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**MCAFEE CONFIDENT ABOUT MALAYSIAN BUSINESS, SHARES FINDINGS FROM
2014 TECHNOLOGY ADOPTION STUDY**

***Malaysians Embrace Technology, But 40% Don't Feel Safe And Secure In The Digital World,
McAfee Study Reveals***

KUALA LUMPUR, 19 August 2014 – McAfee, part of Intel Security, today released the results of its “*McAfee Malaysia Technology Adoption Study*”, which examined over 200 Malaysians and their attitudes towards technology as a whole, and as a large component of their daily lives.

“Working closely with different companies, governments and consumers across South East Asia, we see that while there is a strong technology adoption, people are also getting more aware of the dangers and risks that come with an interconnected world,” said Wahab Yusoff, Vice President of McAfee Southeast Asia. “Cyber security is becoming more top of mind in markets like Malaysia, and that’s why we are very confident about our business expansion here as one of our strongest growth drivers in the region.”

Malaysians were surveyed across different age groups (18 – 55 years and up), as well as different residential locations (Kuala Lumpur, Ampang Jaya, Johor Bahru, etc) and educational levels.

Generally, almost 75% of those surveyed feel comfortable with technology taking a more dominant role in their everyday lives, with around 21% being neutral across all age groups and genders. 71% of all Malaysians also feel comfortable with the current rate of technological change, with the majority coming from a higher income group.

It is interesting to note that although Malaysians seem comfortable with technology as a whole, only 63% of those surveyed feel safe in our increasingly digital world.

Only 56% of Malaysians feel comfortable letting their devices transmit personal information like health and wellbeing to their healthcare providers, with women being significantly wearier compared with men. This is not very surprising – especially because of the current cyber security landscape, which has seen more complex malware and targeted attacks than ever before.

“Overall, Malaysians are very selective, and are only in favour of technology playing a larger role in their lives as long as they are still able to be the ‘masters’ of technology. This shows Malaysians are aware of the risks that come with too much dependency on technology, as people only feel comfortable using technology when they are the ones in control,” said Alagesan Alagappan, McAfee Country Manager of Malaysia and Indonesia. “In this environment, we are happy to announce that we are ahead of our growth targets in Malaysia and are excited to be a trusted partner of various corporate and government organisations here.”

The survey also revealed that Malaysians across all age groups felt very concerned that future generations’ sense of identity will be defined by their online personas, and this concern is positively related with age. This provides an indication that most Malaysians are jaded by technology exercising too much control over their lives, and this sentiment is carried over to how they feel about social media platforms helping to determine their job opportunities or credit ratings.

Out of those polled, more Malaysians found determining credit ratings and job opportunities via social media platforms unfair. Out of those who found this unfair, women and those with a lower income made up the majority.

Malaysians also predominantly feel life would get better with technology if there were intelligent robotic machines to help with household chores and tasks, with about 6 in 10 of them feeling comfortable.

About McAfee

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the confidence to live and work safely and securely in the digital world.

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