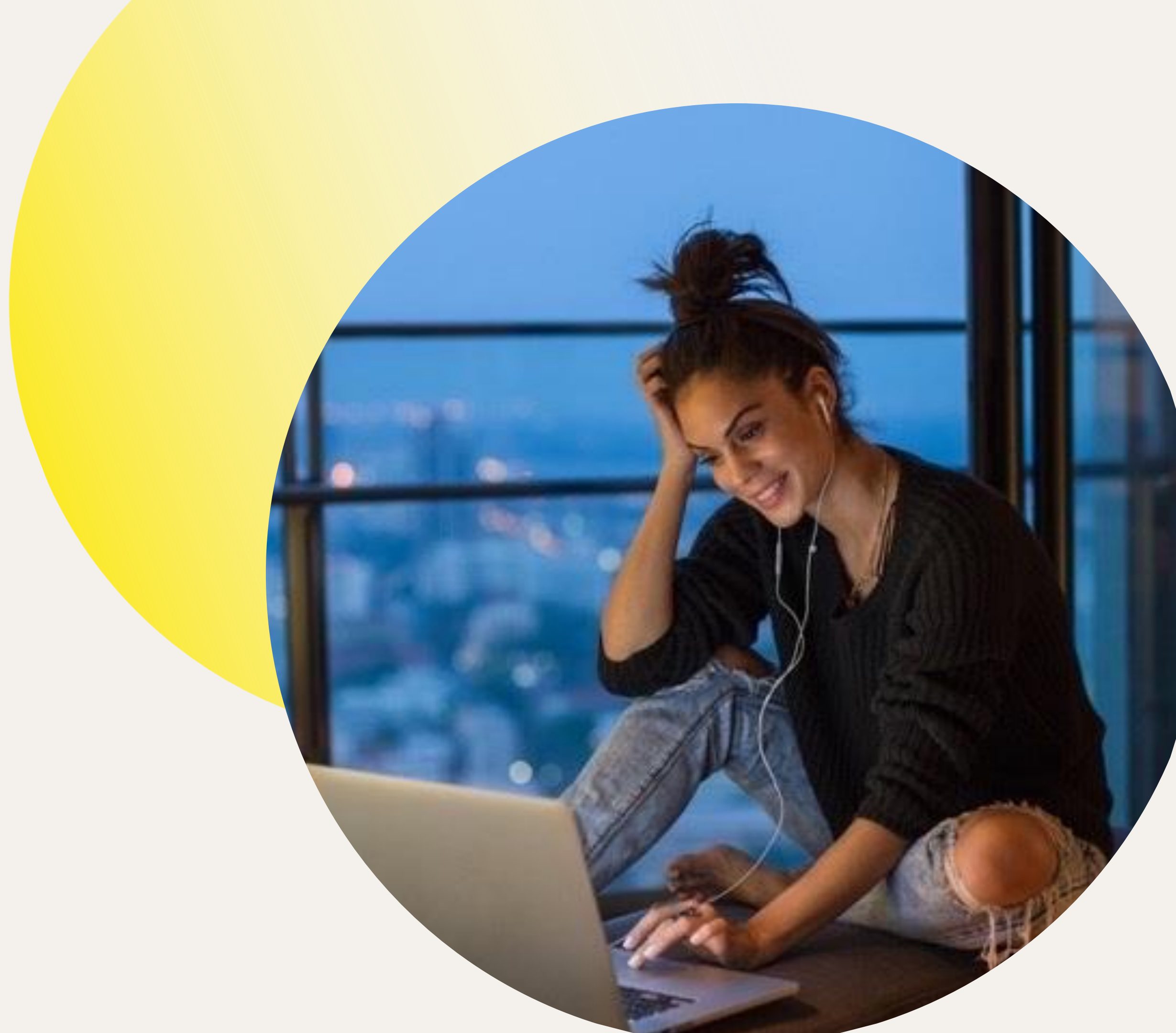


CyberSafety Partnership



2024





Small Business Overview

Norton is addressing the needs of small business segment

- Norton aims to compete more aggressively in the small business (SB) segment, leveraging its history, deep customer insights, and strong brand.
- New Norton Small Business plans are built on Norton's award-winning cybersecurity platform.
- Leveraging customer and market insights, we included features such as Utilities Ultimate and Software and Driver Updaters to enhance security and prolong the lifespan of business devices.



