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Press release

EYE WORLD AB (publ): Provides Market Update for the
Second Quarter of 2025

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Eye World provides a market update on its operations for the the second quarter of 2025.

- As of the end of June, Eye World's Annual Recurring Revenues (ARR) amounted to SEK 50.7 million. Compared to ARR at the end of June 2024, which was SEK 18.2 million, this represents a **growth of approximately 179%**.
- As of July 1, the company's cash position was approximately SEK 13 million.
- At the end of June, the number of active subscriptions at Eye World amounted to approximately 995,000. At the end of June 2024, the number of active subscriptions was approximately 248,000.
- ARPU (Average Revenue Per User) based on ARR was SEK 51 per user at the end of June 2025. In comparison, ARPU based on ARR as of June 2024 was SEK 73 per user. The decrease in ARPU in 2025 is due to recent agreements with various partners granting access to a significantly larger number of end users. There are clear plans in place to increase ARPU per end user in collaboration with these partners.
- The number of products per customer was 3.3 at the end of June 2025, compared to an average of 1 product per user at the end of June 2024.
- EYE World has signed several strategic agreements in the insurance, telecom, and cybersecurity sectors, totaling more than SEK 10 million in ARR. A significant portion of the revenue is invoiced in advance, positively impacting cash flow in Q2.
- The subsidiary SafeState has entered into a three-year agreement covering 240,000 subscriptions – an increase from the previously reported 105,000. The agreement contributes approximately SEK 6 million in annual recurring revenue (ARR) and positively impacts cash flow already in Q2. The Group thus reaches 988,000 active subscriptions, approaching the 1 million milestone – a testament to deepened customer trust and the strength of the business strategy.
- During Q2, EYE World signed agreements with Miss Group to enter three new countries: Norway, Switzerland, and Finland. Norway and Switzerland were launched successfully in Q2, and Finland is scheduled to launch on August 1, 2025.
- EYE World has signed a significantly expanded partnership agreement with one of its largest resellers. The new agreement is expected to have a substantial positive impact on EYE's annual recurring revenue (ARR), as the reseller is now fully authorized to include EYE's cybersecurity service, Dark Web Monitoring, across its entire current and future service offering – without segmentation limitations.
- SafeState, a subsidiary of cybersecurity company EYE World, announces a strategic partnership with *Dold Adress* – one of Sweden's fastest-growing companies in de-indexing. The collaboration gives the parties access to over 200,000 existing and potential customers, with

the goal of jointly offering one of the market's most powerful protections against digital exposure.

Milestones

- Through the new insurance agreement, EYE World reaches a total of 988,000 active subscriptions – an important milestone on the path to 1 million subscriptions.

News

- On April 28, the acquisition of Safestate AB was completed in accordance with previously communicated terms. The acquisition marks a strategic step in Eye World's ambition to strengthen its market position in cybersecurity. The acquisition is expected to enable annual cost synergies of approximately SEK 8 million and an EBITDA margin of 50% for the entire group.
- EYE World presents its next strategic growth initiative: CybSec.World, a fully AI-driven news site focused on cybersecurity – designed to deliver up-to-date, optimized content at high speed without requiring traditional editorial resources.

For further information, contact

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

Phone: +4670-892 35 92

E-mail: fredrik.bjorklund@eye.world

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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.