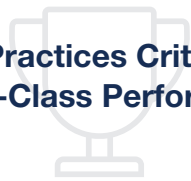


# COMPETITIVE STRATEGY LEADERSHIP



## Best Practices Criteria for World-Class Performance



- Strategy Effectiveness*
- Strategy Execution*
- Competitive Differentiation*
- Executive Team Alignment*
- Stakeholder Integration*



- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

## The company demonstrates a strong overall performance



Established in 2022 as a Trend Micro subsidiary, VicOne draws upon its parent company's 30+ years of cybersecurity expertise to provide advanced automotive protection and insights.

VicOne's expertise, product expansion, partnerships, flexible pricing, and advanced threat intelligence have given it a competitive edge in the Japanese automotive cybersecurity industry. Its modular solutions allow tailored purchases, and unique automotive attack mapping capabilities set them apart as a trusted partner for automotive OEMs, enhancing their brand position. With its strong overall performance, VicOne earns Frost & Sullivan's 2023 Competitive Strategy Leadership Award.

- Vivien Pua, Senior Industry Analyst



## Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**