

# One Benefit. Every Life Stage. Easy to Sell.

A scalable financial and digital wellness benefit brokers can confidently add to their portfolio.



## The Shift in Employee Risk

Employee financial and digital risk doesn't stay static. It compounds as life and responsibility grow.

From early career through retirement, employees face increasing exposure to fraud, identity theft, and financial disruption. At the same time, cybercrime and AI-driven scams are becoming more sophisticated and widespread.

Protection that supports employees through these transitions is becoming an essential part of modern benefits.



## One Benefit That Evolves With Employees

Norton LifeLock Benefit Solutions (NLBS) provides protection that remains relevant as employees' needs change over time.



### Early Career Building the Foundation

Employees begin managing credit, financial accounts, and digital identity—creating new exposure to fraud and scams



### Mid-Career Protecting the Household

Financial complexity grows with families, mortgages, and shared accounts—expanding exposure across an entire household



### Late Career Preserving What Matters

Retirement savings and accumulated assets make employees more visible—and more targeted by fraud and scams.

Instead of introducing new benefits at every life stage, our benefit plans deliver one consistent solution employees can rely on across life stages.

## What makes NLBS different



AI-powered scam protection across text, email, web, and calls



Data removal from 300+ broker sites



Dedicated restoration support backed by a captive insurance model

## Why This Works for Brokers



### Easy to position

One clear, repeatable story brokers can use across clients



### Easy to scale

Relevant across multi-generational workforces—no need to swap or re-sell new solutions



### Portfolio value

A repeatable voluntary benefit that can expand broker revenue and portfolio value



## Built for Simplicity and Scale

NLBS is designed to integrate seamlessly into existing benefits ecosystems and supports:



Integration with 100+ leading benefits administration platforms



Simple onboarding for employers and employees



Clear employee value without complex education requirements



Protection across identity, devices and personal data—not just credit monitoring

## The Bottom Line

Employee risk increases as financial and digital complexity grows.

Protection should evolve with them.

**One benefit. One consistent story. One scalable solution brokers can confidently bring to every client.**

See How to Position This Benefit

[Download the NLBS Broker Playbook](#)



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