



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.

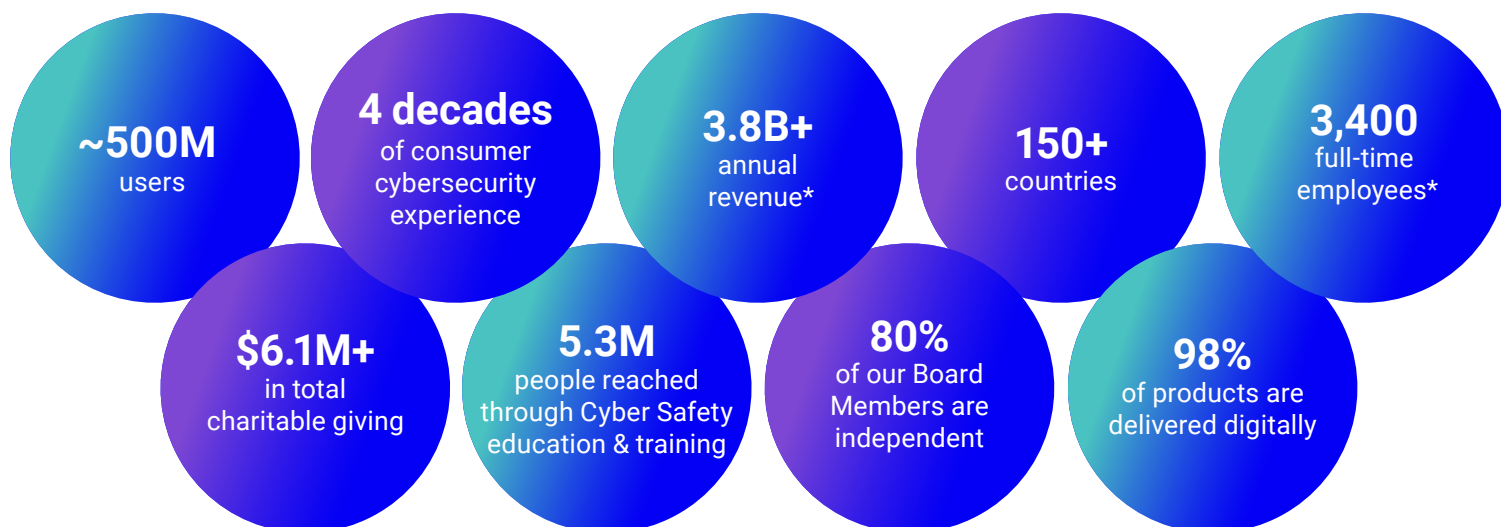


What we do

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 AI, and deep visibility into broad insights to protect millions of people everywhere.

We give people more control over their digital lives through products like Norton Genie – a real-time AI-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



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

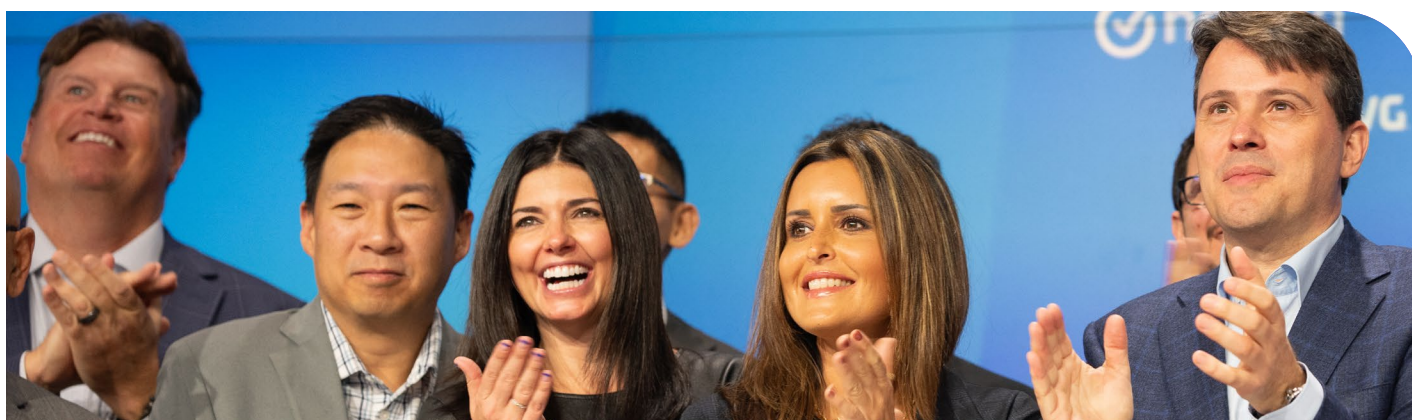
**Gen blocked
nearly 13B**
Web-based
threats in 2023.