20%

Of Small businesses don't have any endpoint protection in place²



51%

Of Small businesses don't have cybersecurity measures in place³

1 Source: Analysys Mason SMB Tech Tracker

2 Source: [BullGuard-commissioned survey in the US, and the UK, 2021](#)

3 Source: [Digital.com Survey, March 2022](#)



The Target: SBs Without IT Personnel

Primary target audience: small businesses without IT personnel

SB characteristics^{1 2}

- ~2-10 employees, each taking care of their device themselves
- Business owners typically
 - Look for the solution while knowing little about cybersecurity, relying on brand strength
 - Invest in paid AV for peace of mind and superior protection while being cost-conscious and looking for value for money
 - Provide employees with devices but don't want to spend time setting them up and maintaining them
- Some small businesses use consumer AV for its simplicity or lack of awareness of business AVs.

¹Source: Norton SoHo Qualitative Study 2023

²Source: Avast One Packaging & Pricing SoHos Study 2022



Primary target audience: small businesses without IT personnel

Key cybersecurity needs for SB owners¹



Be confident about business' cybersecurity by protecting devices and software against evolving threats



Mitigate cyber security risk posed by employees' online behavior



Protect business & customer data against breaches (encryption, loss, or theft)



Have cyber security that **adapts to my growing needs**

EXISTING GAP: SB owners already need 'business-grade' protection but with consumer-like ease of use. They used to be left with choosing consumer AV or business endpoint protection, which is much more expensive and harder for them to set up and maintain.

¹Source: Norton SoHo Qualitative Study 2023

²Source: Avast One Packaging & Pricing SoHos Study 2022



Product Benefits

Norton Small Business: Triple-lock cybersecurity for you and your team

Let us help protect **your devices**, safeguard **critical data**, and empower your team to **work safely online** from anywhere.

