



Gen Brands Norton, Avast, AVG and Avira Earn 16 Award Recognitions Across Third-Party Testing Institutions AV-Comparatives, AV-Test, and AVLab

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TEMPE, Ariz. and PRAGUE, April 3, 2025 /PRNewswire/ -- Gen (NASDAQ: GEN), a global leader dedicated to powering Digital Freedom, today announced that independent testing institutions [AV-Comparatives](#), [AV-Test](#) and [AVLab](#) have recognized multiple products across Gen trusted consumer brands: Norton, Avast, AVG and Avira.

"We recognize the rigor of these tests and are honored to receive awards from three of the leading cybersecurity benchmarking institutions," said Siggi Stefnisson, Cyber Safety CTO at Gen. "The threat landscape is changing at a rapid pace, and our team works tirelessly to adjust both our core technology and our products to ensure our customers are protected from the latest threats, year after year."

During the testing process, cybersecurity products go through structured evaluations that measure real-world protection, malware defense, and overall performance. The recognition from these independent testing labs across four Gen brands highlights the company's industry-leading technology, powered by advanced machine learning and AI capabilities.

"At Gen, we are committed to delivering the industry's most innovative Cyber Safety solutions, that address people's unique needs in an ever-changing threat landscape. This recognition reinforces the impact and peace of mind we always strive to provide our customers," said Leena Elias, Chief Product Officer at Gen. "These awards from independent labs further validate the trust in our technology."

Gen Brands Recognized for 'Top Rated Products'

AV-Comparatives named Avast and AVG 'top rated products,' awarding Gold to Avast, AVG and Avira for Real World Protection, Bronze to Avast for Malware Protection and Bronze Avast and AVG for Advanced Threat Protection. The institute also awarded Norton, Avast and AVG for 'Outstanding Protection Against Fake Online Shops'.

Norton, Avast and AVG were additionally recognized as the Best MacOS Security for home users by AV-Test, and AVLab recognized Avast Free Antivirus as winner of the Product of the Year award for its advanced in-the-wild malware protection test as well as recognizing the product for Top Remediation Time.

Andreas Clementi, CEO of AV-Comparatives said, "Our testing process is designed to objectively evaluate product performance under real-world conditions. Gen's products met the criteria for top recognition in multiple categories, indicating reliable security performance across their consumer portfolio."

About Gen

Gen™ (NASDAQ: GEN) is a global company dedicated to powering Digital Freedom through its trusted Cyber

Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. The Gen family of consumer brands is rooted in providing safety for the first digital generations. Now, 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 nearly 500 million users in more than 150 countries. Learn more at www.GenDigital.com.

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