TREND MICRO

ZERO DAY INITIATIVE™ (ZDI)
PROMOTING COORDINATED VULNERABILITY DISCLOSURE

Trend Micro™ Zero Day Initiative (ZDI) was founded in 2005 to encourage the coordinated reporting of zero-day vulnerabilities to affected vendors by financially rewarding researchers through incentive programs.

It enables Trend Micro to extend our internal global threat research teams. This is done by leveraging the methodologies, expertise, and focus of over 16,000 external and internal researchers to effectively protect customers while an affected vendor is working on a patch.
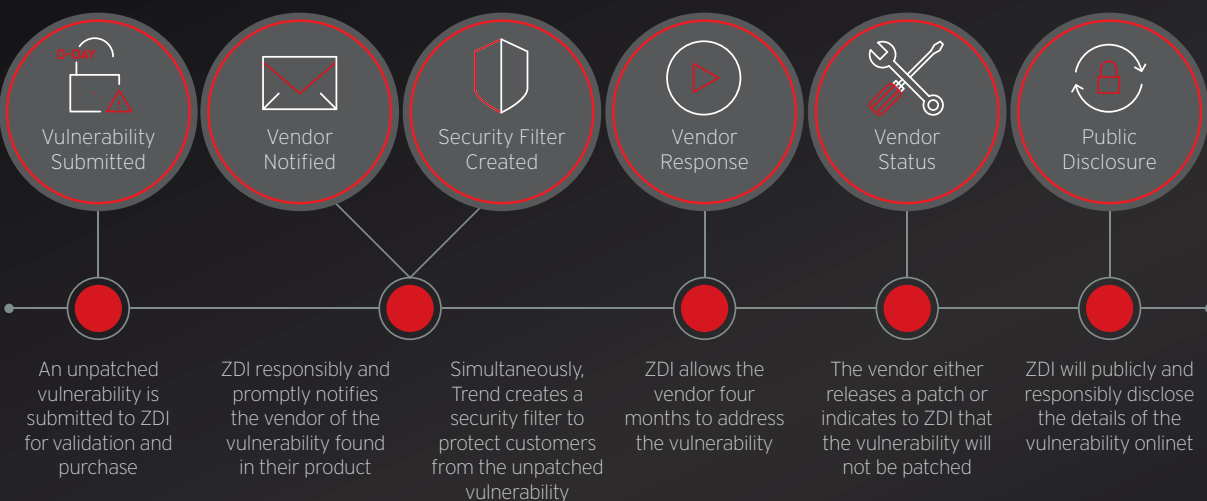
ZDI is the world's largest vendor agnostic bug bounty program and the leader in global vulnerability research and discovery.

SINCE 2007

✓ Zero Day Initiative (ZDI)

▶ **1,211**
vulnerabilities published in 2023

▶ **12,000+**
vulnerabilities published since inception

▶ **Over US $35 million**
awarded since inception

▶ **96 days**
average preemptive protection for Trend Vision One™ – TippingPoint™ and Trend Vision One™ – Network Security customers ahead of vendor patch in 2023

▶ **A top provider**
of vulnerabilities to ICS-CERT, Adobe (78% in 2023), and Microsoft (20% in 2023)

Vulnerability Submitted	Vendor Notified	Security Filter Created	Vendor Response	Vendor Status	Public Disclosure
An unpatched vulnerability is submitted to ZDI for validation and purchase	ZDI responsibly and promptly notifies the vendor of the vulnerability found in their product	Simultaneously, Trend creates a security filter to protect customers from the unpatched vulnerability	ZDI allows the vendor four months to address the vulnerability	The vendor either releases a patch or indicates to ZDI that the vulnerability will not be patched	ZDI will publicly and responsibly disclose the details of the vulnerability onlinel

TREND CUSTOMERS PROTECTED AHEAD OF PATCH OTHER SECURITY VENDORS' CUSTOMERS AT RISK

OTHER SECURITY VENDORS' CUSTOMERS AT RISK

Variants of an exploited vulnerability may not be protected by traditional exploit signatures from other vendors and may leave their customers susceptible to future attacks

✓ Global Public Vulnerability Research Market

In their report, *"Quantifying the Public Vulnerability Market: 2024 Edition,"* Omdia found ZDI was #1 in vulnerability disclosures in 2023. The report covers vulnerabilities that have been disclosed by public vulnerability reporting organizations.

▶ **1,211**
total number of publicly disclosed vulnerabilities

▶ **60.2%**
of the 2023 publicly disclosed vulnerabilities were disclosed by ZDI

▶ **725**
ZDI published the most vulnerabilities in the High-, Medium-, and Low-Severity levels

▶ **57%**
of the 953 vulnerabilities categorized as "Critical-Severity" and "High-Severity" were disclosed by ZDI

▶ **69%**
of the 464 vulnerabilities across the top three vendors (Adobe, Microsoft, FoxIT) were disclosed by ZDI

▶ **73%**
of the 549 vulnerabilities across the top three flaw types were disclosed by ZDI

WITHOUT ZDI,

many vulnerabilities would continue to remain behind closed doors or sold to the underground market and used for nefarious purposes.

ZDI's long-standing relationships with software vendors and the research community help influence the importance of security in the solution development lifecycle, leading to more secure solutions and more secure customers.

ZERO DAY INITIATIVE   Pwn2Own MIAMI   Pwn2Own TOKYO   Pwn2Own VANCOUVER

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