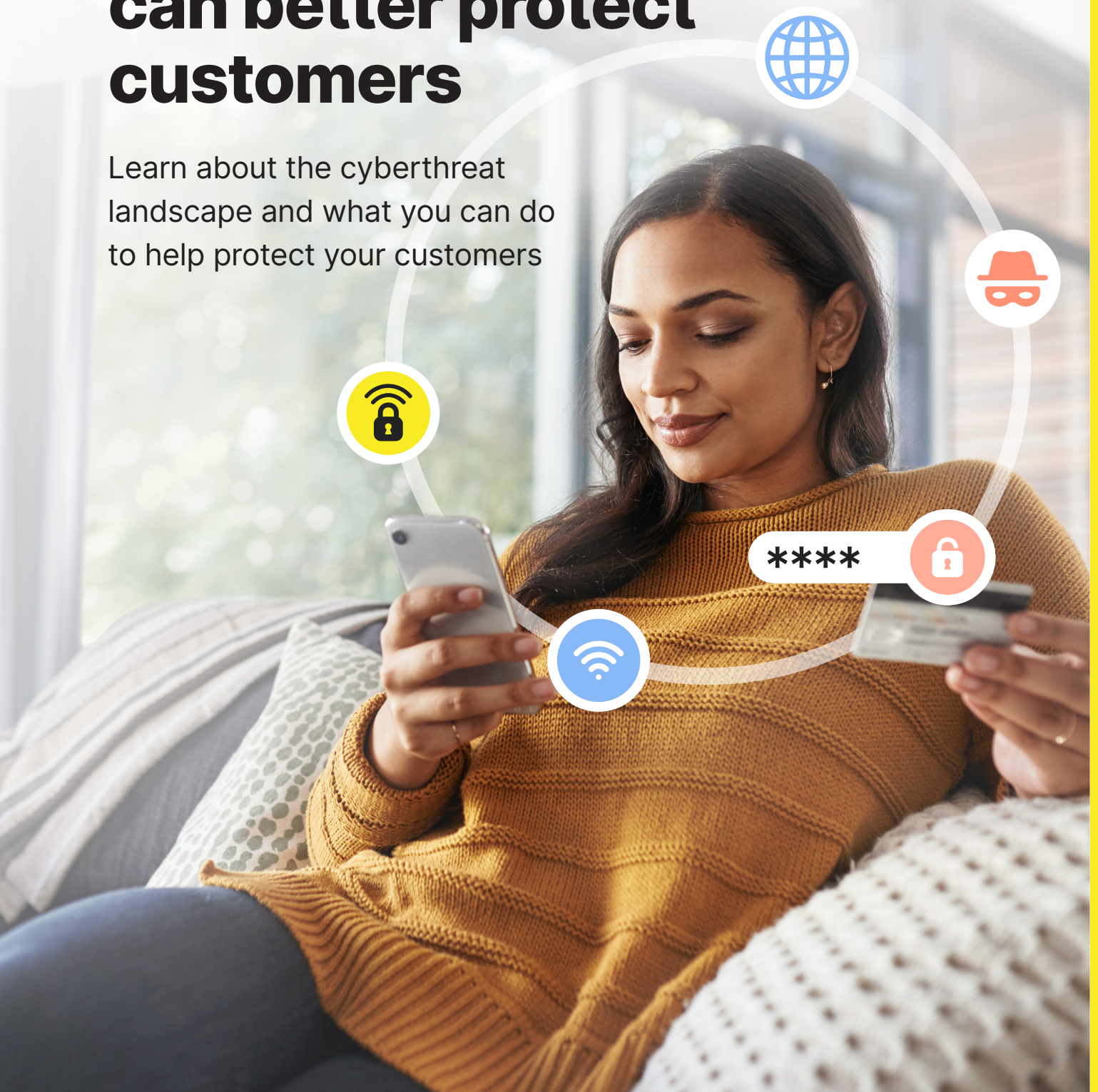




How the financial services industry can better protect customers

Learn about the cyberthreat landscape and what you can do to help protect your customers



How cyberthreats and online scams are putting your account holders' personal data at risk



Companies should incorporate scam and identity theft protection into their value-added services to enhance customer satisfaction by offering a product that can help safeguard their sensitive data and personal assets. Cybercrime and online scams have increased dramatically, and many of your customers may not know where to look for protection.

Online scams are on the rise, and are a growing problem



321

There are nearly 321 **attacks per second**¹



The most common scam people fall victim to are **payment scams**³



86%

86% of all attacks are **social engineering threats**, particularly scams¹



The majority of scams are delivered via phone call or text/SMS message³



62%

62% of scam victims are impacted financially²



66%

66% of **consumers surveyed** are concerned they may fall victim to a scam⁴



\$1.03 trillion

\$1.03 trillion is **lost to scams globally**³



77%

77% of account holders would be more inclined to remain with financial institutions that **offer Cyber Safety services** to their customers.⁴

Why partner with us?

