



**PRESS INFORMATION
FOR IMMEDIATE RELEASE**

SYNAXON EXPANDS ITS OFFERING WITH NORTON SECURITY SOLUTIONS

Norton Security promotions will be made available to its members

Reading, UK – October 24, 2016: Synaxon, the leading channel services dealer group in the UK, today announced its range expansion with Norton by Symantec (NASDAQ: SYMC) to include Norton Security solutions and promotions. [Synaxon](#) will provide a one-stop shop for resellers looking to protect their customers' devices using Norton's award-winning flagship service, Norton Security.

Norton's security solutions, including Norton Security Standard, Norton Security Deluxe, and Norton Security Premium, will be available on [Synaxon's EGIS platform](#). In addition to promotions, members will also receive access to support tools such as POS Kits, online marketing assets and technical support.

Commented [CR1]: Link will be added

Mike Barron, Synaxon Channel Director stated: "Protection against threats and data security is a growing concern for of our members' customers. We're proud to expand our offering to award-winning security services by Norton. In addition, our members will also receive support from our friendly and skilled customer service team, who are well-versed with Norton Security solutions."

Nick Shaw, Vice President and General Manager EMEA said: "Synaxon opens up a new route to market for us to reach and connect to a variety of IT and office resellers.

By working with Synaxon, Norton is able to continue its focus on channel partners and ensure we provide them with all the tools necessary to keep their customers protected. Synaxon's team are key to this strategy, and we are looking forward to working with them. As cybercrime continues to infiltrate into our everyday lives, resellers are key cornerstone in helping to protect consumers and their devices."

Cybercrime is a highly lucrative business; more than 12 million Britons have experienced cybercrime in the past year according to the 2015 Norton Cyber Security Insight Report¹. Over the last year, UK consumers' lost more than one working day (9 hours) dealing with the fallout from online crime and nearly £134 per person – totaling an estimated £1.6B across the nation².

One of the most effective ways consumers can protect themselves is by securing their personal devices with robust security technologies. In doing so they become better equipped to thwart cyberattacks.

Norton Security delivers multi-layered protection in an easy-to-use subscription service. Leveraging one of the world's largest threat-monitoring networks, Norton Security helps defend against the most sophisticated attacks across multiple platforms including Windows PCs, Macs, Android smartphones and tablets, iPhones and iPads.

- Norton Security Standard: Provides real-time, comprehensive defense beyond anti-virus technologies to protect against online threats such as malware, ransomware, spyware, phishing, and drive by downloads for one (1) PC or Mac.
- Norton Security Deluxe: Delivers protection for up to five (5) devices including PCs, Macs, Android and iOS smartphones and tablets that can easily be managed from a centralized web portal. For mobile protection, Norton scans and identifies problematic Android apps before download, revealing which mobile

applications may put the user at risk, and delivers remote lock, wipe and locate capabilities to secure an Android device in the event of theft or loss.

- Norton Security Premium: Secures up to ten (10) PCs, Macs, smartphones and tablets and includes 25 GB of automatic, secure cloud storage to backup photos, financial files and other important documents on a Windows PC. Norton Security Premium also includes Norton Family Premier, a comprehensive set of family safety tools to help protect children as they discover the online world.

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Notes to editors

¹Norton Cybersecurity Insights Report <https://us.norton.com/cyber-security-insights>

¹Victims in UK over the past 12 months is calculated as follows: Victims = Online adults (according to the CIA Factbook) per country x percent cybercrime victims past 12 months per country Norton Cybersecurity Insights Report <https://us.norton.com/cyber-security-insights>

About Synaxon

Synaxon is the leading reseller, MSP and dealer services group in the UK. The group has more than 640 member companies operating in the IT and office products channels, and partnerships with over 40 vendor, distributor and services suppliers. Synaxon UK's members have estimated combined gross revenues of more than £1bn gross external sales.

The group provides a range of unique services that help its member companies to buy better, sell more and reduce their costs. These include the EGIS procurement and information system, which enables members to check the availability of stock and pricing and to place and manage orders with all of Synaxon's distributor partners; the iTrends marketing package, which provides a quarterly own-branded product catalogue and an ongoing programme of promotional emails; and Clic2IT, a simple, affordable

ecommerce solution that enables members to offer products from all Synaxon distributor partners through their own website.

Members also benefit from exclusive rebates and promotions and a range of other services, including access to business financing and nationwide maintenance cover options, and low-cost card payment and nationwide courier services.

For supplier partners, Synaxon provides unrivalled reach into the UK reseller, MSP and dealer community, providing active account management and business development programmes that enable them to develop a higher profile, form lasting partnerships and grow their sales.

Synaxon UK also runs the TrustATec partnership network of support and services providers who offer simple, fixed-price IT repairs and servicing on a localised basis. This unique programme generates a regular stream of new business and growth potential for subscribing members.

Operating from offices in Warrington, Synaxon UK is part of a European organisation, headquartered in Germany, where it has almost 3000 established partners that generate around €3 billion of gross external sales annually, representing 15 per cent of the German market.

For more information about Synaxon contact:

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