2025-11-17

# Press release

## EYE World AB (publ): EYE World AB (publ) completes the acquisition of all shares in SWG-UK Ltd, carries out a directed share issue and announces change of CEO

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**Eye World AB (the "Company") has today completed the acquisition of all shares in SWG-UK Ltd ("Safeweb") from the shareholders of SWG-UK LTD, in accordance with the share purchase agreement signed on 17 October 2025 (the "Share Purchase Agreement"). For more information regarding the acquisition, reference is made to the press release dated 17 October 2025. In connection with the closing, the Board of Directors, based on the authorization granted by the extraordinary general meeting held on 23 September 2025, has resolved to carry out a directed share issue (the "Share Issue") of 4,907,110 shares, which are fully set off against payment through promissory notes issued to the sellers as consideration for 50 percent of the total purchase price of approximately SEK 230 million.**

The subscription price for the shares in the Share Issue has been set at SEK 23.19 per share, based on the volume-weighted average price (VWAP) for the Company's shares on NGM Nordic SME during the ninety (90) trading days immediately preceding the signing of the Share Purchase Agreement. The total issue size amounts to approximately SEK 114 million. The reason for deviating from the shareholders' preferential rights is to fulfil the conditions set out in the Share Purchase Agreement. Payment for the shares in the Share Issue is made through set-off of promissory notes issued by the Company to the sellers of SWG-UK Ltd as part of the purchase price under the Share Purchase Agreement, whereby the sellers' claims under the promissory notes are set off against the payment obligation for the newly issued shares.

Following the registration of the Share Issue, the number of shares in the Company increases by 4,907,110 from 35,296,116 to 40,203,226, and the share capital increases by SEK 981,422, from SEK 7,059,223.20 to SEK 8,040,645.20, corresponding to a dilution effect of approximately 12.21 percent for existing shareholders. The total subscription proceeds amount to SEK 113,795,881.

**Changes in management**

In connection with the acquisition, the Board of Directors has resolved to appoint **Daan Donders** as CEO of Eye World AB (publ), effective from today. Daan is the founder and majority owner of SWG-UK Ltd ("Safeweb") and has over 17 years' experience, having founded and successfully exited multiple technology businesses focused on technology solutions for the SMB segment.

Former CEO Fredrik Björklund will continue within the organization in the role of Chief Commercial Officer with focus on sales as part of the management team. The Board of Directors would like to thank Fredrik Björklund for his service as CEO, during which he has successfully led the company through a significant turnaround.

**For further information, contact**

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### 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.