1



Secure your business with ease and focus on what matters

2



Keep your business PCs performing at their best for longer¹

3



Lower security risks related to your employees' online activities

4

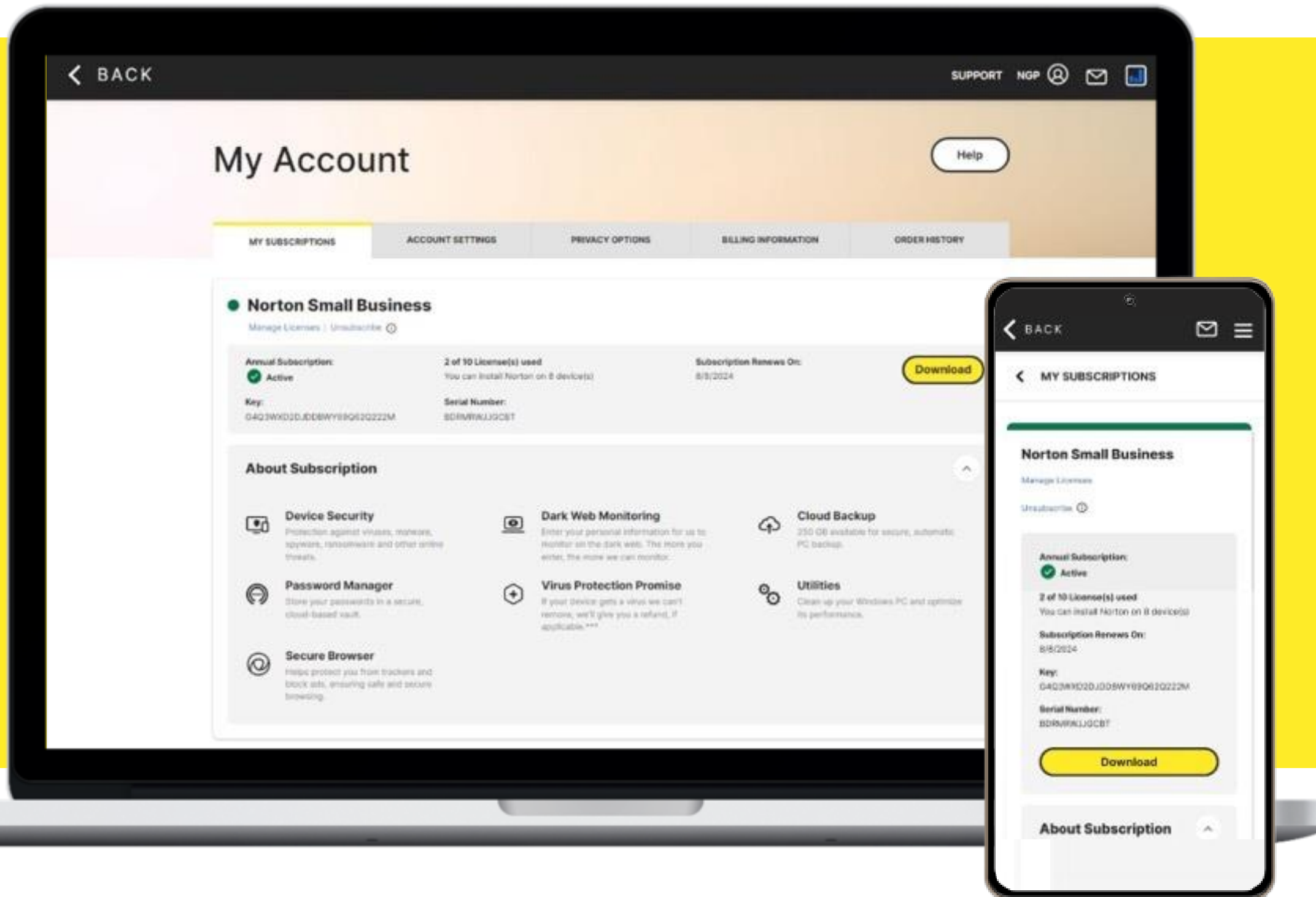


Automate backup of your critical data¹

¹Utilities Ultimate, Driver Updater, Software Updater and Cloud Backup features are only available on Windows (excluding Windows in S mode and Windows running on ARM processor).

²24/7 Support is available in English. Voice support is also available in English 24/5. For non-English speaking countries, only the chat support is available 24/7.

