



2024-09-02

Press release

EYEON GROUP AB (publ): Market Update August

EYEON GROUP AB (publ): Market Update August

EyeonGroup provides a market update regarding the business for August.

- B2B sales reached a new record with over 700 deals closed in August. The total number of customers using the Company's B2B service, Enterprise, exceeded 1 800 in August through direct sales and resellers. The deals in the B2B service vary in size, with annual values ranging between approximately 4 KSEK and 165 KSEK.
- In August, the Company had approximately 258 000 active subscriptions through existing partners/resellers in white-label B2B2C and B2B2B. This was an increase of about 6 000 active subscriptions compared to July. Together with 2 000 active subscriptions via Protectia B2C, the total number of active subscriptions is approximately 260 000. Additionally, the sale of VPN subscriptions has exceeded 8 000, bringing the total number of active subscriptions to over 268,000 in August.
- The B2B service was launched in the Spanish market in August. Previously, sales were conducted in Sweden, Norway, US, UK, Switzerland, and Finland. In September, the B2B service will also be launched in Lithuania.
- As mentioned earlier, the hiring process for sales staff is progressing rapidly. In August, the number of salespeople in the company was 14. An additional 11 salespeople are anticipated to come on board, meaning that from September, 25 salespeople, including resellers, will be active. The focus remains on reaching the goal of approximately 30 salespeople, including resellers/partners.
- In August, the second Interim report was released, showing a sales growth of 112% compared to the same quarter in 2023, along with an adjusted EBITDA margin of 55%. This clearly indicates the potential of the business to drive future growth. After the publication of the Interim report, several insider purchases have occurred.
- From September, Fredrik Björklund will assume the role of CEO of Eyeon Group, with Børge Granli taking over the position of Chairman. Additionally, the main owner, Mattias Kaneteg, has announced that he is available to the nomination committee as Chairman of the Board at the Annual General Meeting in 2025.

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.

Eyeonid Group AB (publ)
Sibyllegatan 81
114 43 Stockholm

ir@eyeonid.com
www.eyeonid.com
Org. nr. 559005-9415