



**2021 INVESTOR DAY**

# Transforming for Growth

*Power of Brand*

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**CHIEF MARKETING OFFICER**



— **Our Vision** is to  
protect and empower  
people to live their  
digital lives safely.

Strong brand  
awareness

**89%**

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Norton global  
aided awareness

Cyber Safety  
leader

**#1**

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Global consumer  
Cyber Safety brand

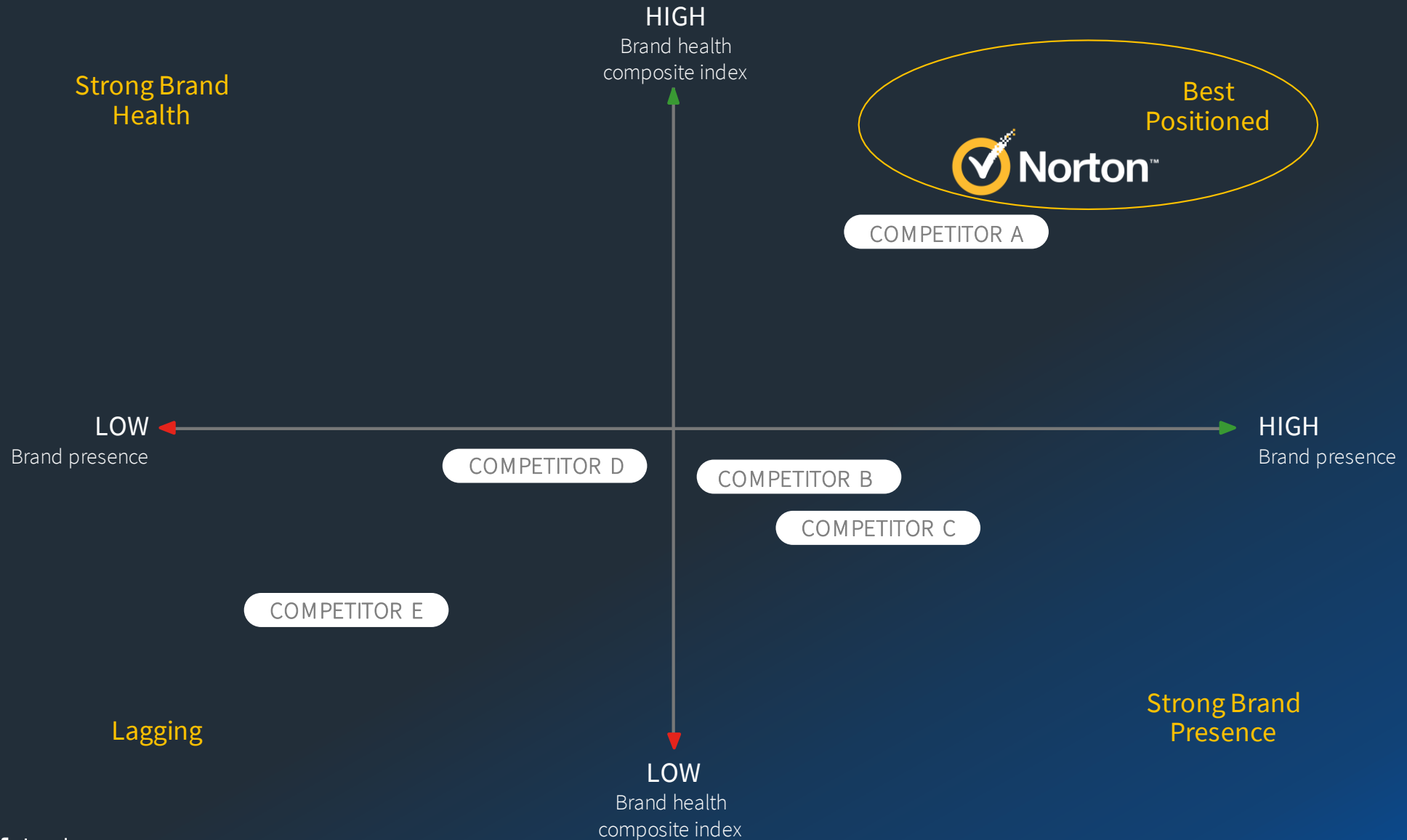
Trusted  
brand

**63%**

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Norton brand trust  
Metric (U.S.)