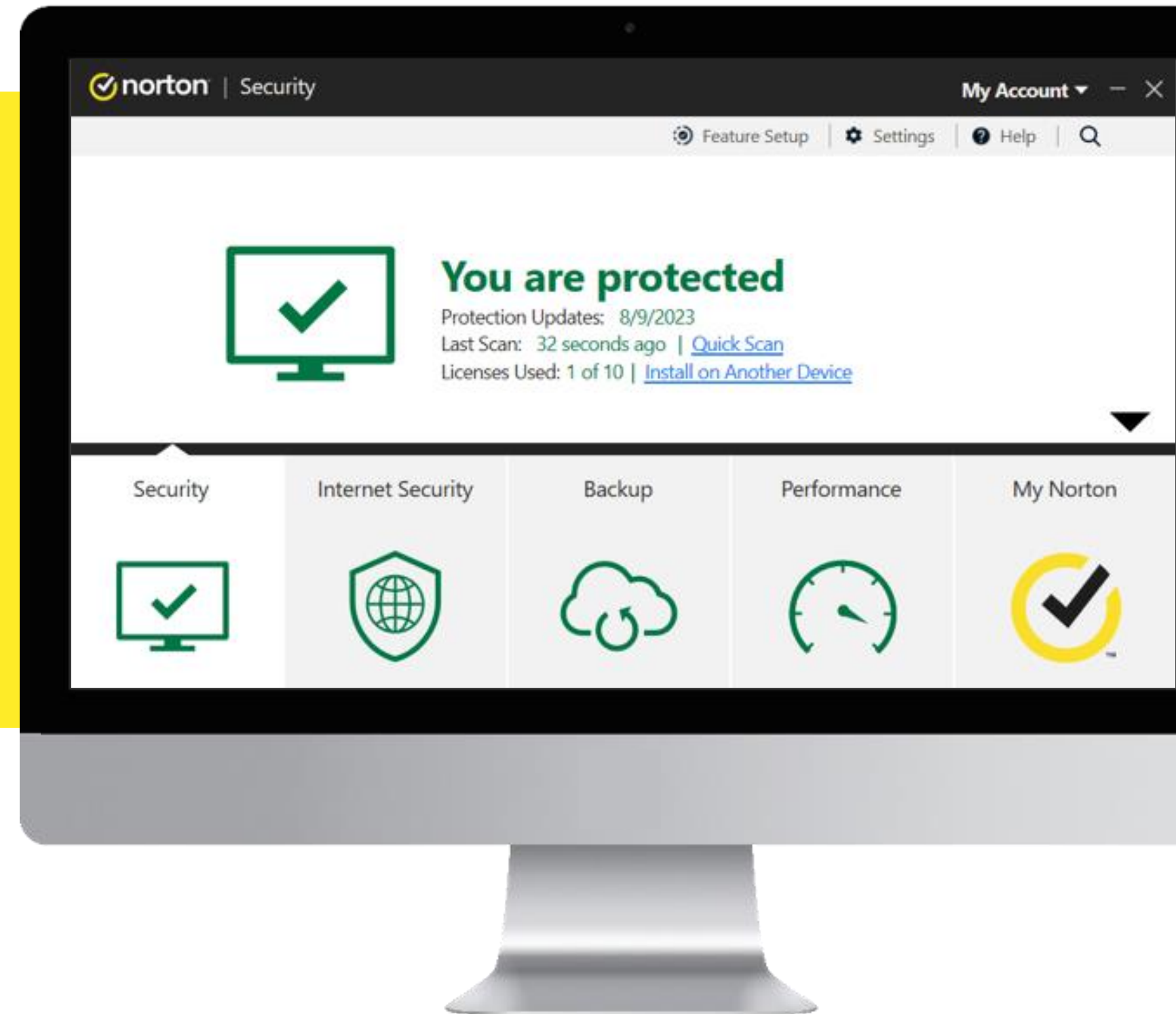
Secure your business with ease and focus on what matters



