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Press release

EYEON GROUP AB (publ): Market Update September

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EyeonGroup provides a market update regarding the business for September.

- B2B sales reached a new record with over 1 600 deals closed in September. The total number of customers using the Company's B2B service, Enterprise, exceeded both 2 000 and 3 000 in September through direct sales and resellers. The deals in the B2B service are invoiced annually and refer to recurring revenue.
- In September, the Company had approximately 261 600 active subscriptions through existing partners/resellers in white-label B2B2C and B2B2B. This was an increase of about 3 600 active subscriptions compared to August. Together with 2 000 active subscriptions via Protectia B2C, the total number of active subscriptions is approximately 263 600. Additionally, the sale of VPN subscriptions has exceeded 15 000, bringing the total number of active subscriptions to over 278 600 in September.
- B2B sales are conducted in Sweden, Norway, US, UK, Switzerland, Finland, and Spain. We also aim to hire salespeople for the Lithuanian market in October.
- As mentioned earlier, the hiring process for sales staff is progressing rapidly. In September, the number of salespeople in the company was 25. An additional 10 salespeople are anticipated to come on board, meaning that from October, 35 salespeople, including resellers, will be active. The focus remains on reaching the goal of approximately 50 salespeople, including resellers/partners.
- In September, EyeonGroup signed a reseller agreement with Domeneshop in Norway for the B2B service.
- Reseller agreement with a Nordic telecom operator regarding EyeonGroup's ID protection service as a white label solution.
- EyeonGroup has entered into an agreement with Mangold Fondkommission as a financial advisor in the process of changing stock exchange.
- In September, EyeonGroup strengthened the organization with Alice Samuelsson as the new Product Manager. This change also means that the management team is being reorganized, resulting in annual cost savings of approximately 1 MSEK.
- EyeonGroup announces that the company has secured annual cost savings of approximately 11 MSEK following the cost program decided in September 2023, and the company is heading towards its second consecutive quarter with positive cash flow.
- A reseller agreement has been signed with Youtec Systems GmbH for the B2B service.

For further information, contact

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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.