Position paper

GLOBAL CYBERSECURITY MADE IN EUROPE

ESET® Cybersecurity
Progress. Protected.

2025

Based in Europe since its foundation, ESET has been an industry-leading global cybersecurity company for over 30 years. We are guided by our commitment to human and technological progress, principles that have shaped our approach to cybersecurity and enabled us to hold the trust of millions of customers as well as public and private entities around the world.

"We are dedicated to protecting the progress that technology enables."

Richard Marko, CEO, ESET

Courage

We don't take the easy way. We constantly push boundaries and are determined to make a difference.

Integrity

We encourage honesty and fairness in everything we do. We have an ethical approach to business.

Reliability

People need to know they can count on us. We work hard to live up to our promises, and to build trust and rapport.

Passion

We're passionate, driven and determined to make difference. We believe in ourselves and what we do.

A changing reality

The geopolitical landscape has grown increasingly complex, and the World Order that we have known for decades is changing. In Europe, longstanding relationships with key partners are being tested. In light of this new reality, policy and decision-makers in the EU now increasingly emphasize the need for the region to be more self-reliant, capitalizing on its strengths and addressing critical weaknesses to avoid falling behind other key players, whether in the development of European digital infrastructure or in its defense capabilities.

Europe has the talent. The EU is the birthplace of market-leading companies in areas such as digital connectivity and healthcare; the current geopolitical uncertainties present an opportunity to enhance European industries and boost the development of emerging technologies key to future European prosperity.

As Europe's leading cybersecurity company, ESET is part of this effort, reinforcing our commitment to our home in the European Union, and to supporting innovation in the region.

Europe is one of the regions most targeted by cybercriminals and state actors. Sadly, the cyber threats are increasing in both volume and sophistication likely to be further aided by developments in AI.

The Russian invasion of Ukraine illustrated that cyber-attacks are an essential element in modern military conflict with the potential to inflict real-world harm. Every day, ESET monitors its telemetry from over 110 million sensors across Europe and the globe, revealing and mitigating the increasing threat from cyber criminals and state-aligned threats, including cyber espionage campaigns, IP theft, and other malicious activity at the service of geopolitical interests or financial gain.

With a long history, great tech, a strong European foundation, and global reach, ESET is well-positioned to continue to protect its customers despite geopolitical uncertainty.

1 BILLION
users protected

500 THOUSAND
malware samples analyzed daily

ESET's recognition and commitment

Since the beginning, our digital security software has empowered people to use IT to improve their lives and grow their businesses. A lot has changed over the three decades of ESET's existence, but our ambition remains the same: protecting our customers, and the technologies that drive progress.

> "Trust is the currency of cybersecurity."
>
> Richard Marko, CEO, ESET

ESET was among the first IT security companies to receive the "Cybersecurity Made in Europe" label from the European Cyber Security Organization (ECSO). This label recognizes a company's capabilities and commitment to protecting citizens, businesses, and governments from cyber threats. The ECSO label is awarded to companies with headquarters, a majority of their workforce, and a core market in Europe. To qualify, they must also meet the European Union Agency for Cybersecurity's (ENISA) baseline security requirements for secure ICT products and services, including Security by Design, supply chain protection, transparency, and EU jurisdiction.

At the EU member state level, ESET has also earned the "IT Security Made in Europe" trust seal from TeleTrust, Germany's largest IT security association. As a pioneering digital security provider and the largest EU-based IT security company, ESET has signed a voluntary declaration of conformity, reaffirming its commitment to EU data protection laws and delivering trusted cybersecurity solutions.

The TeleTrust "IT Security Made in Europe" label confirms that companies:

- Offer trustworthy IT security solutions without hidden access or "backdoors".
- Conduct cybersecurity research and development within the EU.
- Comply with the EU General Data Protection Regulation (GDPR).

Why ESET?

EUROPE'S LARGEST CYBERSECURITY PROVIDER

ESET collects telemetry from millions of endpoints globally, but as Europe's leading cybersecurity provider, our most concentrated network of telemetry sensors gives ESET unique visibility into the threat landscape in real-time.

ESET's team of threat intelligence analysts continuously monitors and assesses cyber threats targeting businesses and critical infrastructure. ESET provides actionable insights through:

Comprehensive Telemetry

ESET's intelligence starts with a wide range of telemetry generated by ESET LiveSense, ensuring a broad and deep collection of data from diverse sources.

Diverse Collection Methods

ESET gathers high-quality data by utilizing honeypots, sensors, OSINT resources, web crawling, and threat tracking.

Advanced Processing

Data is processed through robust backend systems leveraging AI for classification and analysis, ensuring relevance and actionability.

Expert Analysis

ESET researchers ensure depth and accuracy in intelligence reports, while also regularly sharing key findings on WeLiveSecurity.com, providing insights into the latest threats and trends.