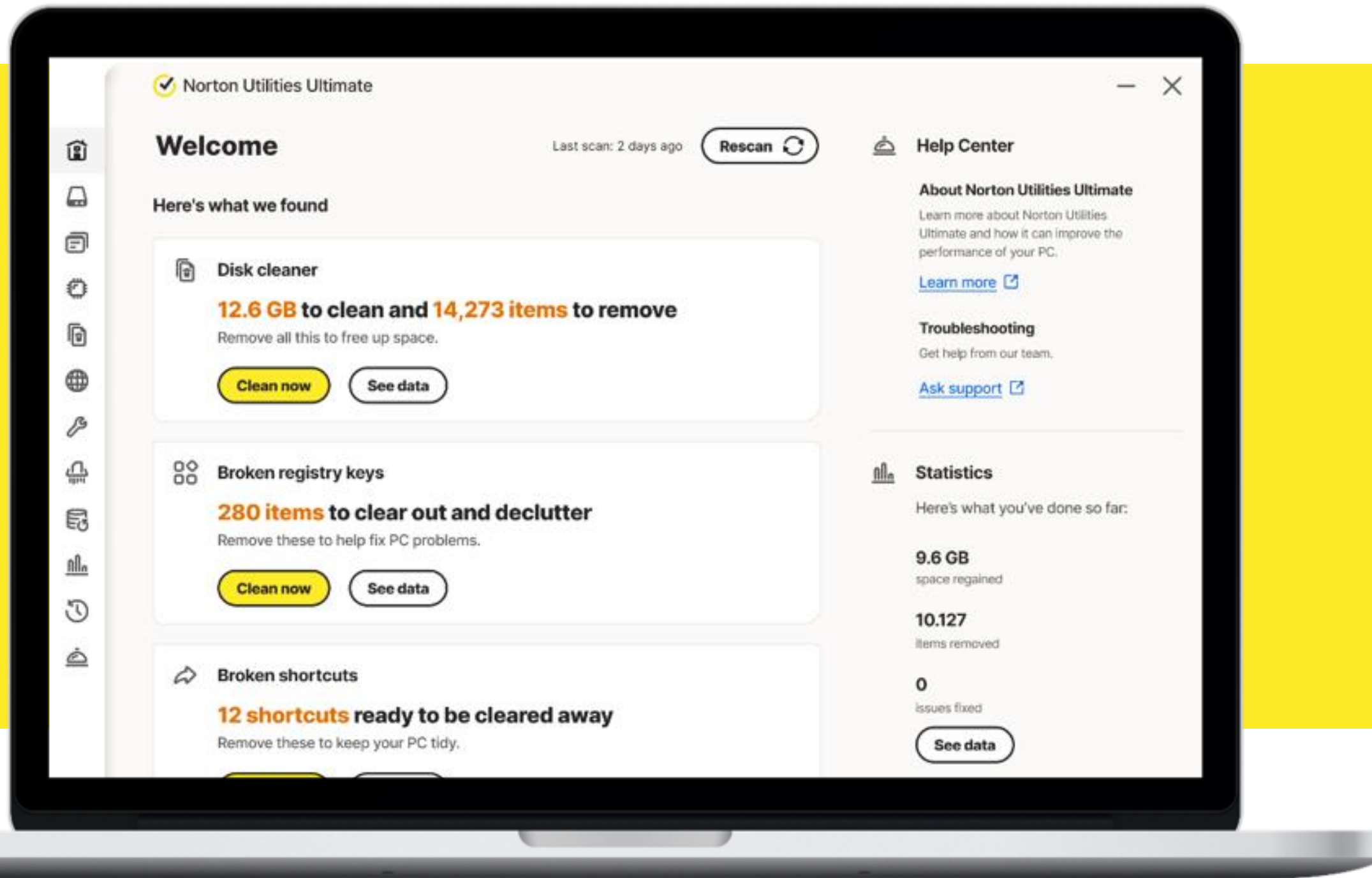
You don't need an IT specialist or cybersecurity knowledge to use Norton Small Business. It's easy to install and runs seamlessly in the background on Windows, Mac, Android, and iOS — allowing you to focus on your business without slowing you down.

Reduce security risks related to your employees' online activities

No company is too small to be a target of cybercriminals. Secure your business with robust security and give your employees the tools that can free them to work remotely, even on mobile devices.



Keep your business PCs performing at their best for longer¹



Computers lose performance and are more prone to crashes unless they're well-maintained. Help keep your computers running at peak efficiency for longer with automated¹ Windows PC² cleaning, software updates, and optimization.

