



AhnLab

**20
25** | **COMPANY
OF THE YEAR**
Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
SOUTH KOREAN ENDPOINT
SECURITY INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition 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 endpoint security space.

RECOGNITION CRITERIA	
Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Transformation of the Endpoint Security Industry

The South Korean endpoint security market is experiencing robust growth, driven by escalating cyber threats and evolving digital environments. However, it faces significant challenges, including fragmented government oversight, a shortage of skilled cybersecurity professionals, and the complexity of integrating

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- Vivien Pua
Senior Industry Analyst, Cybersecurity

modern solutions with legacy systems. The rise of advanced threats such as ransomware and supply chain attacks intensifies the demand for endpoint protection solutions that offer integrated visibility, automation, and operational efficiency. Additionally, the proliferation of bring-your-own-device policies and Internet of Things devices diversifies the endpoint landscape, making comprehensive security more difficult to achieve. Despite these hurdles, the market is projected to expand significantly, supported by regulatory pressure, increased awareness, and the adoption of artificial intelligence (AI)-driven threat detection technologies.

Headquartered in Gyeonggi-do, South Korea, and founded in 1995, AhnLab stands out as a cybersecurity leader in the region through its deep investment in threat intelligence, first-mover innovation, and customer-centric strategy. The company demonstrates its leadership through a unified platform that

integrates endpoint protection, AI-driven automation, and localized threat insights, enabling enterprises to respond effectively to advanced threats. Its domestic stewardship, transparent reporting, and tailored solutions for South Korea's regulatory and threat landscape further reinforce its market dominance. By embedding intelligence into service delivery and maintaining a holistic go-to-market model, AhnLab consistently translates vision into measurable customer outcomes.

Addressing Unmet Needs with Integrated Solutions

AhnLab builds its strategy around addressing critical, persistent pain points that traditional security solutions struggle to solve. The centerpiece of this effort is AhnLab Endpoint PLUS, an integrated single-agent platform that consolidates endpoint protection (EPP) with a growing set of advanced modules. By unifying threat prevention, detection, and response within a single lightweight agent and console, the company eliminates the complexity, licensing overlap, and operational burden that many organizations face when managing multiple vendors. This streamlined approach directly answers the need for simplified resilient operations in environments with constrained security resources.

AhnLab also recognizes the acute challenge of organizations lacking in-house system and organization controls (SOC) capacity. To fill this gap, the company provides [Managed Detection and Response \(MDR\) Basic](#) at no additional cost to all endpoint detection and response (EDR) customers. This ensures that even resource-constrained teams gain access to expert-driven detection and response, bridging a market-wide unmet need for affordable managed services. The solution represents not only a technology offering but also a deliberate strategy to democratize advanced defense for a broader customer base.

AhnLab integrates Threat Intelligence Platform (TIP) insights directly into extended detection and response (XDR) and EDR workflows, ensuring that customers not only detect threats but also understand them in context. This intelligence-driven convergence reflects a recognition of the broader industry shift toward unified platforms that deliver operational clarity rather than siloed alerts. In practice, the company's XDR scoring system enables security teams to prioritize investigations and accelerate responses with greater precision.

Patch management remains another industry pain point, where unstable or poorly tested updates create operational risk. Through its EPP Patch Management module and the companion PatchLab service, AhnLab delivers a reliable and validated patching process. Updates are pre-tested and delivered in a stable form, reducing downtime and uncertainty for enterprise information technology teams. This reduces instability and downtime — a practice that directly addresses one of the most persistent sources of enterprise risk. Customers can trust that patches distributed via AhnLab EPP are pre-tested, aligning technology delivery with best practice rigor.

Data privacy and data loss prevention (DLP) tools are notorious for heavy performance penalties and interoperability challenges. AhnLab's EPP Privacy Management module, its proprietary "neuron search", and efficient large-file handling solve these barriers. Customer cases — such as enterprises replacing incumbent DLP systems due to inefficiency — showcase tangible resolution of a widespread unmet need.

Beyond features, AhnLab addresses unmet regional needs by embedding localized threat intelligence, particularly surrounding advanced persistent threats (APT) in South Korea and Asia. This regional expertise differentiates the company from global competitors that lack local visibility. AhnLab's proven detection

capabilities, validated through participation in independent evaluations such as MITRE ATT&CK testing, provide further evidence that its solutions meet the stringent needs of modern enterprises under active threat.

