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Press release

EYEON GROUP AB (publ): Eyeon Group Completes Acquisition of SafeState and Launches New Brand Identity: Eye.World

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Eyeon Group proudly announces the successful acquisition of SafeState, strengthening its position as a leading force in the cybersecurity sector.

Mattias Kaneteg	Fredrik Björklund	Daniel Fyhr
		

Coinciding with the acquisition, Eyeon Group is launching a new brand profile, Eye.World, designed to unify its expanded range of offerings. The new Eye.World platform includes a completely redesigned website and a dedicated AppStore featuring 13 innovative cybersecurity products aimed at protecting businesses and individuals from evolving cyber threats.

With strong ambitions for growth, Eyeon Group has set a target budget of EUR 10 million Annual Recurring Revenue (ARR) for 2025, signaling a major step forward in the company's expansion strategy.

In a move to further reinforce its leadership team, the company's principal owner, Mattias Kaneteg, will step in as the new Chairman of the Board. His strategic vision and extensive industry experience will be crucial in driving Eye.World's continued success and international growth.

Fredrik Björklund, CEO of Eyeon Group has a strong background in services sales and business development, Fredrik is focused on leading Eye.World's expansion and innovation initiatives.

Daniel Fyhr, CEO of SafeState, contributes with a solid security background within both the Swedish Armed Forces and the Police, where he spent ten years working in the National Operations Department, focusing on counterterrorism. Under Daniel's leadership, SafeState has established itself as a trusted provider of security technologies, a momentum that will continue to thrive under the Eye.World umbrella.

"The acquisition of SafeState, combined with the launch of Eye.World, marks a significant milestone for us. We are more committed than ever to providing cutting-edge cybersecurity solutions to our clients worldwide.", says Mattias Kaneteg.

To check out the new branded website, please visit: [Eye.World](https://eyeworld.com)

For further information, contact

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About EyeonGroup

Eyeon Group AB (publ), 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 seamlessly select the solutions that fit their business model and easily offer them to their end customers.

Eyeon Group delivers innovative business solutions in IT security, privacy protection, and advanced AI-powered 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 businesses across Europe protect their digital assets and stay ahead of cyber threats—today and in the future.