Actionable Insights

ESET's Threat Reports and APT Reports provide detailed insights into malware campaigns, distribution, and actors involved, helping organizations make crucial decisions quickly.

As a trusted cyber threat intelligence provider with over 30 years of experience, ESET offers real-time threat detection and insights tailored for government agencies and corporate clients. Our data feeds, including malicious data, ransomware, botnet, and APT IOC feeds, enable both public and private entities to proactively mitigate threats and protect critical infrastructure.

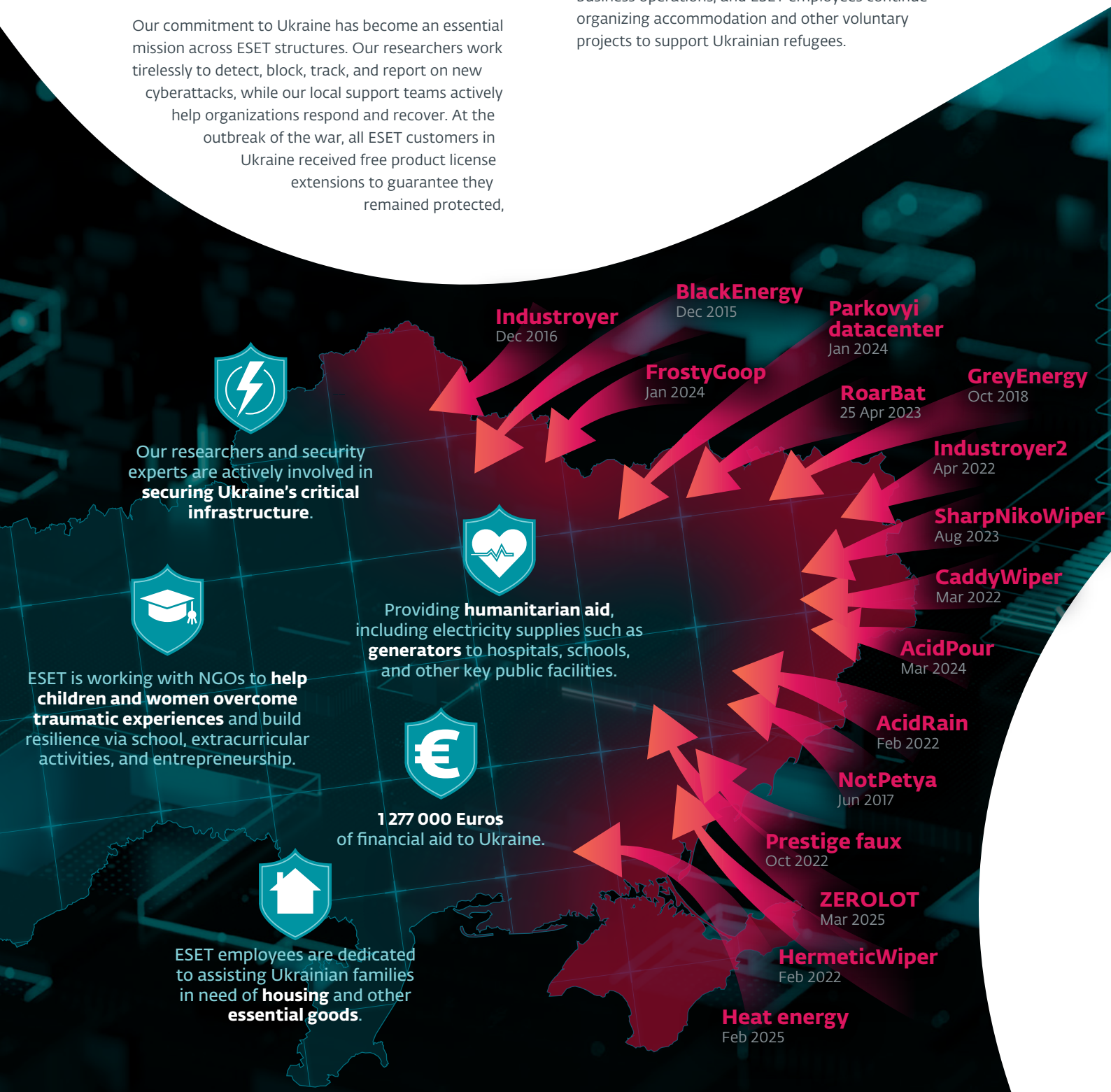
> "As cybersecurity threats become increasingly sophisticated, ESET remains committed to providing cutting-edge solutions that address these challenges. The ESET AI Advisor module represents a significant leap forward in our mission to close the cybersecurity skills gap and empower organizations to safeguard their digital assets effectively."
>
> Juraj Malcho, CTO, ESET.