Together, these innovations demonstrate that AhnLab is not merely layering features onto legacy frameworks but systematically resolving customer frustrations — from complexity and cost to reliability and local relevance. By focusing on unmet needs that global vendors often overlook, the company positions itself as a pragmatic problem solver and an innovation leader in endpoint security.

Anticipating Mega Trends: AI, Automation, and Localization

AhnLab's vision is anchored in anticipating and shaping how mega trends in AI, automation, and integrated threat intelligence are redefining cybersecurity operations. The company invests heavily in an agentic AI platform, AhnLab AI PLUS, which operationalizes AI-driven decision-making across its ecosystem. Central to this vision is “Annie,” an AI-powered assistant embedded within the platform, that equips analysts with guided queries, automated triage, and contextual threat insights, dramatically reducing time-to-detection and response. By directly addressing workforce shortages and SOC fatigue, AhnLab exemplifies how AI can become a force multiplier for overstretched teams.

AhnLab also views automation as central to customer value, not simply a feature. By designing playbooks and guided workflows around Annie and AI PLUS, the company empowers organizations to standardize and scale best practices. This ensures that even smaller enterprises, which are most vulnerable to cyber risk, benefit from advanced operational models once reserved for global corporations.

Localization is another key element of AhnLab's visionary approach. Recognizing the specific regulatory and threat landscapes of South Korea and Asia, the company builds tailored intelligence and compliance readiness into its solutions. This contrasts with global competitors who often attempt to impose one-size-fits-all architectures, overlooking the unique dynamics of regional markets. In doing so, AhnLab not only secures domestic leadership but also sets a blueprint for exporting localized intelligence models internationally.

The company's forward-looking perspective is also visible in its strategic expansion activities, such as its joint venture “Rakeen” with SITE (Saudi Information Technology Company) in Saudi Arabia and the Middle East. This initiative demonstrates the scalability of its platform vision and its applicability to diverse global markets. It reinforces the idea that AhnLab's innovation is not limited to domestic deployment but is adaptable to broader ecosystems.

Overall, AhnLab's scenario planning goes beyond abstract promises. It connects the most pressing mega trends — AI, intelligence convergence, automation, and regional adaptation — to tangible customer outcomes. By translating these trends into scalable and accessible capabilities, the company illustrates how a regional leader shapes global influence, turning vision into measurable customer value.

Operationalizing Vision through R&D and Market Stewardship

AhnLab further evidences its leadership by turning long-term vision into concrete strategies, focused investments, and market differentiation. At the heart of this approach lies AhnLab Security Intelligence Center (ASIC), a dedicated threat analysis organization that has been continuously expanded and

resourced for decades. ASEC's research underpins the intelligence-driven foundation of the company's solutions, ensuring that dominance is demonstrated not only in product innovation but also in the ability to anticipate evolving attack patterns. This commitment reflects a disciplined leadership style: prioritizing research and development (R&D) as a cornerstone for sustainable competitive advantage.

Beyond technology, AhnLab shows prominence by integrating products and services into a holistic go-to-market model. Rather than selling tools in isolation, the company positions EDR and XDR alongside MDR/MXDR services, professional consulting, and customer success management. AhnLab also takes

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pride in being a first mover in key technology integrations, such as combining threat intelligence with XDR analytics and embedding AI-powered assistants into SOC workflows. These initiatives underscore the company's leadership in bringing new models to market ahead of global competitors. For example, Annie is not simply a prototype but already embedded in customer operations, turning innovation into tangible customer value. This strategy ensures customers receive not just capabilities, but outcomes — positioning AhnLab as a trusted partner rather than a transactional vendor.

Equally important is AhnLab's domestic stewardship role in South Korea. By tailoring offerings to the specific regulatory and threat environment, the company secures a unique position that international competitors cannot easily replicate. Its transparency — such as being the only vendor disclosing detailed South Korea-specific revenue — signals confidence and accountability. This stewardship role illustrates technology leadership, trust-building, and ecosystem governance.

AhnLab demonstrates a superior focus through a combination of deep R&D investment, first-mover innovation, holistic GTM strategy, and domestic stewardship. This multidimensional approach shows that the company's leadership is not symbolic, but operationalized in ways that create measurable, sustained impact for customers and the broader market.

Implementing Best Practices Across Technology and Service

AhnLab's operational excellence is anchored in the systematic adoption of best practices that transform technology into reliable, repeatable outcomes for customers. At the core of this approach is an intelligence-driven process that integrates its TIP with XDR, EDR, MXDR and MDR. This layered model ensures that intelligence is not siloed but continuously enriches detection, response, and managed service functions. For customers, this means every alert and remediation action is informed by the latest, context-aware intelligence — a hallmark of mature best-practice implementation.

