

AhnLab, Inc. Recognized as the

2021

Company of the Year

South Korea Endpoint Security Industry

Excellence in Best Practices

AhnLab

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. AhnLab excels in many of the criteria in the South Korean endpoint security space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Implementation of Best Practices

“With ongoing efforts to transform the traditional endpoint protection approach, AhnLab stands out from other market competitors by continuing to work on its strategy to converge its existing endpoint security offering into a single agent and single management approach to enable enhanced threat management and incident response capabilities.”

- Vivien Pua, Industry Analyst

The COVID-19 pandemic has accelerated the digital transformation of almost every organization to address new requirements for flexible workplaces. Organizations have been forced to expand their network perimeters to support the connection of more devices, remote office locations, and remote workers. Traditional network parameters are vanishing because while today’s endpoints are connecting within the corporate network, there are more connected devices or even remote endpoints connecting from outside the traditional parameter of

a corporate network. The growing number and type of endpoints within organizations have resulted in a high prevalence of endpoint attacks and data breaches.

AhnLab, a leading endpoint security vendor in the South Korean market, has been developing endpoint security solutions since it was founded in 1995. The company’s endpoint security offering has evolved from a traditional antivirus to a comprehensive endpoint protection solution through the unified AhnLab Endpoint Protection Platform (EPP). To address the challenges inherent in managing and securing a

growing endpoint environment from zero-day threats or sophisticated malware, AhnLab, through its EPP, provides customers with the integrated management and operation of its endpoint security solutions, including V3 Endpoint Security and Endpoint Detection and Response (EDR).

AhnLab developed its EPP solution to provide system administrators with a centralized console that detects, monitors, and responds to ongoing security threats. The organic integration between the AhnLab EPP and various AhnLab endpoint security solutions provides customers with more efficient security operations and a stronger threat response. As a critical component of AhnLab EPP, AhnLab's flagship endpoint security product (V3 Endpoint Security) leverages a multi-dimensional analysis platform to enable stronger protection and proactive defense against evolving security threats. On the other hand, the combination of AhnLab EDR and AhnLab EPP enables actionable measures in detecting and responding to advanced endpoint threats with enhanced threat visibility.

With ongoing efforts to transform the traditional endpoint protection approach, AhnLab stands out from other market competitors by continuing to work on its strategy to converge its existing endpoint security offering into a single agent and single management approach to enable enhanced threat management and incident response capabilities.

Addressing Unmet Needs

"Despite challenges caused by the COVID-19 pandemic in 2020, AhnLab maintained a healthy year-on-year business growth of 11% in the South Korean endpoint security market. This achievement is attributable to AhnLab's ongoing security portfolio expansions, notable acquisitions, and investments in innovation, making AhnLab an uncontested leader with a well-established brand name."

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The environment within organizations is becoming more complex because of increasing digitalization and endpoint devices, with attackers targeting these connected devices to bypass the corporate network. The growing popularity of Internet of Things (IoT), industrial control systems (ICS), and smart sensors and the convergence of information technology (IT) and operational technology (OT) are making industrial environments more vulnerable to endpoint attacks.

AhnLab recognizes the rising security challenges that organizations face in OT environments because a security breach in this environment can have a devastating impact

on the organization. In 2020, AhnLab introduced an enhanced version of AhnLab Endpoint Protection System (EPS), its existing endpoint security offering for the OT environment and other critical systems. In 2021, AhnLab acquired NAONWORKS, a network-based OT security provider, to complement its endpoint security offering for the OT environment. Within the same year, AhnLab introduced AhnLab Xscanner to provide a malware scan and remediation program for critical systems, such as ICS, point of sales (POS), and kiosks. The security features of the AhnLab Xscanner are designed to cater to the specific needs required in these environments while still ensuring stable operations and availability. More importantly, the AhnLab Xscanner can integrate with AhnLab EPS for enhanced endpoint protection.

As part of its ongoing commitment to address evolving customer needs for OT security, AhnLab continues to strengthen its solutions' capabilities to secure the OT environment through partnerships with leading manufacturers in South Korea. AhnLab's active involvement in smart factory projects and ICS security

business cooperation showcases its strong focus to establish an advanced and secure OT security system in South Korea, setting it apart from other close competitors.

Leadership Focus and Visionary Scenarios through Mega Trends

The growing volume and sophistication of endpoint attacks continue to put organizations' critical data at risk. To prevent endpoint devices from being exploited by attackers as their first point of entry, organizations need to look at the full picture of endpoint protection. These companies must demand enhanced endpoint security solutions to leverage advanced technologies, such as machine learning and behavioral analysis, for comprehensive endpoint protection.

To stay ahead of the competition, AhnLab continues to look for opportunities to strengthen its technology through partnerships with various startups, including collaboration and investment in security startups, such as Whykeykeysoft and Spiceware. In 2020, AhnLab acquired Jason, an AI-based security startup, to enhance its existing security solutions with Jason's AI-based anomaly detection and analysis technology. The integration of this technology is expected to strengthen AhnLab's overall threat response capability against advanced security issues through improved threat data analysis capability.

Financial Performance

Despite challenges caused by the COVID-19 pandemic in 2020, AhnLab maintained a healthy year-on-year business growth of 11% in the South Korean endpoint security market. This achievement is attributable to AhnLab's ongoing security portfolio expansions, notable acquisitions, and investments in innovation, making AhnLab an uncontested leader with a well-established brand name.

AhnLab's endpoint security solutions remain as the top choice among customers, and the company has strengthened its market-leading position by securing projects with local customers in 2020, including government ministries, financial institutions, gaming companies, web portal service providers, and eCommerce companies.

Brand Equity

AhnLab has a fine reputation for its comprehensive endpoint security offerings, designed to help customers address challenges in combating both known and unknown cyber security threats. The company continues to introduce new capabilities into its endpoint security portfolio to keep up with the fast-changing technology landscape, thereby allowing the company to respond promptly to emerging customer needs and requirements.

With its strong business track record of supporting financial institutions in South Korea, AhnLab works with a leading financial company to deploy its AhnLab EPP and EDR solutions within each customer's environment. AhnLab EPP and EDR help customers centrally manage and monitor endpoints for comprehensive threat detection, and customers have a positive experience with the efficiency, high detection accuracy, and user-friendly management dashboards of both solutions.

Conclusion

AhnLab's comprehensive endpoint security offerings and platform approach enable the company to gain greater preference among customers in South Korea, allowing it to record double-digit year-on-year growth in the South Korean endpoint security market in 2020. AhnLab's strong market leadership position is primarily based on its continual investment in innovations and strong commitment to strengthen and expand its security portfolio.

With its strong overall performance, AhnLab earns Frost & Sullivan's 2021 South Korea Company of the Year Award in the endpoint security industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

