



2025-08-15

# Press release

EYE World AB (publ): Letter of Intent with Telecom Operator in Scandinavia

# EYE World AB (publ): Letter of Intent with Telecom Operator in Scandinavia

**EYE has signed a Letter of Intent (LOI) with one of Scandinavia's leading telecom operators. The ambition is to sign the final agreement no later than August 31, 2025, with a planned launch in the fourth quarter of the same year.**

Through this partnership, we will launch a tailored product package combining three of EYE's most in-demand services: **Dark Web Monitoring, VPN, and Cyber Insurance**. Together, these create a powerful all-in-one solution that provides the operator's customers with strong protection against identity theft, cyberattacks, and digital intrusions.

The initiative targets private individuals and is part of a clear trend where leading telecom operators are expanding their offerings beyond traditional subscription services. Increasingly, industry players are recognizing the value of adding relevant, high-quality add-on services to boost customer loyalty, create new revenue streams, and strengthen their brand.

In this development, EYE is a natural partner. We offer ready-to-deploy, scalable solutions that can be quickly integrated to give operators a strong competitive edge. This collaboration confirms our position as the leading provider of proactive cyber protection and demonstrates that we are the right choice for the telecom industry as they look to broaden their product portfolios.

## **For further information, contact**

Fredrik Björklund, CEO, Eye World AB (publ.)

Phone: 070-892 35 92

Email: [fredrik.bjorklund@eye.world](mailto:fredrik.bjorklund@eye.world)

## **About EYE World**

Eye World AB (publ) (<https://eye.world>), founded in 2015, is one of Northern Europe's leading and fastest-growing providers of SaaS solutions in Cyber Security. We are your complete partner and One Stop Shop for digital security, offering a unique AppStore that brings together 13 powerful services under one roof. Our partners can easily select the solutions that fit their business model and seamlessly offer them to their end customers.

Eye World delivers innovative business solutions in IT security, privacy protection, and advanced AI-based data solutions. Our products are specifically designed for the B2B market, with a focus on demanding industries such as banking and finance, insurance, telecom, and hosting. We help companies across Europe protect their digital assets and stay ahead of cyber threats-today and in the future.