Automation is another critical dimension of AhnLab's best-practice framework. Through its AI assistant Annie and AhnLab AI PLUS platform, organizations benefit from guided playbooks, automated triage, and step-by-step incident response recommendations. These features reduce dependence on manual

intervention, lower mean time-to-respond, and standardize workflows across diverse environments. By automating SOC activities in line with industry best practices, the company helps organizations achieve consistency and resilience regardless of their internal resource levels.

Through best practices implementation across technology integration, research operations, automation, patching, and customer governance, AhnLab demonstrates operational maturity that few competitors can replicate. The company proves that leadership lies in innovation paired with the discipline to standardize, validate, and scale best practices, ensuring reliable security outcomes.

Delivering Price-to-Performance Advantage

AhnLab deliberately positions its offerings to deliver superior price-to-performance value, ensuring customers achieve measurable outcomes at sustainable cost. At the core of this strategy is the bundled services model, where customers purchasing endpoint or detection products gain access to complementary services such as MDR Basic and professional consulting. This approach contrasts sharply with the fragmented, pay-as-you-go licensing of many global vendors, enabling organizations to reduce the total cost of ownership while receiving a more comprehensive defense posture. By aligning pricing with outcomes rather than individual features, the company redefines the value equation for enterprise cybersecurity.

Performance advantages are equally evident in operational terms. Through its AI-driven automation (Annie and AI PLUS), customers reduce labor intensity and shorten incident response cycles. These efficiencies translate directly into cost savings, enabling leaner security teams that achieve enterprise-grade outcomes without proportional increases in headcount or budget. For organizations facing resource scarcity, this automation represents one of the highest-value contributions of AhnLab's portfolio.

Deployment flexibility further enhances value. Capabilities such as peer-to-peer patch distribution and lightweight local agents reduce infrastructure overhead while maintaining performance at scale. These technical efficiencies minimize hidden costs often overlooked in total value assessments. AhnLab also delivers localized service value by providing faster product updates, patch cycles, and in-region support compared to multinational competitors. Customers report that these factors significantly improve reliability and reduce operational downtime — benefits that compound into meaningful savings when measured against the cost of prolonged outages or inefficient patching. The combination of responsive service and pre-validated updates (via PatchLab) ensures that performance improvements are technical and financial.

AhnLab's competitive pricing and balanced approach to cost, performance, and service outcomes reflect its commitment to delivering value. The company proves that enterprises can gain cutting-edge capabilities — from MDR to AI-powered automation — without the financial burden of fragmented vendor stacks. This alignment of price and performance solidifies AhnLab's standing as a partner that delivers economic and operational advantage to its customers.

Seamless Purchase, Deployment, and Support Journey

AhnLab designs its customer purchase journey to be seamless, consultative, and outcomes-focused, ensuring that organizations experience value from the very first interaction. At the front end, the company

provides pre-sales consulting and vulnerability assessments, enabling prospects to understand their security posture and map solutions to real risks. Optional mechanisms such as proof-of-concept deployments and structured evaluation programs offer additional reassurance. Where provided, these programs empower prospective customers to validate product claims under real conditions before committing, reinforcing transparency and reducing risk in the purchase cycle. This proactive engagement reduces uncertainty and positions AhnLab not as a vendor, but as a trusted advisor guiding the purchase decision.

Ease of deployment is central to the purchase experience. With its single-agent, single-console design, AhnLab eliminates the need for multiple client agents and fragmented management consoles. This simplicity significantly reduces the friction customers face during procurement and implementation, accelerating time-to-value. Enterprises can deploy protection modules quickly and scale them without the complexity that often hinders adoption with multi-vendor stacks.

AhnLab further distinguishes itself through a mature, deeply resourced customer service model designed to ensure reliability, responsiveness, and trust at every stage of the security lifecycle. Customers benefit from continuous monitoring, enriched intelligence, and actionable response plans without the cost of building the capabilities in-house. For organizations with limited resources, this managed model represents not only service quality but a fundamental enabler of enterprise-grade security. At its core is a team of customer service managers (CSM), many with over a decade of experience, who act as direct points of engagement for enterprises. Dedicated CSMs deliver the Peace-of-Mind Service, which provides proactive monitoring, risk reviews, and best-practice alignment throughout the customer lifecycle. Service excellence is most evident in incident response and forensic support, where AhnLab deploys expert teams to manage critical security events on-site when required. This capability ensures customers are not left to interpret alerts alone and benefit from guided containment, remediation, and lessons learned.

