecting and preventing cybercrimes effectively the company has to be sensitive to the slightest changes in the online environment. That's why it invests in the best specialists, education and research, and develops new solutions to ensure it offers world-beating protection.

Kaspersky Lab is proud of its unique team of best-in-class malware researchers based all over the globe, including 40 world-leading internationally recognized experts. This is the powerhouse that keeps the company ahead of the competition.

Kaspersky Lab has been dedicated to excellence from day one. The company's security solution was first named the best in the world by Hamburg University back in 1994. Since that initial recognition the company has continuously scored highly in numerous independent ratings and surveys, as well as receiving some of the most prestigious international awards.

The company is always among the front-runners in assessments carried out by independent analytic companies, such as Gartner, IDC, and Forrester, and continues to enhance its position year on year.

Eugene Kaspersky as a cyber-security evangelist



Eugene Kaspersky, Founder and CEO of Kaspersky Lab, is one of the most internationally recognized experts on questions of cybercrime and cyber warfare.

Ambitious and energetic, infectiously charismatic yet down-to-earth, outspoken yet apolitical, today Eugene spends around half his time on world tours speaking at conferences (such as the World Economic Forum's annual meeting in Davos, Switzerland), meeting partners, and talking at length with the media. He personalizes the company's mission, speaking openly about all the dangers of cybercrime and sharing valuable information for everyone – from home-users to governments – on the best ways to stay safe.

Eugene holds numerous national and international awards for his long track record of technological, scientific, and business achievements. Notable among the hundreds of honors and awards are:

- Channelnomics 2012 Channel Influencer of the Year - 2012
- Honorary Doctor, Plymouth University, UK - 2012
- Member of 'The Top 10 Innovators Of 2011', CRN - 2011
- Outstanding Contribution to Business Award, CEO Middle East - 2011
- World's Most Powerful Security Exec, SYS-CON Media - 2011

- CEO of the Year, SC Magazine - 2010
- Lifetime Achievement Award, Virus Bulletin - 2010
- Strategic Brand Leadership Award, World Brand Congress - 2010

What clients and partners say about Kaspersky Lab

International law enforcement agencies

Ronald K. Noble, INTERPOL Secretary General, commenting on the [partnership](#) with Kaspersky Lab

“INTERPOL must work with all relevant public and private sector entities committed to keeping cyberspace and the real world safe from cybercriminals. Kaspersky Lab is one of the world's foremost leaders in Internet security. Its founder, Eugene Kaspersky, has demonstrated his willingness and personal commitment to supporting law enforcement in this common fight to keep the Internet safe from crime.”

Enterprises

Vittorio Boero, Head of IT Ferrari S.p.A., Ferrari

“...Our companies share the same core values as cutting-edge technology, innovation, the highest quality, passion for progress, reliability and transparency: security is very important to us and we follow the highest standards in choice of partners, our key requirements are absolute credibility and clean reputation. That’s why our Partnership has been so successful, that’s why this partnership will bring a lot to both our companies.”

Joe Sullivan, Chief Security Officer, Facebook

“As a truly innovative company, we appreciate the values we have in common with Kaspersky Lab. The company is an industry leader and helps provide us with the latest threat information; they’re constantly monitoring global trends and deliver advanced protection.”

Industry Experts

Kevin Bailey, Research Director, European Security Software, IDC

"Kaspersky Lab has grown rapidly from a family business to a global company. Today it's one of the biggest players on the IT security market, and as such features regularly in our research. The company has potential for further growth and we'll be watching its development closely."

TNS

"The key to success for any company operating in the IT security industry is the loyalty of its clientele. Our latest research has shown that Kaspersky Lab scores higher than its competitors when it comes to customer satisfaction, both among home users and corporate clients."

International organizations

Dmitry Chernishenko, President of the Sochi 2014 Organizing Committee

"Nowadays it wouldn't be possible to organize a global event like the Olympic Games without a reliable IT security system. This is being provided by our supplier Kaspersky Lab – a market leader in IT security. I'm absolutely sure that with this support we will be safe."

Rimma Perelmuter, CEO, MEF

"Kaspersky's heritage as leading experts in digital security, combined with their deep understanding of the rising challenges of mobile security, make them a strong partner for companies looking to understand and implement solutions in this complicated arena."

** The company was rated fourth in the IDC rating Worldwide Endpoint Security Revenue by Vendor, 2012. The rating was published in the IDC report "Worldwide Endpoint Security 2013–2017 Forecast and 2012 Vendor Shares (IDC #242618, August 2013). The report ranked software vendors according to earnings from sales of endpoint security solutions in 2012.*

***Source: Gartner, Magic Quadrant for Endpoint Protection Platforms, Peter Firstbrook, John Girard, Neil MacDonald, January 2, 2013.*

****TNS, Customer retention survey, 2012*