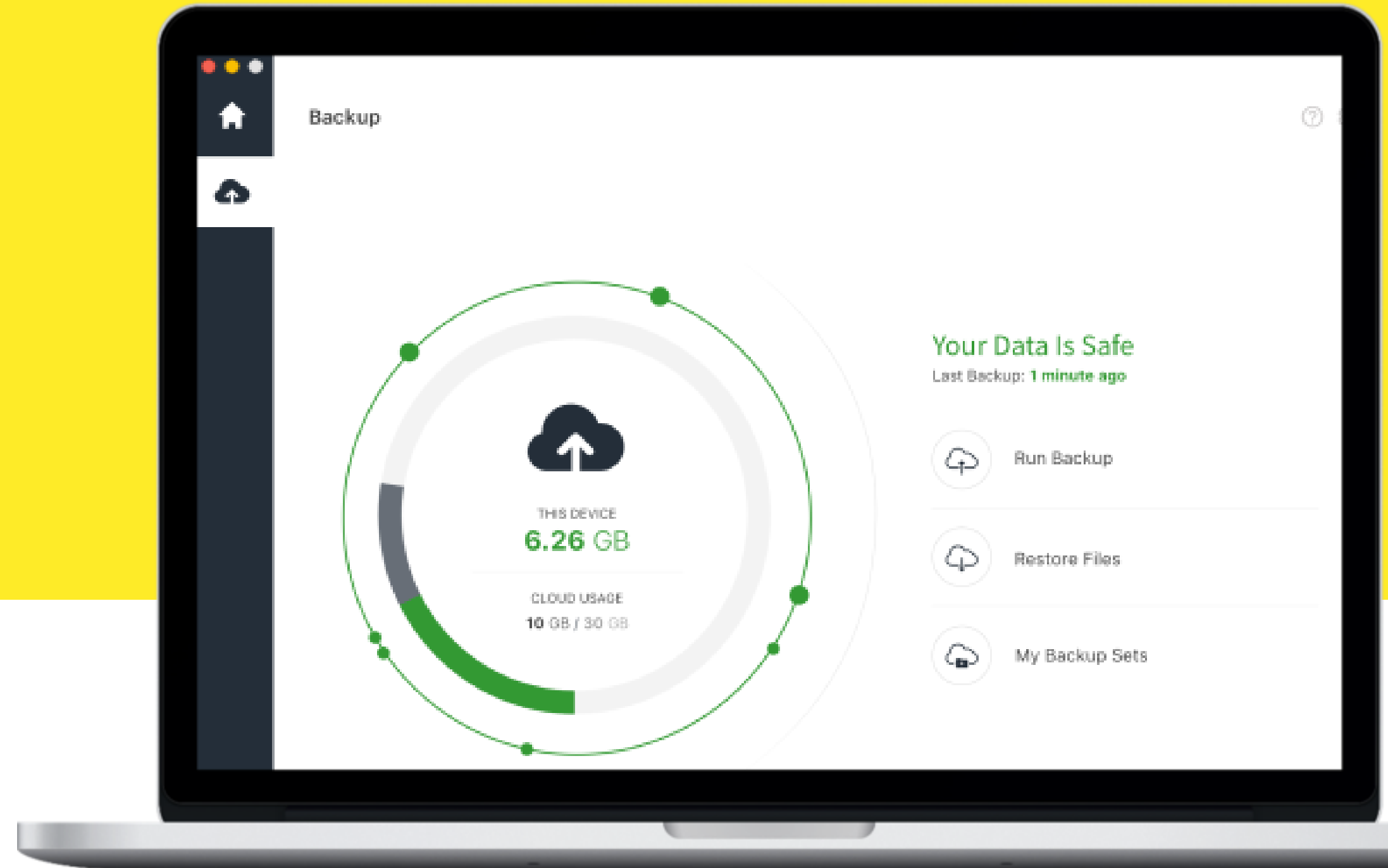
¹Requires your device to have an Internet/data plan and be turned on.
²Utilities Ultimate is only available on Windows (excluding Windows in S mode and Windows running on ARM processor).

