



Gen Company Fact Sheet

About Gen

At Gen™ (NASDAQ: GEN), our mission is to create innovative and easy-to-use technology solutions that help people grow, manage, and secure their digital and financial lives.

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 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 enabling and providing safety for the first digital generations and future generations.

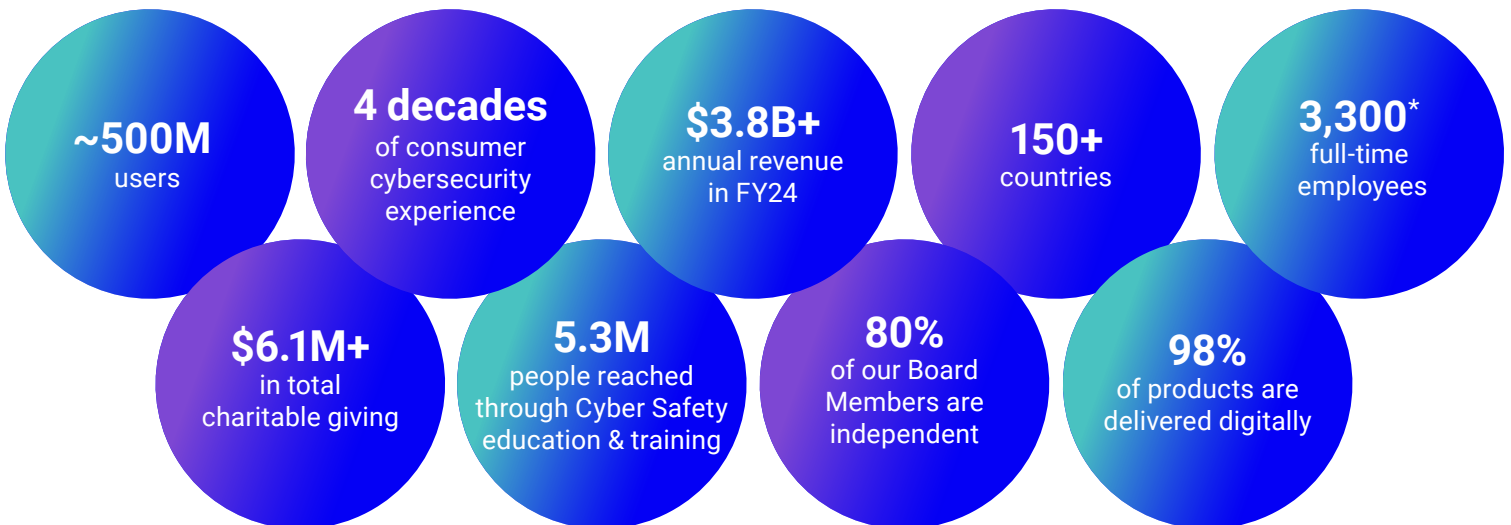


What we do

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 enable and protect hundreds of millions of people everywhere.

We give people more control over their digital and financial lives through products like Norton 360 with Genie – a real-time AI-powered scam detection tool and assistant at your fingertips. Individually our brands are strong. Together, they make us uniquely powerful. We use the latest technology to create cybersecurity, online privacy, identity protection and financial wellness products, chosen by millions of users around the world.

Gen highlights



* As of January 2025

Today's landscape*

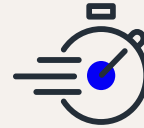
- 1 in 4 people were targeted by scams in 2024.
- There are nearly 174 scam attempts per second.
- 29% of people targeted by scams ended up falling for them.
- The most common scam people fell victim to were payment scams.
- Scam victims spent an average of 21 hours resolving issues caused by the scam.

* Based on an online survey of 12,024 adults in 12 countries conducted by Dynata on behalf of Gen in December 2024.

Keeping you safe*



14.5 billion+
attacks blocked



27,700
attacks blocked
per minute on
average



29 million
malware
threats blocked
on mobile

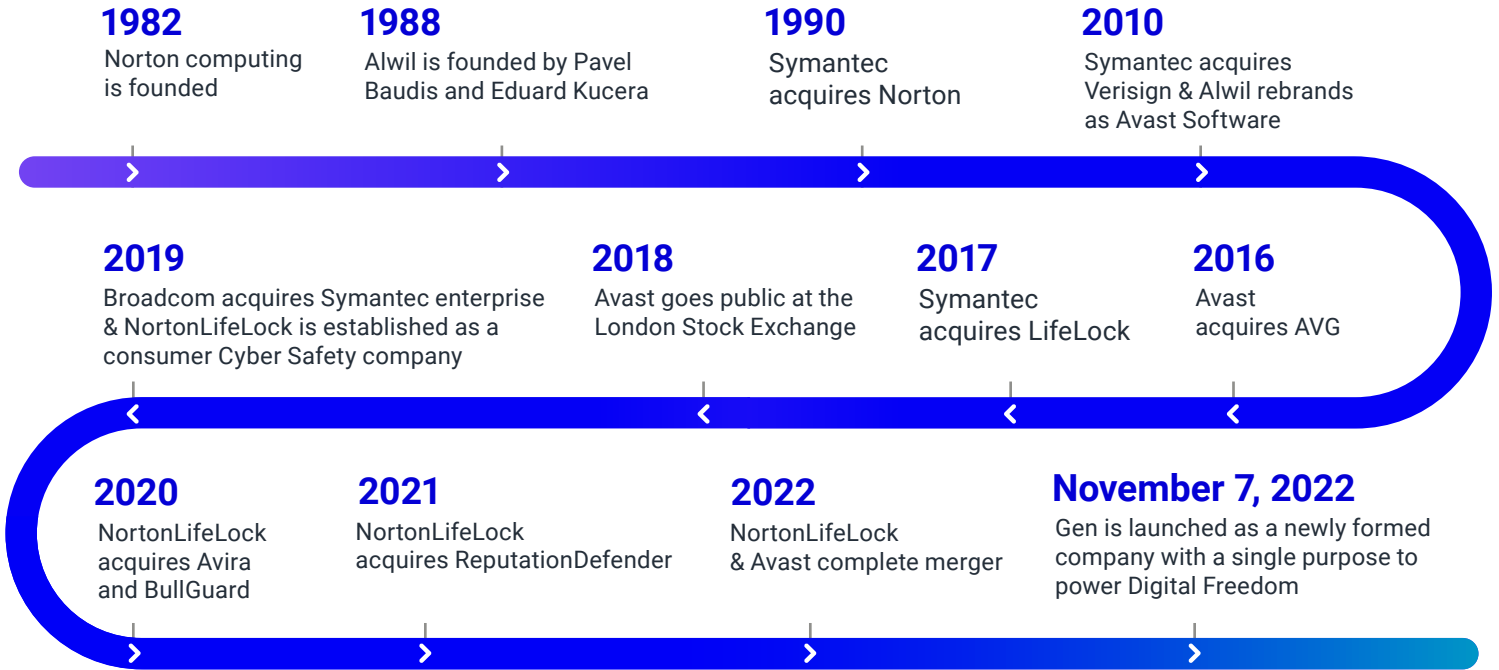
*Based on data from 2024



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
- Vířa řantrůček – Development
- Sigurđur (Siggı) Stefnisson – Cyber Safety Technology
- Travis Witteveen – Commercial Operations, Acquisitions & Partnerships
- Krista Todd – Marketing, Brand & Communications
- Patrick Schwind – Customer Support & Services

Journey to Gen



GenDigital.com | [Newsroom](#) | [Investor Relations](#)

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

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

© 2024 Gen Digital Inc. All rights reserved.