By combining your expertise in financial services with our deep knowledge of identity and cybersecurity, we can build a seamlessly integrated portfolio of solutions that will help protect various aspects of your account holders digital lives. This partnership will help you stand out from the competition, reduce churn, generate additional revenue streams, and strengthen your customers' defences against scams and cyberthreats.



Key benefits of partnering with us



Enhance customer trust, loyalty and retention

Offering our services demonstrates your commitment to protecting customers' digital well-being, boosting customer satisfaction and reducing churn.



Stand out from the competition

Differentiate your brand with a premium Cyber Safety solution that can help increase Average Revenue Per User (ARPU) and keeps your brand top-of-mind with customers.



Help reduce your operating expenses

As digital scams and cyberthreats become more frequent and sophisticated, your customers look to their financial institutions for help and support. Our Cyber Safety solutions help protect them from becoming victims, thus helping reduce associated operating expenses.



Elevate the customer experience with a comprehensive Cyber Safety solution

Build stronger customer relationships by delivering a trusted, all-in-one Cyber Safety and identity theft* protection solution that increases customer lifetime value.



Generate additional revenue streams with powerful value-added services

Adding our solutions can help create new revenue opportunities and attract more customers by addressing critical online safety needs.



Customisable and easy-to-deploy solutions

Embed our solutions seamlessly into your user experience through SDKs and APIs, or co-brand our app to align with your brand's identity.



Optimise Customer Service

Help ease the burden on your Customer Service team by streamlining fraud cases. Our solutions can help optimise the protection process, leading to higher customer satisfaction and a more efficient resolution of issues.



Deliver more protection alerts

In addition to your financial institution's existing alerts, we can extend protection alerts to help increase customer awareness and enable them to take action before any significant damage occurs.

We are a leader in Cyber Safety and can help companies protect their customers' digital lives.

Your trusted partner in Cyber Safety

Join forces with the leader in consumer cybersecurity and identity theft and benefit from flexible business models, easy onboarding, and a comprehensive partner offering to add value to your business.



Trusted brands backed by 4 decades of experience

Leverage our expertise in cyber safety, data privacy and identity theft, ongoing user experience testing, and continuous innovation.



Award-winning solutions

Our acclaimed products and services help you diversify and expand your product offerings, and connect better with your customers.



Extensive reach

With over 17,000 established partnerships in 50+ countries, we're proud to partner with global leaders in retail, financial services, insurance, telecommunications, original equipment manufacturing (OEM), and more!



Dedicated resources

A partner success team dedicated to guiding your success and bringing value to your customer relationships, creating greater trust and loyalty.



Don't build - partner with us

Save time and money - our ready-to-integrate technology offers an array of feature options, partnership models, and revenue opportunities.



Scan the QR code to learn more or email: APACpartnerships@gendigital.com



Trusted by industry leaders

Our partners rely on our trusted brands and solutions to deliver protection for today's greatest digital threats.



Our technology portfolio

- Advanced AI-powered Scam protection
- Dark Web Monitoring[§]
- Social Media Monitoring[§]
- Financial Activity Alert
- Identity Restoration
- Identity Theft Insurance[§]
- Secure VPN
- Real-time Threat Protection



Gen is a global company with a family of trusted consumer brands.

Gen empowers people to live their digital lives safely, privately, and confidently today and for generations to come. Gen brings award-winning products and services in cybersecurity, online privacy, and identity protection to more than 500 million users in more than 150 countries.

1 Source: Gen Q4/2024 Threat Report - <https://www.gendigital.com/blog/insights/reports/threat-report-q4-2024>

2 Based on an online survey of 12,024 adults in 12 countries conducted by Dynata on behalf of Gen in December 2024.

3 GASA 2024

4 Based on an online survey of 7,080 adults in 7 countries conducted by Dynata on behalf of Gen from June 29th to July 10th, 2023.

§ Dark Web Monitoring defaults to monitor your email address only and begins immediately. Sign into your account to enter more information for monitoring.

§ Social Media Monitoring is not available on all social media platforms and the features differ between platforms, for details go to: norton.com/smm. Does not include monitoring of chats or direct messages. May not identify all cyberbullying, explicit or illegal content or hate speech.

6 Terms, conditions, exclusions and limitations apply. See the Identity Theft Insurance Australia Policy Information Booklet found on <https://www.nortonlifelock.com/au/en/legal/> for details. Coverage provided by AIG Australia Limited AFSL 381686 (AIG). NortonLifeLock Australia Pty Ltd (Norton) act as a group purchasing body in acquiring and arranging the insurance coverage under a group policy issued by AIG to Norton. **Norton does not hold an Australian financial services licence. Please obtain your own financial product advice about our services and consider the policy information booklet to determine if the coverage is right for you.**

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