Automate backup of your critical data

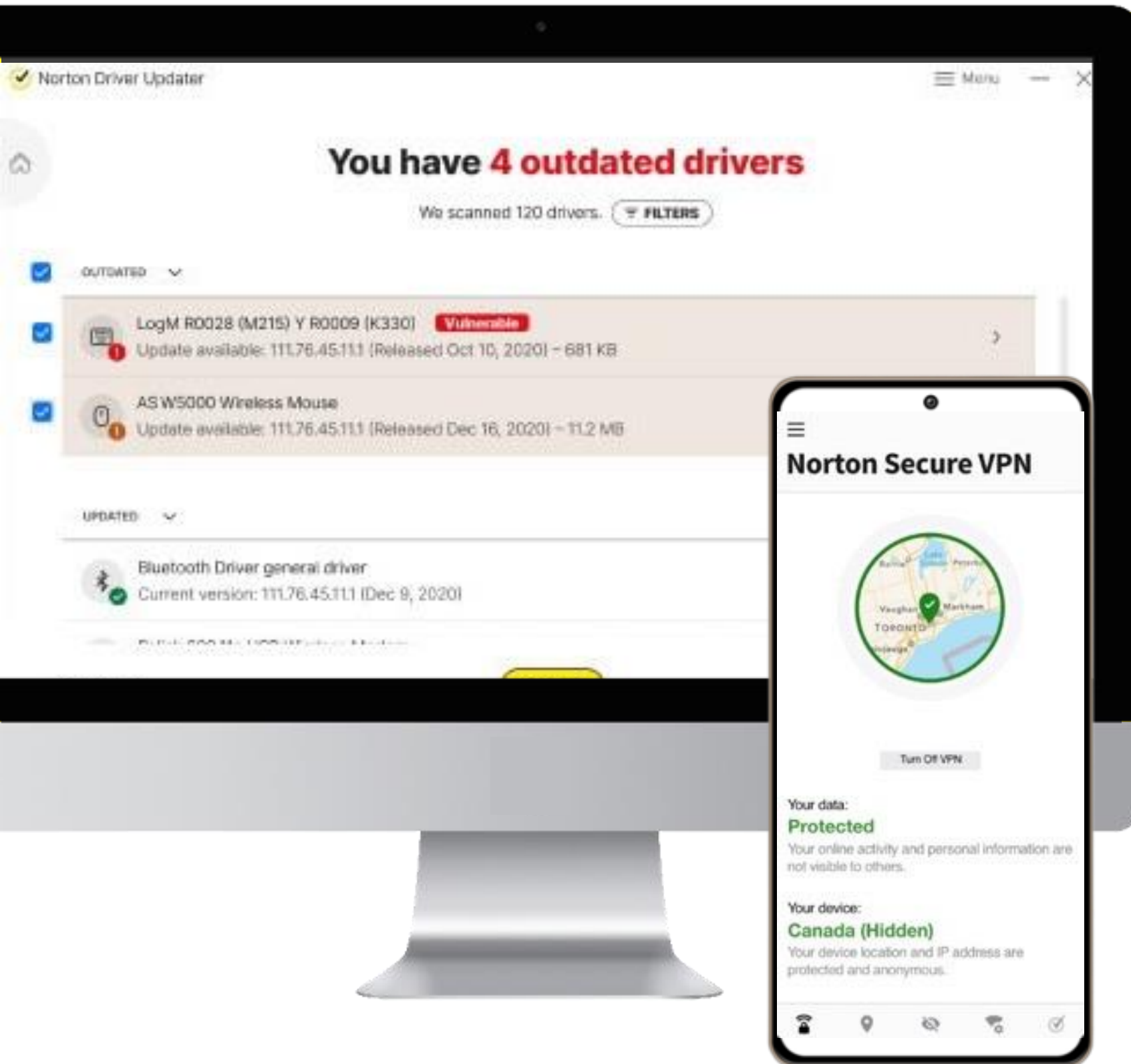
Data loss due to hardware failure, PC theft, or ransomware attacks can be devastating. Automatically backup your business-critical files and folders in our secure cloud and recover them when needed.^{1 2}

¹Cloud Backup is only available on Windows (excluding Windows in S mode and Windows running on ARM processor).

²Requires your device to have an Internet/data plan and be turned on



Boost your cyber safety and online privacy



Extend your device security to update drivers¹ that could contain vulnerabilities. Reinforce the protection of your team's online activities with a VPN to help secure your data sent and received over public Wi-Fi.

¹Driver Updater is only available on Windows (excluding Windows in S mode and Windows running on ARM processor).