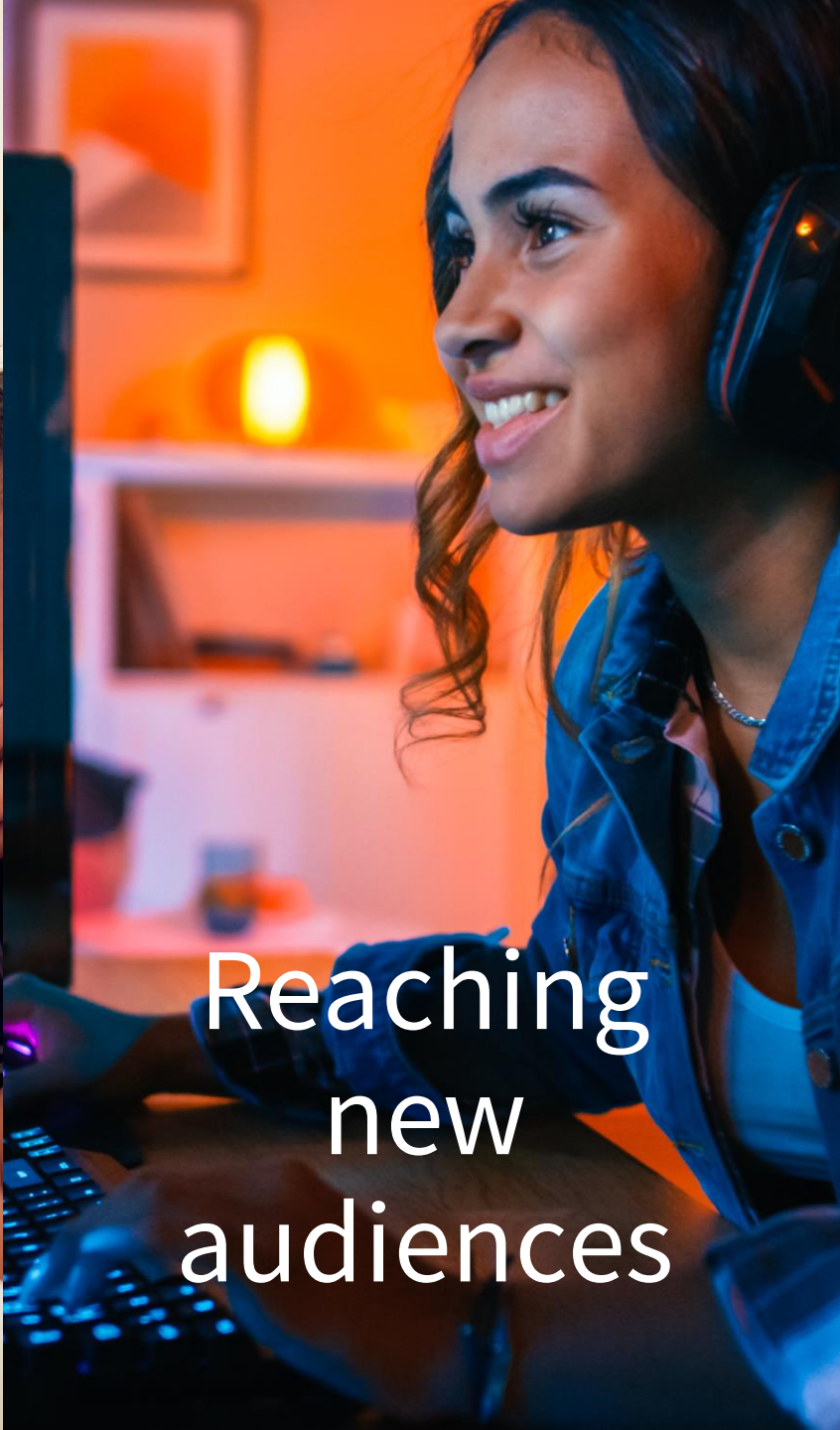
# Norton is the global category leader in brand health and presence





# Norton Brand is positioned for growth in the global marketplace







Global  
hero brand



Strong Awareness

Global Presence

Trusted Brand

Reach New Audiences

# Brands and product platforms to support our growth



**89%**

brand  
awareness  
leader  
(Global)

**74%**

brand  
awareness  
leader  
(U.S.)

**86%**

brand  
awareness  
leader  
(Germany)





— Building creative  
through smart  
consumer insights

# Tapping into a cultural truth

## CONSUMER INSIGHT:

My digital life and real life are **completely connected,**

But the digital world inherently **comes with tradeoffs.**

To get access to what I want, I often have to **give up my privacy** and personal information.



## NORTON BENEFIT:

**Now you don't have to make tradeoffs.**

The all-in-one protection of Norton makes it easier to stay safer.

**Opt-in to Cyber Safety.**



Driving transformation for growth





# Forward-looking statements

This presentation contains statements which may be considered forward-looking within the meaning of the U.S. federal securities laws. In some cases, you can identify these forward-looking statements by the use of terms such as “expect,” “will,” “continue,” or similar expressions, and variations or negatives of these words, but the absence of these words does not mean that a statement is not forward-looking. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including, but not limited to: expectations relating to future Company performance, revenue growth, EPS and customer count; statements related to the acquisition of Avira and NortonLifeLock’s products and services and growth strategies; any other statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. These statements are subject to known and unknown risks, uncertain ties and other factors that may cause our actual results, levels of activity, performance or achievements to differ materially from results expressed or implied in this supplemental information. Such risk factors include, but are not limited to, those related to: the current and future impact of the COVID-19 pandemic on the Company’s business and industry; the effect of the sale of substantially all of the Enterprise Security assets on NortonLifeLock’s retained businesses and products; retention of executive leadership team members; difficulties in improving sales and product development during leadership transitions; difficulties in executing the operating model for the consumer cyber safety business; lower than anticipated returns from the Company’s investments in direct customer acquisition; difficulties and delays in reducing run rate expenses and monetizing underutilized assets; general business and economic conditions; matters arising out of our completed Audit Committee investigation and the ongoing U.S. Securities and Exchange Commission investigation; fluctuations and volatility in NortonLifeLock’s stock price; the ability of NortonLifeLock to successfully execute strategic plans; the ability to maintain customer and partner relationships; the ability of NortonLifeLock to achieve its cost and operating efficiency goals; the anticipated growth of certain market segments; NortonLifeLock’s sales and business strategy; fluctuations in tax rates and foreign currency exchange rates; the timing and market acceptance of new product releases and upgrades; and the successful development of new products and the degree to which these products gain market acceptance. Additional information concerning these and other risk factors is contained in the Risk Factors sections of NortonLifeLock’s most recent reports on Form 10-K and Form 10-Q. NortonLifeLock assumes no obligation, and does not intend, to update these forward-looking statements as a result of future events or developments.