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Press release

EYE World AB (publ): Unifies Under SafeState Brand;
Ticker Changes to STATE

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EYE World AB (publ) ("Eye World"), a provider of cybersecurity products for consumers and small businesses, is moving to its next chapter. The Company is unifying its teams and technology from three entities into one streamlined global brand: SafeState Group AB (publ). In the coming days, the Company will begin trading under the new ticker "STATE".

This isn't just a rebrand, it's a strategic integration. By bringing everything under the SafeState name, the Company is simplifying its structure to focus on one goal: Powering digital safety for millions of small businesses and consumers worldwide.

A Message to Our Shareholders We respect the journey that brought us here and are now focused on the future. This unification makes us leaner, provides greater market clarity, and prepares us for our next growth phase, including potential strategic acquisitions. We believe this unified structure positions SafeState for accelerated growth, and we look forward to demonstrating that through execution in the months ahead.

Powering Safety Through Partners SafeState continues to grow through our global network of hosting, insurance, and telecom partners. Our platform is built for high-scale, low-touch distribution, allowing partners to offer affordable cybersecurity products under their own brands. To our partners: thank you for your trust. As SafeState, we're better equipped than ever to help you grow faster.

A Word from our CEO, Daan Donders: "SafeState is who we are, one team, one mission, one brand. We've done the hard work of bringing our people and technology together, and the result is a company that is leaner, faster, and ready to scale. By unifying under one name, we've removed complexity and sharpened our focus. The best chapter of this company starts today.

Operational Details Our new ticker STATE reflects our mission to keep users in a "Safe State." Your ISIN code stays the same, and your bank will update everything automatically. No action is needed on your part.

Check out the new look at: www.safestate.com

For further information, contact

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About Safestate Group

Safestate Group AB (publ) is a European cybersecurity platform company focused on protecting small and mid-sized businesses and consumers at scale. Through a growing portfolio of cybersecurity solutions, insurance services and strategic partnerships, Eye World provides high-volume, low-touch cyber protection delivered via leading resellers, telecom and hosting partners across Europe. With an active M&A strategy and a rapidly expanding partner ecosystem, Eye World is building a highly scalable European cybersecurity platform designed to serve hundreds of thousands of businesses and millions of consumers.