Gen

Gen Company Fact Sheet

About Gen

At Gen™ (NASDAQ: GEN), our mission is to create technology solutions for people to take full advantage of the digital world, safely, privately, and confidently – so together, we can build a better tomorrow.

Dual headquartered in Tempe, Arizona (USA) and Prague, Czech Republic, Gen is a global, Fortune 500 company dedicated to powering Digital Freedom through its trusted Cyber Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. There's a new generation, and it's not Gen X, Y, or Z. It's Gen D: Generation Digital. Our family of consumer brands is rooted in providing safety for the first digital generations.

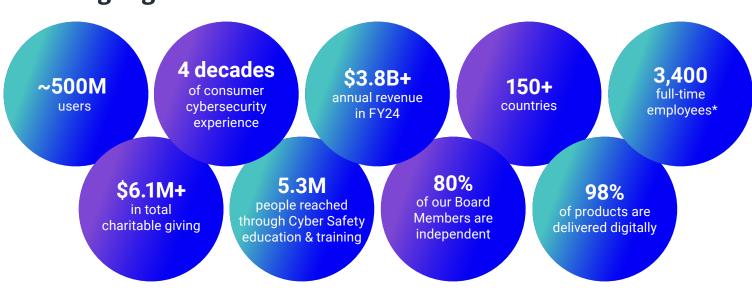


What we do

Our people are front and center of technology's impact on modern life. And our customers' needs are front and center to Gen's mission. So, as a global leader in Cyber Safety, we focus our passion, research and innovation on critical problems facing society, today and tomorrow. We do this by harnessing the power of our consumer brands, powerful artificial intelligence (AI), and deep visibility into broad insights to protect hundreds of millions of people everywhere.

We give people more control over their digital lives through products like Norton Genie – a real-time Al-powered scam detection tool at your fingertips. Individually our brands are strong. Together, they make us uniquely powerful. Using the latest technology to create cybersecurity, identity protection and online privacy products, chosen by millions of users around the world.

Gen highlights



*As of May 2024

















Gen

Today's landscape

- Scammers target consumers with 20 scam attempts on average a week.¹
- One in 5 (20%) consumers has been scammed in 2022.¹
- Consumers that fell for scams lost an average of \$557 USD in 2022.¹
- Nearly 3.4 billion phishing/spam emails are sent daily.²
- A ransomware or phishing attack is expected to occur every 11 seconds.³

Keeping you safe*

14 billion+

attacks blocked

26,000

attacks blocked per minute on average

4 billion+

phishing and scam threats blocked

900 million+

file-based threats blocked

33 million

malware threats blocked on mobile

13 billion

web-based threats blocked

*Based on data from 2023

- ¹ Based on an online survey of 12,056 adults conducted by Gen
- ² The Latest 2023 Phishing Statistics published by AAG
- ³ 81 Phishing Attack Statistics 2023: The Ultimate Insight published by Astra



Leadership Team

- Vincent Pilette CEO & President
- Natalie Derse Chief Financial Officer
- Bryan Ko Legal & Corporate Development
- Kara Jordan People & Culture
- Leena Elias Product & Ecommerce
- Howie Xu AI & Innovation

- Vita Santrucek Development
- Sigurður (Siggi) Stefnisson Cyber Safety Technology
- Travis Witteveen Commercial Operations, Acquisitions & Partnerships
- Krista Todd Marketing, Brand & Communications
- Patrick Schwind Customer Support and Services















Gen

Journey to Gen

1982

is founded

Norton computing

1988

Alwil is founded by Pavel Baudis and Eduard Kucera 1990

Symantec acquires Norton

2010

Symantec acquires Verisign & Alwil rebrands as Avast Software

2019

Broadcom acquires Symantec enterprise & NortonLifeLock is established as a consumer Cyber Safety company

2018

Avast goes public at the London Stock Exchange

2017

Symantec acquires LifeLock

<

2016

Avast acquires AVG

2020

NortonLifeLock acquires Avira and BullGuard 2021

NortonLifeLock acquires ReputationDefender

2022

NortonLifeLock & Avast complete merger November 7, 2022

Gen is launched as a newly formed company with a single purpose to power Digital Freedom

















GenDigital.com | Newsroom | Investor Relations

United States: 60 E Rio Salado Pkwy STE 1000 Tempe, AZ 85203

Czech Republic: Enterprise Office Center Pikrtova 1737/1A 140 00 Prague 4

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