



The Norton Empower Reseller Program

2022



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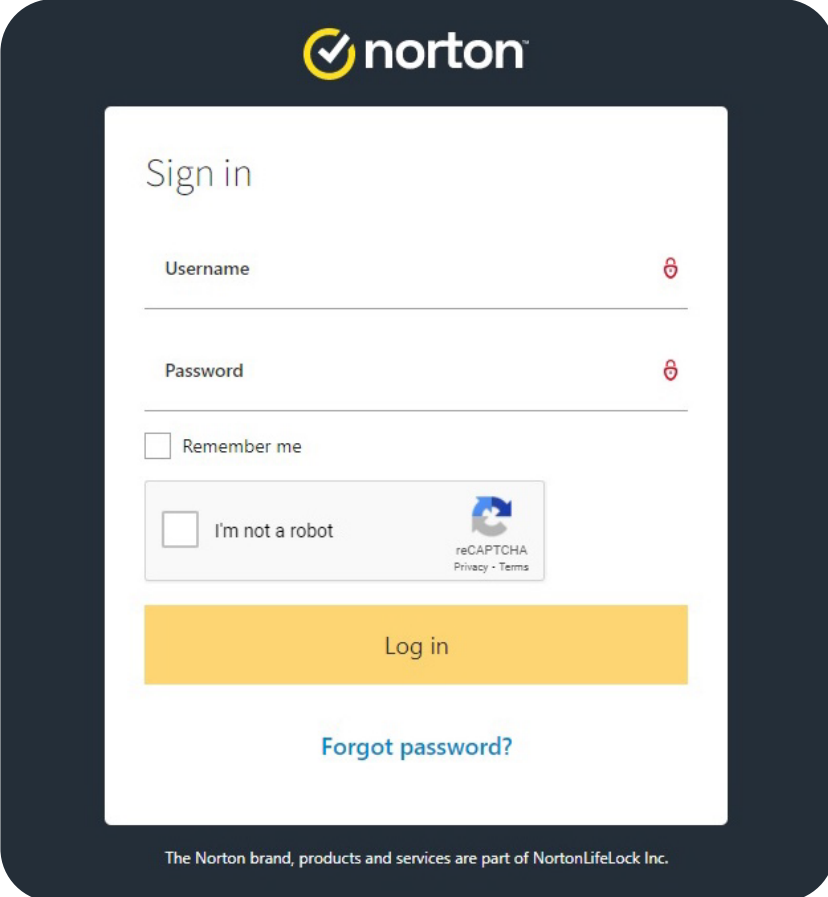
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Addendum

Welcome to Norton Empower

At Norton, we are all about supporting our resellers – with award-winning products trusted by millions of people around the globe and now also the Norton Empower Reseller Program, one of the best revenue and profit opportunities for you!

Please use this guide to assist your understanding of the Norton Empower Reseller Program.



The image shows a screenshot of the Norton Empower Reseller Program sign-in page. The page is framed by a dark blue border. At the top, the Norton logo is displayed. Below it, the text "Sign in" is centered. There are two input fields: "Username" and "Password", each with a red lock icon to its right. Below the password field is a checkbox labeled "Remember me". Further down is a reCAPTCHA widget with the text "I'm not a robot" and a "reCAPTCHA" logo. Below the reCAPTCHA widget is a yellow "Log in" button. At the bottom of the sign-in area is a blue link that says "Forgot password?". At the very bottom of the page, in small text, it says "The Norton brand, products and services are part of NortonLifeLock Inc."



Why Norton?

With our trusted brands, products and services, we continue to evolve as emerging cyberthreats do. Our technology is powered by a team of experienced experts dedicated to staying a step ahead of what's next to help keep people Cyber Safe. Our award-winning solutions span cross multiple categories that protect approximately 80 million users around the globe.

Digital Life is Life

Cyber Safety is a large and growing problem...and consumers are becoming increasingly concerned

53% of people across 10 countries were victims of a cybercrime in the year surveyed*

83% want to do more to protect online privacy*

78% of consumers have some concern about data privacy*

\$38+ Billion
lost to cybercrime in 2020**

2.7 Billion Hours
spent by cybercrime victims across 10 countries trying to resolve their issues in the last year*

* Global data based on an online survey of 10,030 adults in 10 countries conducted by The Harris Poll on behalf of NortonLifeLock, February 2021.

** Based on an online survey of 1,000 U.S. adults conducted by The Harris Poll on behalf of NortonLifeLock, February 2021.

