2021 INVESTOR DAY

Transforming for Growth

Generating the Fuel

GAGAN SINGH
CHIEF PRODUCT OFFICER
Consumer behavior is driving demand for our products

350 Million
were victims of a
were victims of a cybercrime in the last year (across 10 countries)

cybercrime in the last year (across 10 countries)

92%
of consumers have
of consumers have some concern about data privacy

some concern about data privacy

Over 2 in 5
Over 2 in 5 victims lost money to cybercrime

victims lost money to cybercrime

84%
want to do more to protect personal information

want to do more to protect personal information

$27 Billion+
lost to cybercrime in 2019

lost to cybercrime in 2019

Increasing vulnerabilities are driving demand for new products

- Malware
- Phishing
- Worms
- Insider threat
- Data breaches
- Ransomware
- Botnets
- Credential stuffing
- Encryption vulnerabilities
- DDoS
- Identity theft
- Cryptojacking
- Web-based attacks
- Exploitable vulnerabilities in computer processors

Security

Privacy

Identity
NortonLifeLock provides comprehensive solutions

Security
- Norton 360 Deluxe
- Norton Family
- Norton 360 for Gamers
- Norton Utilities Premium
- Norton Secure VPN
- SurfEasy VPN

Privacy
- Avira Prime
- Avira Internet Security
- Avira Phantom VPN
- BullGuard Internet Security

Identity
- LifeLock Ultimate Plus
- LifeLock Dark Web Monitoring
- LifeLock Identity Advisor
- LifeLock With Norton Defender Preferred
- BullGuard Identity Protection
Awards

1000+ Patents

Security
Privacy
Identity

LifeLock was recognized as a U.S. leader with the JAVELIN Identity Protection Service Provider Award in 2019

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4. Norton360 Deluxe was tested.
Security extends beyond the Endpoint
Award-winning endpoint security

Anti-Malware Protection
Download Protection
Emulation
System Hardening
Behavioral Protection
Smart Firewall
Anti-Spam
Intrusion Protection System

Browser Protection
Advanced Exploits Protection
Anti-Phishing
Web Isolation
Online Banking Protection
Online Backup
Remediation
Evolving gateway protection

Build on partnership with TP-Link

Enhance capability with Framework

Integrate Norton Edge capability into Gateway
Network edge solutions in development

Comprehensive network-based security

Truly frictionless consumer experience

Built directly into the network backbone

Protection for all traffic, agnostic of device type, platform, and OS
Delivering protection consumers want

PREVENT

MONITOR

DETECT

RESTORE

YOUR

Social
Identity
Home
Money
Public Identity
Accounts, Passwords
Health
Credit
Family
And new features to address changing consumer behaviors
We’ve also developed an integrated in-house eCommerce platform to optimize business performance

STRATEGIC ADVANTAGES

- Faster time to market
- Higher conversion rate
- Increased security
- More revenue per user
- Improved customer satisfaction
- Better retention rates

Integrated end-to-end cx
Customized experiences

Higher billing success rate
Quick resource mobilization

Data ownership and insights
Agile testing/optimization

Fast response times
Lower cost
It all comes together with Norton 360

1. Industry first

2. Memberships

3. Integrated platform
Innovation
Continuing to evolve our product lineup

PAST

PRESENT

FUTURE

Device Security
ID Theft
Parental
Credit Score
Privacy
Secure VPN
PW Manager
Cloud Backup
Integrating technology acquisitions

MARKET COVERAGE

Complementary Geographic Reach

Freemium Model

Small Business Solutions

TECHNOLOGY & INNOVATION

Core Security Technologies

Gateway Solutions

PC Utilities

BullGuard Gaming Accelerator

NortonLifeLock + Avira
Accelerating pace of new product introductions

- **2015**
  - Norton Security
  - Norton Antivirus

- **2016**
  - LifeLock Acquisition
  - Norton Core

- **2017**
  - Norton Secure VPN
  - Norton Utilities Premium

- **2018**
  - Norton 360
  - Norton 360 with LifeLock
  - LifeLock Dark Web Monitoring (multiple countries)

- **2019**
  - SurfEasy VPN
  - Norton Privacy Monitor Assistant

- **2020**
  - LifeLock Identity Advisor (multiple countries)
  - Norton Secure VPN Multi-Device
  - Norton 360 for Gamers
  - LifeLock Dark Web Monitoring (add’tl countries)
  - LifeLock Privacy Monitor Assistant
VPN Legacy Product Update

QUALITY OF SERVICE
- Speed (+90% throughput)
- Connectivity (+60%)
- Stability (2x)
- App Ratings (3.9 → 4.1)

New Product Introduction:
LifeLock Privacy Monitor Assistant™
PILOT TO LAUNCH IN UNDER 3 MONTHS

Rapid innovation
PRODUCT

Industry Leadership

Innovation

Accelerating Pace

Simple for Consumers
Forward-looking statements

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