

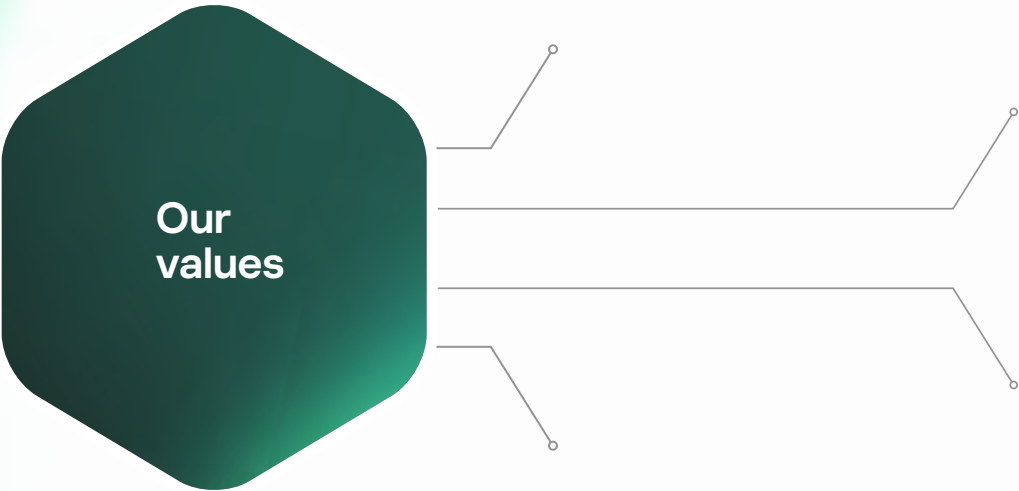
# Mission and values

Kaspersky's mission is to build a secure and sustainable digital world where technology helps improve life on Earth.

## We realize our mission through three key areas:

- **increasing resilience in digital environments, including by developing Cyber Immunity and inherently secure systems**
- **promoting social development and the well-being of society**
- **protecting the environment and the planet's resources**

Read more about Cyber Immunity on page 36



### Be there for you

Our clients, partners, and our team are always our focus. We base our decisions on their objectives and listen to their needs. We provide security at a level that meets the highest requirements. The people we work for feel our support in every situation and know they are choosing the best protection, which was created just for them.

### Be clearly inventive

We bolster our leading position every day by creating cutting-edge technologies that make the world a safer place. We never stop working on ourselves and growing our expertise. We are unrivaled in cybersecurity, as confirmed by independent industry experts. Clients, partners and users trust us. In turn, we believe it is our professional duty to vindicate this trust by remaining honest with them and with ourselves.

### Be committed experts

We are constantly thinking about how to make our products even better and strive to surpass our own achievements by implementing new technologies and anticipating new threats.

We persistently test the strength of our own products and always find ways to move one step closer to perfection. We never stand still and are constantly growing, while maintaining our values. This is what repeatedly takes our solutions to a new level of performance.

### Be powered by challenges

No matter how much or how often we are challenged, we only become stronger. We do what others cannot do and dare to do what we have not done before. We stand out, make our own rules, and are proud of what sets us apart from others. We don't look for easy paths or simple tasks, because we know how to turn challenges into opportunities. We find creative solutions even in difficult situations, and we do so our own way.