Governance mechanisms such as customer councils and structured feedback loops also ensure that the ownership experience is collaborative. Customers are not passive users but active contributors to company's roadmap evolution, which deepens loyalty and fosters pride in the partnership. Operational services such as the Data Analysis Service and ASEC-driven threat analysis further elevate ownership value. These services embed AhnLab's deep research expertise directly into customer environments, translating cutting-edge intelligence into actionable insights. For customers this means their solutions evolve continuously in response to new threats, without requiring additional investment or internal capacity. By aligning ongoing service with ownership, the company ensures that customers remain ahead of emerging risks.

Ultimately, AhnLab's customer service experience is defined by expert-led continuity, rapid and reliable response, intelligence-driven managed services, and proactive customer enablement. By blending technical excellence with human expertise, the company ensures that service is not a back-office function but a core pillar of its value proposition and brand promise.

Growth, Transparency, and Global Expansion

AhnLab's brand equity is built on a unique combination of heritage, proven technical strength, and forward-looking innovation. With over 30 years of continuous presence in South Korea, the company has

established itself as the trusted security partner across the public sector, finance, and enterprise segments. This longevity signals stability and resilience, attributes that resonate strongly with organizations seeking a dependable security ally in an era of rapid technological change.

AhnLab's market position is reinforced by its transparency in disclosure. Unlike many competitors, it openly reports South Korea-specific revenue figures — a practice that highlights confidence in its market performance and strengthens credibility with customers and analysts alike. This commitment to openness supports the company's reputation as a leader that prioritizes accountability over marketing claims. Growth across key product lines highlights the effectiveness of the company's platform strategy. EDR achieved more than 130% year-over-year growth, driven by rising enterprise adoption and the appeal of integrated MDR services. Similarly, privacy management grew around 80%, as customers replaced legacy DLP systems with AhnLab's more efficient and cost-effective alternative. The company's financial performance demonstrates resilience in its domestic market and momentum across high-growth product categories. In 2024, it reported approximately KRW 120 billion in endpoint security revenue, underscoring its dominant position in a highly competitive landscape. AhnLab's market share leadership in South Korea further underpins its financial credibility. By consistently outperforming international competitors in domestic enterprise accounts, the company secures a stable revenue base that funds R&D and expansion initiatives.

Together, these results confirm that AhnLab's financial trajectory is not based on isolated wins but on a coherent growth strategy that combines domestic leadership with category expansion and selective global scaling. With transparent reporting, proven growth across key product lines, and a sustainable upsell-driven business model, the company demonstrates financial strength that aligns with its broader narrative of innovation and customer-centric principles.

Finally, AhnLab is extending its brand beyond South Korea, with initiatives such as the joint venture with Rakeen in Saudi Arabia and the Middle East serving as proof of exportability. This expansion signals that the company's brand attributes — trust, technical excellence, and customer partnership — are transferable to global markets. It also positions it as a regional leader with aspirations to shape the broader international security landscape.

In total, AhnLab's brand equity combines domestic trust, transparent leadership, independent validation, visionary branding, and customer-driven advocacy. This multidimensional strength ensures that the company's identity is not only durable in its home market but also credible and scalable on the international stage.

Conclusion

The South Korea endpoint security market is growing rapidly due to increasing cyber threats and digital transformation, but faces challenges such as fragmented oversight, talent shortages, and complex legacy system integration. Rising threats like ransomware and supply chain attacks are driving demand for solutions that offer integrated visibility, automation, and efficiency across a diverse endpoint environment. AhnLab overcomes these challenges and exemplifies cybersecurity leadership through its strategic focus on unmet customer needs, operational excellence, and innovation. Its integrated platform, artificial intelligence-powered automation, and localized threat intelligence position it as a trusted partner for enterprises navigating complex security challenges. The company's commitment to transparency, customer-centric service, and continuous improvement reinforces its credibility and market dominance in South Korea. AhnLab's ability to translate emerging trends into practical, scalable solutions demonstrates a forward-looking vision grounded in real-world impact. With strong financial performance, seamless customer experience, and a resilient brand, the company continues to set the benchmark for cybersecurity excellence in the South Korean market.

With its strong overall performance, AhnLab earns Frost & Sullivan's 2025 South Korean Company of the Year Recognition in the endpoint security industry.

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

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

Best Practices Recognition Analysis

For the Company of the Year Recognition, 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 to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

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

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

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

[Learn more.](#)

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:

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