UNWAVERING SUPPORT TO UKRAINE

Since 2014, ESET has played a key role in protecting Ukraine, working with several entities in the country to provide intelligence and help protect critical infrastructure, especially in the energy sector. In 2022, ESET became the country's top cybersecurity provider.

Our commitment to Ukraine has become an essential mission across ESET structures. Our researchers work tirelessly to detect, block, track, and report on new cyberattacks, while our local support teams actively help organizations respond and recover. At the outbreak of the war, all ESET customers in Ukraine received free product license extensions to guarantee they remained protected, and critical infrastructure operators were offered free upgrades to our highest-grade protection solutions.

Throughout the first year of the war, ESET has also provided our Ukrainian partner with workspace at ESET Headquarters so they could safely maintain critical business operations, and ESET employees continue organizing accommodation and other voluntary projects to support Ukrainian refugees.



ESET's support for Ukraine reflects our unwavering commitment to our values and our belonging to Europe.

COLLABORATIONS AND INDUSTRY ENGAGEMENT

ESET is actively engaged with several significant customers in the public sector, policymakers and law enforcement, particularly in the field of cyber threat intelligence at both local and international levels.

ESET is a member of Europol's EC3 Advisory Group for Internet Security and the No More Ransom Initiative, which supports entities recovering from ransomware attacks. ESET is also invited to join EU and third-country Cyber Dialogues and is a member of the Business Advisory Board for EU Global Gateway, and a board member of the European Cybersecurity Organisation, further supporting the development of a vibrant cybersecurity ecosystem across Europe and promoting public and private partnerships globally. Over the years, we have also expanded our close collaboration with ENISA.

ESET joined the Pall Mall Process, a joint initiative of the UK and French Foreign Offices. This initiative contributes to efforts to prevent the proliferation of advanced cyber-intrusion tools and provides support to both victims and those at risk.

Each year, ESET holds its annual ESET European Cybersecurity Day (EECD), bringing together industry experts and policymakers from public entities, such as the European Commission, ENISA, CERT-Ukraine, CERT-EU, and the EU External Action Service, as well as private companies and think tanks such as ASML, Thales Group, ECSO or DIGITALEUROPE.

LOCAL EXPERTISE AND COMPLIANCE WITH EU LEGISLATION

Over the years, the EU has made significant strides in policy initiatives related to cybersecurity. ESET continuously tracks and actively engages, when necessary, in regulatory developments, including the AI Act, NIS2 Directive, Cyber Resilience Act (CRA), and Cyber Solidarity Act (CySol). As a highly regulated region and a global leader in cyber-related regulation, the EU's policies provide ESET with invaluable expertise and insight into global trends in cybersecurity legislation.

Notably, the recent NIS2 legislation has established critical requirements for entities operating in sectors such as energy, transport, health, digital services, and managed security services. These requirements include enhanced risk management, mandatory reporting measures in case of a cyber incident, and fines for noncompliance.

ESET's knowledge and technology offer a reliable and comprehensive approach to help organizations meet the stringent requirements of the NIS2 Directive, ensuring they remain secure and compliant in an increasingly complex threat landscape. This expertise is particularly valuable not only to decision-makers within the EU but also to those abroad with boardroom responsibilities in critical infrastructure within the region.

Furthermore, in line with local legal requirements and industry-specific regulations, we also help customers fulfill the requirements of stringent standards and principles, such as ISO 15408, ISO 27001, ISO 9001, PCI-DSS, LINCE, and GDPR.

NO BACKDOORS POLICY

ESET believes strong encryption is essential for protecting personal privacy, securing sensitive data, and preventing cybercrime. At the same time, we recognize the need for lawful access through transparent legal processes.

It all comes down to trust. Strong oversight mechanisms, like those in the EU, are crucial to preventing government overreach. However, introducing backdoors for government access creates serious security risks. Any system designed for this purpose can eventually be exploited by malicious actors. Moreover, when one government mandates weakened encryption, others may follow, potentially those with fewer safeguards, putting citizens(especially journalists and human rights defenders) at risk.

Instead of backdoors that risk weakening security for everyone, we support a system where law enforcement can access data through court warrants, backed by robust oversight mechanisms in place to ensure both security and safeguards for users.

We must strike the right balance between protecting privacy and ensuring law enforcement has the necessary legal tools to uphold public safety.

DATA CENTER INFRASTRUCTURE

By operating several data centers within the EU, ESET data centers are subject to EU-wide regulations, including GDPR, ensuring trust in data security. This is particularly important for industries handling sensitive data, such as finance, healthcare, and government services, where strict regulatory requirements must be met.

As part of our commitment to sustainable development, ESET data centers in the EU are powered by 100% renewable energy.

