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# Press release

EYEON GROUP AB (publ): Market Update February

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**EyeonGroup provides a market update regarding its operations for February. As communicated on March 3, the Board of Directors decided to postpone the February monthly report due to the full focus being on finalizing an ongoing acquisition process. The acquisition process concerning Safestate AB was completed on March 11. The Board has decided to change its market reporting from a monthly report released every month to quarterly market updates instead. This means that this market report for February 2025 will be the last monthly report. The next market update will be for Q1 2025 and will be released in April. The reporting will also include new KPIs, as outlined below.**

- As of the end of February, EyeonGroup's Annual Recurring Revenues (ARR) amounted to SEK 31.1 million. Including Safestate, ARR totaled SEK 43.1 million. By comparison, ARR at the end of February 2024 was SEK 17.3 million.
- As of the end of February, the number of active subscriptions in EyeonGroup was approximately 305,000. Including Safestate, the total number of active subscriptions was approximately 530,000. At the end of February 2024, the number of active subscriptions was approximately 233,000.
- ARPU (Average Revenue Per User), calculated based on ARR including Safestate, amounted to SEK 81.4 per user at the end of February 2025. In comparison, ARPU for February 2024 was SEK 74.2 per user.
- The number of products per customer, including Safestate, was 2.9 products per customer at the end of February 2025, compared to an average of 1 product per user at the end of February 2024.
- EyeonGroup has signed a Letter of Intent (LOI) for the sale of Eyeon's ID protection service with a leading telecom operator in Europe. The contract process is ongoing, and the parties have agreed on the commercial terms and roadmap for the deal. The ambition is to reach a final agreement within two months, based on the terms outlined in the current LOI. The initial terms include a one-time setup fee of EUR 55,000 for delivery and implementation, as well as a recurring fixed monthly fee of EUR 30,000. This results in a first-year order value of EUR 415,000 and an annual order value of EUR 360,000 for the relevant geographic market thereafter.
- On June 24, 2024, EyeonGroup announced an agreement with a fintech company regarding the resale of its ID protection service, EyeonID White Label, to consumers in the U.S. and UK markets. In February, it was announced that the reseller plans to launch the service under the Digital Defender brand ([www.digitaldefender.uk](http://www.digitaldefender.uk)) in the UK during the first week of March, followed by a U.S. launch in April.
- Eyeon Group AB (publ) has entered into a strategic partnership with Point Wild for the resale of its industry-leading password manager, further strengthening the company's cybersecurity portfolio. This collaboration underscores Eyeon Group's commitment to providing comprehensive digital security solutions for both businesses and consumers. Under the agreement, Eyeon Group will integrate Point Wild's password manager into its portfolio and offer it through its B2B and B2C sales channels. The partnership not only enhances Eyeon Group's product offering but also aligns with its strategy to build a comprehensive cybersecurity marketplace.

- As previously communicated, EyeonGroup has been closely monitoring the dark web following reports of a data breach at Sportsadmin. Eyeon Group's employee Anton Linné discovered that the ransomware group RansomHub was responsible for the breach and had published evidence on the dark web confirming access to all the compromised data. Anton immediately shared this information with the media. Initially, Sportsadmin stated that they were unsure whether or what type of data had been accessed by the hackers, but it is now confirmed that Sportsadmin has been subjected to a ransomware attack and is being threatened with the public release of all stolen data within a few days.

**For further information, contact**

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This information is information that Eyeon Group AB (publ) is obliged to disclose under the EU Market Abuse Regulation. The information was provided, through the above contact person, for publication on March 17, 2025, at 08.30 CET.

**About EyeonGroup**

Eyeon Group AB (publ) was founded in 2015 and is a SaaS provider that, through proprietary technology for collecting, analyzing and packaging data, develops and sells smart solutions that make life on the internet easier and safer for people, companies and organizations. The company provides business solutions within IT security, privacy protection services and AI-based data solutions. These are primarily aimed at the B2B market in Europe for industries such as e.g. banking, insurance, telecom and hosting.