Innovation is in our DNA

Dedicated team of “Threat Hunters” to meet evolving consumer needs



Commitment to Innovation & Research

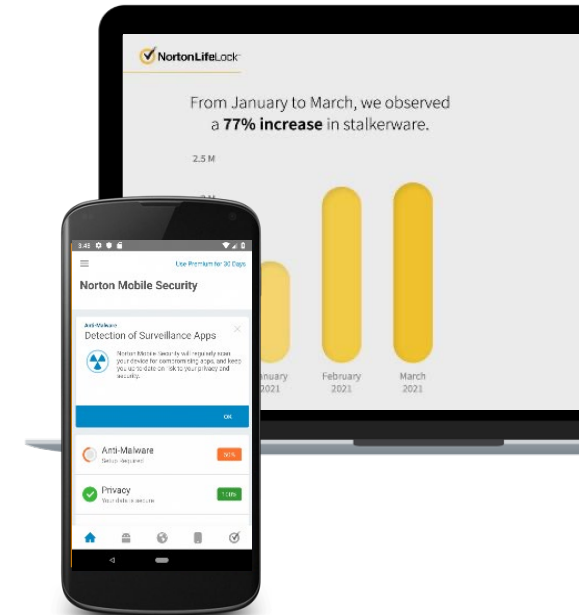
The Norton Labs team of experts is leading the company’s future technology and helping to guide the consumer cybersecurity industry around the globe. We also grant Graduate Fellowships to support students in emerging cybersecurity fields.

Partnerships

- > New York University & Cornell Tech
- > Coalition Against Stalkerware
- > National Network to End Domestic Violence
- > CISPA – Germany
- > Eurecom – France

By The Numbers 2021*

| | |
|--|---|
| 3.6 Billion Total threats blocked | 9 Million+ Threats blocked on average every day |
| 16 Million Phishing attempts blocked | 221 Million File-based malware blocked |
| 1.4 Million Mobile-malware files blocked | 253,063 Ransomware detections blocked |



* Numbers here are reported from Jan. 1 – Dec. 31, 2021.

Norton Labs research on Cyber Safety influences future technology and impacts the consumer cybersecurity industry worldwide. Norton Labs is part of NortonLifeLock Inc.

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Award-winning products...

As a leader in consumer Cyber Safety, we're proud to offer a level of protection and usability as well as powerful layers of protection to help give your customers real-time protection. Norton's range of easy-to-use security software can help your customers protect, manage and enjoy their life online. What's more, its powerful features, automatic updates*, free technical support, and Norton's 89% high brand recognition** make it easier for you to recommend and sell.



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

** Based on annual brand consumer surveys conducted for NortonLifeLock, Nov 2020.

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...recognized by leading independent consumer reviews



SE Labs Best Consumer Anti-Malware, 2021.



AV-TEST, Best Performance, Best Protection, Best MacOS Security for Norton 360, 2021.



A trademark of Ziff Davis, LLC. Used under license. Reprinted with permission. © 2022 Ziff Davis, LLC. All Rights Reserved. 48-Time Winner awarded in 2021.





Norton Empower Program

Our passion is more than just offering device security, identity protection, online privacy, and all-in-one protection. It's to empower your customers and their families to feel safer in their everyday digital life. We believe that when they worry less about the darkness of cybercrime, they can live on the bright side. So, we wanted to make selling protection for you easier and rewarding by introducing the Norton Empower Reseller Program.

Empower Reseller Portal

As a member of the Norton Empower Reseller Program it is easy for you to keep track of your revenue share, licenses sold and activations: EmpowerReseller.Norton.com

The user-friendly Empower Reseller Portal allows you to manage everything in one place:

- Keep track of all your active subscriptions, via a clear and comprehensive overview
- Find out how much revenue share you've got coming
- Claim your revenue share easily through the Reseller Portal*
- Easy access to Marketing Assets