Product Features

Norton small business plans comparison

Norton Small Business

10 Devices

20 Devices

- ✓ Device Security
- ✓ Private Browser²
- ✓ Software Updater¹
- ✓ Utilities Ultimate¹
- ✓ Password Manager
- ✓ *Dark Web Monitoring for 5 contacts³*
- ✓ **XXX GB** PC Cloud Backup¹

Norton Small Business Premium

10 Devices

20 Devices

- ✓ Device Security
- ✓ Private Browser²
- ✓ Software Updater¹
- ✓ Utilities Ultimate¹
- ✓ Password Manager
- ✓ *Dark Web Monitoring for 5 contacts³*
- ✓ **XXX GB** PC Cloud Backup¹
- ✓ **Secure VPN**
- ✓ **Driver Updater¹**

¹ Utilities Ultimate, Driver Updater, Software Updater and Cloud Backup features are only available on Windows (excluding Windows in S mode and Windows running on ARM processor).

² Private Browser is only available on Windows (excluding Windows in S mode and Windows running on ARM processor) and Mac.

³ Dark Web Monitoring is not available in all countries. Monitored information varies based on country of residence or choice of plan. It defaults to monitor your email address and begins immediately. Sign in to your account to enter more information for monitoring.

Norton small business key feature set



Device Security

Real-time protection for your devices

Our antivirus helps protect your devices from viruses, malware, spyware, and ransomware in real time, 24/7. Use Firewall on your computers to help block unauthorised network traffic to help keep cybercriminals from sneaking in.



Private Browser²

Browse with greater security

A web browser that helps your team stay safer from cybercriminals and scammers during day-to-day online tasks – all in a familiar design.



Cloud Backup¹

Maximise data security with more frequent backups

Help prevent the loss of your business-critical data due to ransomware, PC theft, or hard drive failures by automatically storing copies of your most important files and folders in the shared cloud storage¹.



Software Updater¹

Enhance your Windows PC's protection with updated software

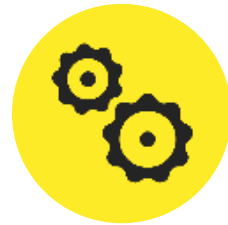
Software Updater helps keep your programs up to date and helps eliminate security loopholes that cybercriminals could exploit to access your PC and data.

¹ Cloud Backup and Software Updater features are only available on Windows (excluding Windows in S mode and Windows running on ARM processor).

²Private Browser is only available on Windows (excluding Windows in S mode and Windows running on ARM processor) and Mac.

*24/7 Support is available in English. Voice support is also available in English 24/5. For non-English speaking countries, only the chat support is available 24/7.

Norton small business key feature set



Utilities Ultimate¹

Get cleaner and better-performing PCs

Norton Utilities Ultimate is designed to delete hidden junk and duplicate files, put unnecessary apps to sleep, and uninstall leftover data to help get your Windows PCs running smoothly again.



Password Manager

Safeguard your passwords with personal vaults

Let each user create, store, and manage their passwords, credit card information, and other credentials more securely in a personal, encrypted, online vault.



Driver Updater¹

Your drivers updated for a more trouble-free Windows PC

Norton Driver Updater automatically² detects outdated, corrupt, vulnerable, or missing Windows PC drivers and allows users to update to the most advantageous drivers with a few clicks.



Secure VPN

Access online work apps and websites more safely when connecting to Wi-Fi at home or on-the-go with the reassurance of bank-grade encryption.



Dark Web Monitoring[§]

Add contacts for a total of five key people in your company and get notifications if their sensitive information is detected on the dark web, enabling you to stay vigilant and take necessary actions to help prevent misuse.

¹ Utilities Ultimate and Driver Updater is only available on Windows (excluding Windows in S mode and Windows running on ARM processor).

² Requires your device to have an Internet/data plan and be turned on

[§] Dark Web Monitoring is not available in all countries. Monitored information varies based on country of residence or choice of plan. It defaults to monitor your email address and begins immediately. Sign in to your account to enter more information for monitoring.

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