



2024-11-01

Press release

EYEON GROUP AB (publ): Market Update October

EYEON GROUP AB (publ): Market Update October

EyeonGroup presents a market update regarding its operations in October.

- B2B sales reached a new record with approximately 2 000 closed deals in October. The total number of customers using the Company's B2B service, Enterprise, surpassed 5 000 through both direct sales and resellers. The B2B service contracts are billed annually and contribute to recurring revenue.
- In October, the Company had approximately 282 200 active subscriptions through existing partners/resellers in white label (B2B2C & B2B2B), Protectia (B2C), and VPN. Active subscriptions through white label partners/resellers totaled around 260 200. During the period, a reseller contract expired, impacting 5 000 subscriptions and reducing monthly revenue by 2 000 EUR. Protectia B2C accounted for approximately 2,000 active subscriptions, and VPN subscriptions exceeded 20,000 in October.
- B2B sales are conducted in Sweden, Norway, US, UK, Switzerland, Finland, and Spain.
- Recruitment of sales representatives is ongoing as previously communicated. In October, the number of salespeople stood at 25. An additional 5 sales representatives are joining, bringing the total to 30 active salespeople, including resellers, starting in November. The target remains to reach around 50 salespeople, including resellers/partners.
- In October, EyeonGroup signed a white label agreement with Ekomni for the resale of Eyeon Group's ID protection service to Ekomni's customer base in the Swedish market.
- Correction on Ekomni Press Release announced previous in October: Ekomni currently has over 1 000 active customers.
- EyeonGroup released its Q3 report on October 18. The report showed sales growth of 145% compared to Q3 2023 and a positive EBITDA of SEK 5.1 million, adjusted for invoiced revenues and restructuring costs.
- EyeonGroup entered into a B2B reseller agreement with AEserver, the leading hosting provider in the UAE.

For further information, contact

Fredrik Björklund, CEO, Eyeon Group AB (publ.)

Phone: +4670-892 35 92

E-mail: fredrik.bjorklund@eyeonid.com

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.