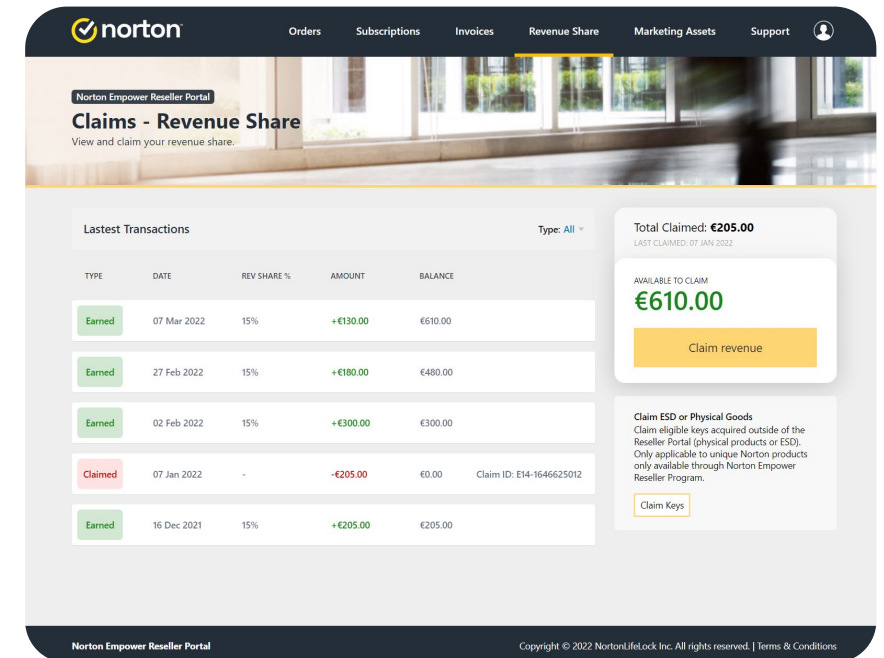


Image shown may not represent actual portal view in all countries

* Partner must have \$USD100 (or local currency equivalent) in revenue share account before requesting revenue share. Requests can be made every 30 days.

Revenue Share

Once you enroll in the Norton Empower Reseller Program, you'll be eligible for revenue share when your end user renews its Norton product directly on the Norton eStore for up to three successive renewal years*. This includes cross-sell and upsell product transfers.

Norton will actively market to end users to make sure that they're getting the protection they need. If this results in the end user purchasing a more robust product, Norton will reward the partner that introduced that customer with a revenue share. For example, a customer purchases Norton Antivirus Plus from a reseller. Six months later they upgrade to a more robust product via the Norton eStore. For the following 3 renewal years partner will qualify for revenue share on any successive renewals through the eStore.**



* Subject to the Last Touch principle - ie the Partner remains the Partner of record.

** With Product Transfers, end users may have a combination of annual, 24-months and monthly renewals but eligibility for revenue share is limited to 3 years. If the Last Touch Principle applies, then this will start the renewal count from zero.

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Revenue Share (cross-sell)

In the case of a cross-sell, you will get revenue share on the acquisition of the cross-sell product and be eligible for three years revenue share on the new sale as long as it occurs during the initial revenue share period. For example, a customer purchases Norton Antivirus Plus from you. Two years later, the customer visits the Norton eStore and purchases Norton Secure VPN. Norton will share revenue on the acquisition of the Norton Secure VPN with you and for a further three years of renewals.[†] You will remain eligible for revenue share on the Norton Antivirus Plus for the remainder of the original 3-year renewal period.



[†] Norton will pay on cross-sell as long as the cross-sell happens within the initial revenue share period.
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Revenue Share via Distributor

Your distributor will scan the unique bar code on the product carton before shipping to you. This identifies each product in the carton and assigns them to you. When the distributor reports back, these products get assigned to you in our systems.

- You sell the product to your customer.
- Your customer renews the license online on the Norton eStore.
- This will qualify for revenue share* which will show in your revenue share account.
- You can keep track of your growing revenue share via the Norton Empower Reseller Portal.**

The image displays two screenshots of a web interface titled "Claim ESD or Physical Goods".

The top screenshot shows the "Card ID" option selected (indicated by a blue dot). Below the selection, there is a text input field labeled "Enter identifier number" and a yellow "CLAIM" button. A checkbox labeled "Range selection" is checked.

The bottom screenshot shows the "Carton ID" option selected (indicated by a grey dot). Below the selection, there are two text input fields labeled "Start" and "End", separated by a minus sign. A yellow "CLAIM" button is to the right. A checkbox labeled "Range selection" is checked.

* Revenue share is payable on up to three years of renewals on Empower-enabled products. Revenue share percentages may vary based on your geographic location and Empower Reseller membership level. The actual percentage will be as specified on your account on the Norton Empower Reseller Portal.

** You will have the opportunity to claim missing transactions on the Norton Empower Reseller Portal provided you do so within 10 months of the transaction and we can verify your claim.

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Marketing Resources

Quarterly Newsletters

The newsletter will give you insights and ideas for customer engagement and how, with our range of products, you can help consumers enjoy greater security, protection and peace of mind.

Reseller Resources

We will not only help you with practical advice and education for consumers on increasing their families' security and online protection (Hints and Tips Guides, Security Blogs, Product Sheets, Point of Sale and Merchandising etc.) but also provide an array of engagement opportunities.

Additional Information

Downloadable information about awards, reviews and press releases are available here:

NortonLifeLock.com/us/en/newsroom



Product

We're dedicated to helping keep people everywhere Cyber Safe. It's what's driven us to continuously improve our technology for over four decades.

Product Information

Product Formats

We currently sell a range of products in a number of different formats to suit the relevant product deployment.



Retail Packs

For use as a standalone retail sale.



Attach

For use as a bundled sale with laptops/desktops, tablets, smartphones, smart devices and or services.*



ESD

Electronic download License Key available in multiple user format.

* Not to be sold separately. If Norton is aware of Attach or any other Norton products being sold incorrectly, then we reserve the right to deactivate the license.

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Become a Norton Empower Reseller Today!

EmpowerReseller.Norton.com