



THE MARKET

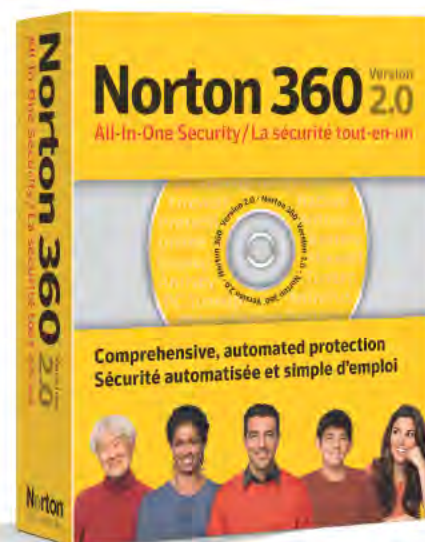
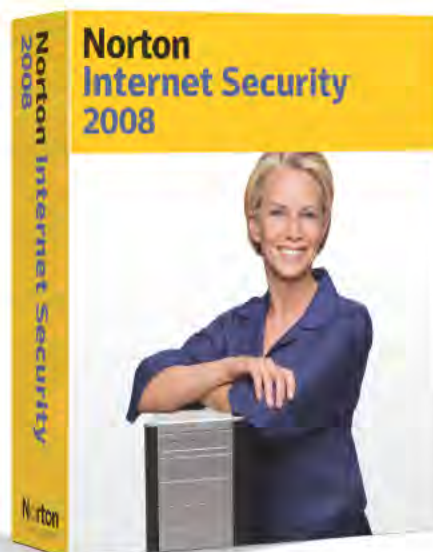
Digital information is the currency of today's global economy. We rely on electronic data to govern nations, conduct business transactions and make personal decisions. However, whether it is for personal or business use, that data is always at risk. Gone are the days when data backup was sufficient to protect a data center, and when antivirus software and a firewall could protect a home computer. Many of today's sophisticated cyber attacks are the work of aggressive criminals who plan to exploit personal and financial information for serious financial gain.

As a result, computer users must protect their infrastructure, their information and their interactions while managing risk. What they want is a trusted environment that is free of threats to security, availability, compliance and performance.

To ensure this kind of confidence in this connected world, Symantec is developing solutions that enable standardization of endpoint security and data protection processes.

ACHIEVEMENTS

Giving businesses and consumers the confidence that their information, interactions and infrastructure are available and secure is core to Symantec's values. In 2007, Symantec celebrated its 25th anniversary. Over the last quarter century, the company has evolved from a dozen employees to 17,500 employees in 42 countries, millions of customers and a steadfast vision to help people work and play freely in a connected world. Symantec is the fourth largest independent software company worldwide and ranked #461 on the 2008 *FORTUNE* 1000 list. Today, the company has 400 patents in technologies addressing security, systems management and storage needs.



A wide range of security and availability products for enterprises has enabled Symantec to conduct business with 99 per cent of the companies listed on the *FORTUNE* 1000. In 2006, Symantec shipped almost 23 million boxes of software and conducted tens of millions of electronic transactions with customers and partners worldwide. Symantec's consumer business also achieved a remarkable milestone in May 2006, selling 200 million Norton products around the globe.

Symantec has been recognized by many industry experts for its accomplishments. In 2005, *FORTUNE Magazine* ranked Symantec on several of its exclusive lists, including: The Fastest Growing Companies list, the *FORTUNE* 1000 list, America's Most Admired Companies, and The 100 Best Companies To Work For In America. *FORTUNE Magazine* also named Symantec a Blue Ribbon Company, a designation reserved for corporations that achieve recognition on four or more of *FORTUNE*'s exclusive trademarked lists.

Furthermore, in 2006 and 2007, Symantec was listed in the Leaders Quadrant in the following Gartner Magic Quadrants: PC Configuration Life Cycle Management, Managed Security Services Providers, Storage Services, Security Information and Event Management, Email Active Archiving, Content Monitoring and Filtering for Data Loss Prevention, Email Security Boundary, Enterprise, Antivirus and Email Archiving. Gartner also recognized Symantec as a global market share leader in the following categories: Enterprise Backup, Backup and Recovery Software, Core storage management software, Email active Archiving and Security Software.

HISTORY

In 1982, Dr. Gary Hendrix, a linguistics and technology expert, created Symantec while he was working on a revolutionary PC software program that would unite database power with natural language ease of use.

From these beginnings, Symantec has leveraged its innovation in software development and marketing savvy to become a global leader in the security and availability spaces. Innovative software development and a series of timely strategic mergers and acquisitions have helped create what is now one of the largest and most successful software companies in the world.

On June 23, 1989, Symantec became a publicly traded company on the NASDAQ stock exchange under the symbol SYMC.

Anticipating the need to manage security on networked computers, Symantec released the first virus protection software for the Macintosh in 1989. The following year, the company joined Peter Norton Computing Inc. to further develop PC-based utility and security software. The result of this collaboration — Norton AntiVirus — quickly became Symantec's top-selling product and the world's most trusted antivirus solution.

Since 1999, Symantec has been led by CEO John W. Thompson. Under Thompson's leadership, Symantec has grown from a small consumer software publisher to the market leader for security and availability solutions.

