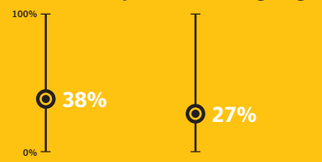
ASSESSING THE NEW CYBER-THREAT LANDSCAPE

Cybercriminals have businesses in their sites—especially small and mid-size businesses. The cost of cyber-crime is staggering—$113 billion in the U.S. in 2013. But whatever the threat, Norton is working to keep your business and all of your devices safe.

CYBER-CRIME TARGETS

Who are cybercriminals targeting?



- **38%** of people have experienced mobile **cyber-crime** in the past year
- **27%** have had a **lost or stolen device** in the past year
- **58%** of online adults have been victims of **cyber-crime** and/or negative online situations in the past year
- **41%** of online adults have fallen victim to **malware, viruses, hacking, scams, fraud,** and **threats**

More likely to be victims

- **63%** Mobile device owners
- **63%** Social network users
- **68%** Public / unsecured WiFi users
- **65%** Parents of children 8-17

TOP SMB MOBILE THREATS

- **(phishing)** Email scams and virus transmission
- **(malware)** Malicious software that can swipe personal and login information
- **(bluesnarfing and bluejacking)** Bluetooth hijacking and eavesdropping
- **(watering holes)** Malware embedded in websites

NEW THREATS EMERGE WEEKLY

The phishing rate has increased from **1 in 392** email messages in 2012 to **1 in 414** in 2013.

Attacks aimed at smbs accounted for **30 percent** of spear-fishing attacks.

1 in 5 Smbs was the target of a spear-fishing attack in 2013.

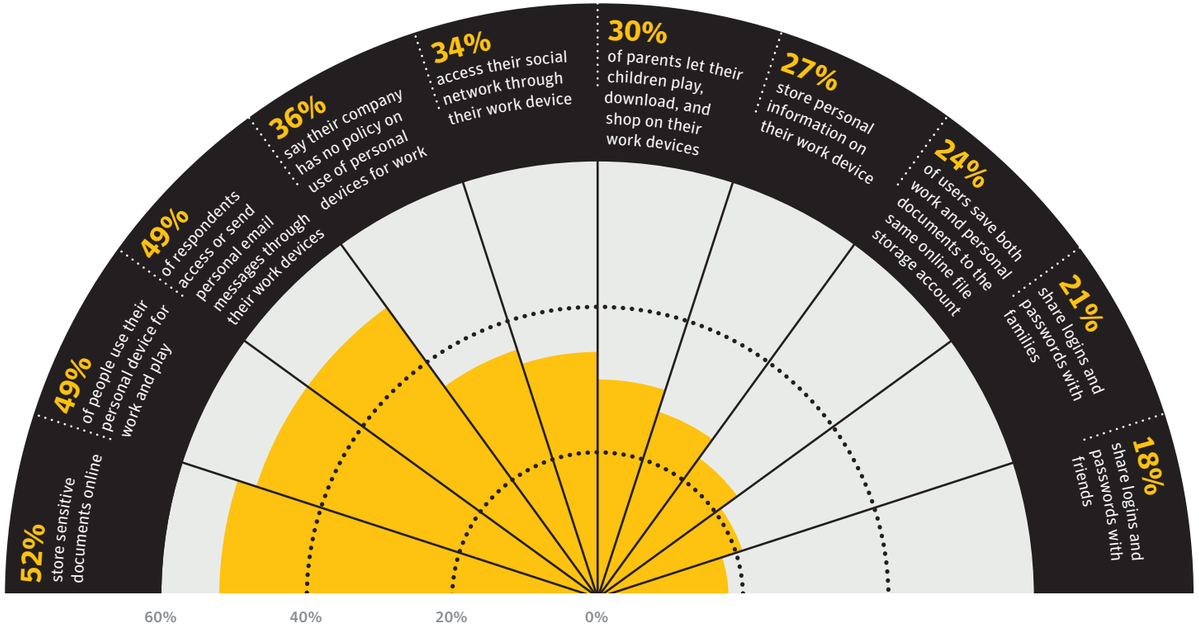
The growth of new variants per mobile alware family grew from **38** in 2012 to **58** in 2013.



Mobile users are highly susceptible to scams via mobile apps.

BYOD AND YOUR BUSINESS RISK

Research firm Gartner1 predicts that by 2017, half of all employers will require employees to supply their own devices for work. While the "bring your own device" (BYOD) movement allows SMBs to go mobile with less expense, using the same devices and platforms for business and personal use also increases your company's cyber-crime risk. As a result:



1 Bring Your Own Device: The Facts and the Future, Gartner, Inc., May 2013.

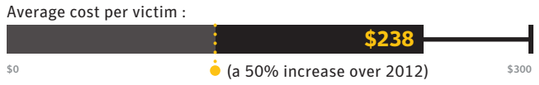
DEFEND YOUR DATA

Many small businesses don't have a mobile device policy in place. Even if your small business does, Norton research suggests that many employees ignore such policies, and their mobile habits are putting your data at risk. To decrease your risk, create a mobile device policy that includes the following:

- Set passwords on mobile devices to help prevent unauthorized access.
- Create a BYOD policy.
- Use cloud solutions with built-in security and require employees to have separate document storage accounts for personal and business use.
- Think of your devices as mini computers, and protect them.
- Adopt Norton's single, comprehensive mobile security suite for PCs, laptops, smartphones, and tablets.

CYBER-CRIME'S IMPACT

Average cost per victim :



Cyber-crime affects **378 million** victims per year—nearly **2.8 times** as many as babies who are born each year.

00:00:12 Someone is the victim of cyber-crime every **12 seconds.**

WATCH YOUR WEBSITE

Websites with poor patch management practices have facilitated the adoption of watering hole attacks.

77% of legitimate websites had exploitable vulnerabilities

1 IN 8 of all websites had a critical vulnerability

This gives attackers plenty of choices in websites to place their malware and entrap their victims.

THE NORTON MOBILE SOLUTION

Norton Mobile Security provides the protection your business needs against mobile threats. Available for iOS or Android devices, Norton Mobile Security:



The application downloads and installs quickly. It won't slow down your device and lets you and your employees stay safe on the go. Norton Mobile Security is your stealth security detail helping you keep your business safe from mobile threats—wherever they emerge.

To learn more, visit smallbusiness.norton.com.

*Unless otherwise noted, sources include: 2013 Norton Report, Internet Security Threat Report 2014, Symantec, and Satnam Narang, security response manager, Symantec.