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# Press release

EYEON GROUP AB (publ): EyeonGroup reorganizes and welcomes a new Product Manager

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EyeonGroup is undergoing changes, and the work to transform the business towards a growth journey is in full progress. As part of this work, the company is strengthening its team with Alice Samuelsson as the new Product Manager. Alice took on her role earlier this week. This change also involves a reorganization of the management team, resulting in annual savings of approximately 1 million SEK.



EyeonGroup is pleased to welcome Alice Samuelsson to the company. Alice has a solid background in various Product Manager roles, recently at Hitta.se. At Hitta.se, she was responsible for the collaboration with Reco and the organization's CRM system. Alice has experience leading development teams and product development, with a focus on optimizing the customer journey. With her experience and skills, Alice will be a great fit within EyeonGroup's organization and will play an important role in the company's future development.

*"I look forward to becoming part of EyeonGroup and contributing to the company's journey during this dynamic growth phase. With my experience as a Product Manager in tech, I want to help create a safer digital everyday life and strengthen both customer relationships and business opportunities,"* says Alice Samuelsson.

*"We are very pleased to have Alice as part of the team. With her experience in SaaS products, we can now continue our journey by offering our customers more products and becoming a OneStopShop in Cyber Security,"* says Fredrik Björklund, CEO of Eyeon Group AB.

**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.