> "(...) our emissions from external data centers are almost zero as we are using responsible providers and 100% renewable energy."
>
> Global Carbon Footprint Report 2023

CYBERSECURITY EXCELLENCE WITH LOCAL SUPPORT

From the origins of antivirus software to advanced digital security solutions, ESET continues to drive technical innovation. Our extensive suite of services, including Managed Detection and Response (MDR), Endpoint Detection and Response (EDR), Extended Detection and Response (XDR), and on-premises solutions, ensures European organizations receive tailored cybersecurity protection.

ESET MDR services are designed to serve the European region and prioritize trust, stability, and full compliance with European standards and regulations. ESET core Security Operations Center (SOC) teams are strategically located within the EU, offering uninterrupted robust threat monitoring and rapid incident response capabilities.

ESET was recognized by KuppingerCole as both a Market Leader and a Product Leader in the 2024 MDR Leadership Compass. Combining AI-driven insights, global threat intelligence, and expert human analysis, ESET's MDR delivers unmatched threat detection, rapid response, and simplified security management.

SCIENCE, AT THE CORE OF WHAT WE DO

ESET goes beyond its core cybersecurity solutions and services. We are actively involved in scientific, educational, and humanitarian projects and supporting local communities in Europe and across the globe.

In Europe, we contribute to education and research by:

- Teaching a Threat Detection and Analysis Course at the Faculty of Computer Science, Electronics, and Telecommunications at AGH University of Krakow.
- Offering cybersecurity expertise and consultancy to the Faculty of Information Technology at the Czech Technical University in Prague.
- Providing several programming and engineering courses at the Slovak Technical University in Bratislava.
- In Kyiv, we teach at the Cyber Security Academy, National Aviation University, and at the Cyber Security Academy at the National University of Kyiv-Mohyla Academy.
- We also offer our expertise in machine learning, data modeling, and statistics to help clinicians at the Department of Pediatric Pneumology and Pathobiology in Bratislava, Slovakia.
- Globally, ESET partners with multiple educational institutions, and provides cybersecurity training and awareness programs. Notably, ESET also awards the Women in Cybersecurity Scholarship in India, alongside countries like the US, Canada, Australia, and the UK.

Our dedication to local communities extends through ESET offices across Europe, which support various initiatives via recognized volunteering efforts and financial contributions. In Germany, ESET DACH actively supports non-governmental organizations focused on mental health and youth programs. Furthermore, ESET's management is deeply engaged with Employee Resource Groups (ERGs), supporting its activities.

> "I believe our role at ESET is more than just developing new technologies and innovations, we stand for progress itself. The work that we do at ESET to protect our society from cyber threats is just part of the work the global scientific community is doing to help people fight diseases, enable technological progress, and allow people through education to live fuller and more enjoyable lives. We stand for protecting the progress society is making. And we believe this progress is brought by science."
>
> Richard Marko, CEO. ESET

Industry recognition

Praised by third-party experts, ESET is honored with award-winning products and services, standing out as a leader in cybersecurity.

“While many of the cybersecurity behemoths continue to slug it out for market share and mindshare, and cybercriminals and nation-state actors continue to develop ever more effective ways to breach company networks, ESET goes steadily about its business of developing an integrated platform of world-class security solutions backed by world-class security research.”

IDC, ESET Evolves with AI, MDR, Threat Intelligence, and Integrations
May 24, 2024, M. Child and A. Siviero

“ESET PROTECT MDR caters to organizations across the spectrum, from nimble startups to large enterprises. What sets this solution apart is its ability to deliver rapid response times, robust threat intelligence, and strong ransomware protection, all while offering strong compliance and localization support.”

KuppingerCole Leadership Compass, 2024
December 4, 2024, W. Ashford

“ESET earned its longevity and durability as a private entity by continuous evolution in its security capabilities in support of public and commercial organizations and its channel partners.”

IDC, IDC MarketScape: Worldwide Modern Endpoint Security for Small Businesses 2024 Vendor Assessment
March 12, 2024, M. Suby

“ESET Threat Intelligence is a comprehensive cyber threat intelligence solution that leverages ESET’s cybersecurity expertise to provide detailed insights into the threat landscape. It offers continuous monitoring of advanced persistent threat (APT) groups and delivers actionable intelligence to enhance business defense strategies.”

Expert Insights, The Top 11 Cyber Threat Intelligence Solutions,
April 8, 2025 (updated), A. Zawalnyski

This is ESET

Proactive defense. Our business is to minimize the attack surface.

Stay one step ahead of known and emerging cyber threats with our **prevention-first approach**, **powered by AI and human expertise**. Experience best-in-class protection, thanks to our in-house global **cyber threat intelligence**, compiled and examined for over 30 years, which drives our extensive R&D network, led by **industry-acclaimed researchers**. ESET protects your business so it can unlock the full potential of technology.

Multilayered, prevention-first

Cutting-edge AI meets human expertise

World-renowned threat intelligence

Hyperlocal, personalized support

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