*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

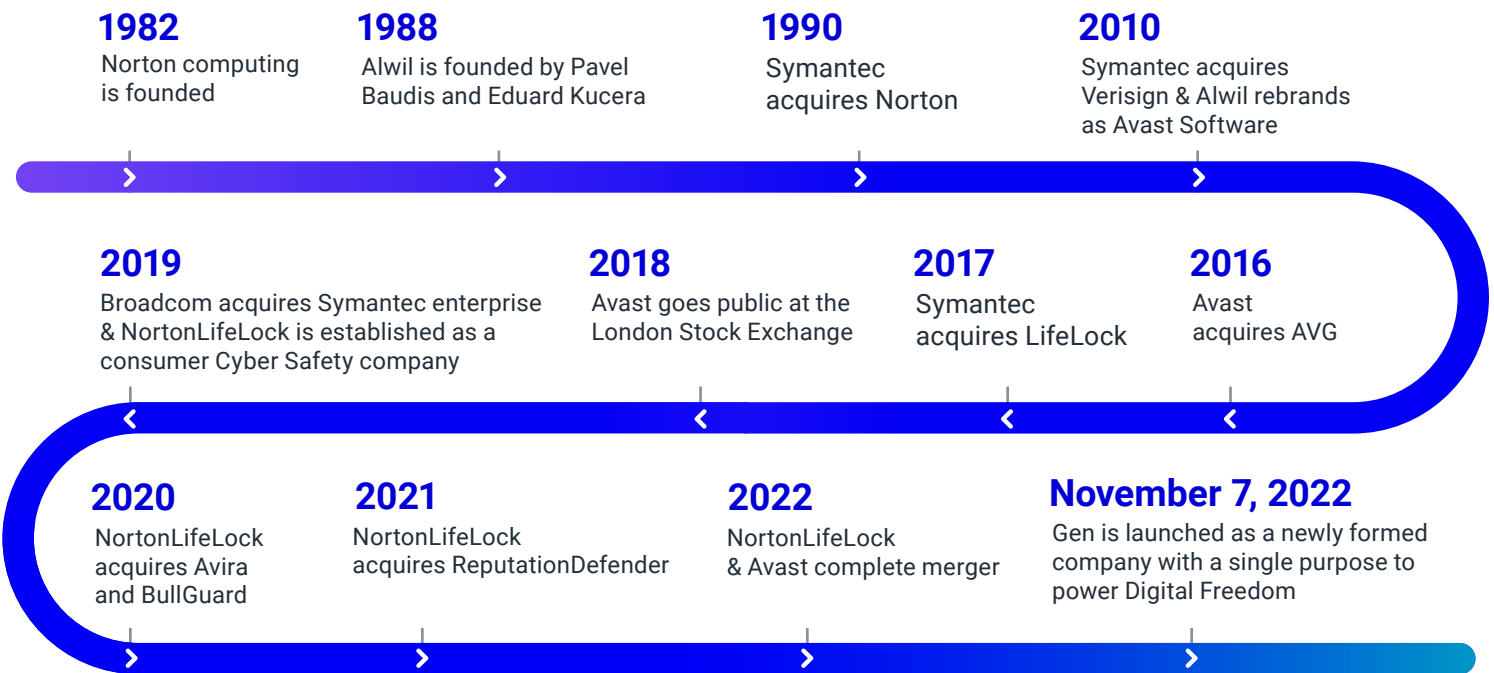
³ 81 Phishing Attack Statistics 2023: The Ultimate Insight published by Astra



Leadership Team

- Vincent Pilette – CEO & President
- Natalie Derse – Chief Financial Officer
- Bryan Ko – Legal & Corporate Development
- Kara Jordan – People & Culture
- Leena Elias – Product & Ecommerce
- Vita Santrucek – Development
- Sigurður (Siggi) Stefniðsson – Technology
- Howie Xu – AI & Innovation
- Travis Witteveen – Commercial Operations, Acquisitions & Partnerships
- Krista Todd – Marketing, Brand & Communications
- Patrick Schwind – Customer Support and Services

Journey to Gen



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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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