Thompson has spearheaded company efforts to solidify and expand its industry-leading security products. This has been achieved by developing additional software solutions and acquiring 40 companies, including AXENT Technologies,



PowerQuest Corporation, ON Technology, Brightmail and Sygate.

In 2000, Symantec began building a network of Global Response Centers to monitor emerging virus threats and respond quickly to potentially malicious code. Today, the network comprises more than 40,000 sensors in more than 180 countries worldwide. The data gathered by Symantec's Response Centres is compiled and released twice

a year in the Symantec Internet Security Threat Report (ISTR), considered the industry's most comprehensive overview on new and emerging threats. In 2005, the strategic acquisition of VERITAS Software helped establish Symantec as the fourth-largest independent software company in the world.

THE PRODUCT

Symantec protects a wide range of customers — from consumers to small and mid-sized businesses to large enterprises and government organizations. The company's goal is to build confidence in today's connected world. In the fall of 2006, Symantec announced its vision for Security 2.0 — the company's new holistic approach to protecting enterprise and mid-market business interactions, critical information and IT infrastructure. Security 2.0 integrates software and services and industry partnerships in order to establish a strengthened security foundation.

The company also provides enterprise security solutions for all network tiers: the gateway, the server and the client level — including desktop computers, laptops and handheld devices.

Most recently, Symantec introduced Endpoint Protection 11.0, combining antivirus and advanced threat protection in a single solution for unparalleled defence against malware for laptops, desktops and servers.

Storage United, as it is known, was launched in June 2007 so organizations could better manage and protect data while reducing complexity. The end result is a storage infrastructure that is easier to manage, has a smaller footprint, consumes less power and is better suited to meet expanding data volumes. Symantec's Enterprise Vault uses intelligent classification engines to help organizations manage data and improve a company's ability to retain and protect corporate information while reducing storage costs and simplifying management. Symantec Enterprise Vault has been positioned as the only leader in Gartner's latest Magic Quadrant for E-Mail Active-Archiving.

Symantec's Norton brand of consumer security solutions delivers Internet security and problem-solving capabilities to individual users, home offices and small businesses.

In early 2008, Norton 360 version 2.0 was released, built upon the success of Norton 360 version 1.0 which combines Symantec's industry-defining security tools into a single, next-generation consumer protection solution.

RECENT DEVELOPMENTS

Since merging with VERITAS, the new Symantec is one of the fastest-growing software companies in North America, providing enterprise customers with a more effective way to protect their infrastructure, information and interactions.

Symantec can now deliver security and availability solutions across all platforms and to customers of all sizes.

Further, the April 2007 acquisition of Altiris Inc. has provided Symantec customers with a comprehensive solution to better track and manage IT assets such as laptops and PDAs and, in turn, bolster endpoint protection.

PROMOTION

Symantec's value proposition describes the functional and emotional benefits customers experience when the Norton promise is kept: confidence in a connected world "securing and managing the world's information and systems."

Symantec's consumer marketing efforts have traditionally focused on promoting its flagship products, Norton AntiVirus and Norton Internet Security and, more recently, Norton 360. Third-party marketing partnerships have allowed Symantec to provide an exciting and creative enticement for customers while achieving greater mind share and more touch points at the retail level.


Symantec's enterprise marketing efforts are focused on educating partners and customers. Symantec has a wide range of educational resources such as blogs, webcasts, online courses, articles, podcasts, whitepapers, seminars and events. In late 2006, Symantec initiated the integration of its global enterprise sales channel. Today, more than 60,000 partners have streamlined access to free training resources, certification, solution information and dedicated, 24/7 support.

Symantec Vision, the company's annual premiere global enterprise customer and partner showcase, provides enterprise stakeholders with an opportunity to make a direct and compelling connection with the Symantec brand. Attendees have access to a number of workshops, seminars and forums that provide them with a 360-degree understanding and appreciation of how Symantec can help them with the protection they need to do business with confidence. Symantec Vision is replicated on a smaller scale in countries around the world, helping ensure that the company engages its enterprise customers and partners wherever they may be.

Recently, as part of an exclusive three-year deal with Air Canada, Symantec (Canada) Corp. became the first software company to sponsor



SYMANTEC IS SECURITY.
Solutions that protect the infrastructure, information, and interactions that drive the global economy.
SYMANTEC.COM/EVERYWHERE

Confidence in a connected world.  symantec.

Maple Leaf Lounges. The agreement has garnered Symantec (Canada) Corp. new marketing channels, including exclusive access to Air Canada's print publication (*enRoute*), and Web and on-air video advertising. Through this relationship, Symantec (Canada) Corp. will reach more than 31 million business travelers annually.

BRAND VALUES

Symantec's commitment to its brand and values, over its 25-year history, has been at the heart of its business success.

Symantec believes that people should be able to work and play freely in a connected world. The brand is more than a logo or color scheme — it is the combined behaviors, actions and talents of Symantec's greatest asset: its employees. That is why people turn to Symantec to protect their connected experiences and why the company can confidently state that it protects more people from more online threats than anyone else in the world.

THINGS YOU DIDN'T KNOW ABOUT SYMANTEC

- The name Symantec is a combination of the words "syntax" (used in both human and computer languages) and "semantics."
- Symantec's first global advertising campaign was commonly known as "The People in Yellow."
- Symantec is listed on FTSE4good. This index measures the performance of companies that meet globally recognized corporate responsibility standards and facilitate investment in those companies.

