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# Press release

EYEON GROUP AB (publ): EyeonGroup sells the Protectia Brand

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**Eyeon Group AB is divesting the Protectia brand to a partner to streamline its core business and focus on product development and integration of new future products. Through this collaboration, the number of sales resources selling EyeonGroup's B2B services is expected to scale more rapidly, providing strong potential for improved EBITDA margins.**

EyeonGroup has entered into an agreement with an established sales company to transfer the Protectia brand. This strategic move enables EyeonGroup to focus on strengthening its position and growth across all B2B markets. The new agreement ensures high margins for EyeonGroup, which will provide the technical platform, while Protectia handles the sales team and active sales operations. As a result, the EBITDA margin for 2025 is expected to improve from approximately 55% to 65–70%. The 2025 target remains to achieve sales of SEK 100 million.

This trademark transfer allows EyeonGroup to fully focus on its core business and product development for both current and future resellers. The partner can dedicate 100% of its efforts to driving sales and scaling the sales team. Within the framework of the partnership, the ambition and goal are to scale the number of sales people offering EyeonGroup's B2B services to approximately 200 by the end of 2025.

The transaction includes the sale of the complete concept, including the Protectia brand, associated websites, and related solutions. However, EyeonGroup will continue to deliver the underlying technology, while the new partner assumes responsibility for the brand, sales, and marketing.

## **For further information, contact**

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This information is information that Eyeon Group AB (publ) is obliged to disclose under the EU Market Abuse Regulation. The information was provided, through the above contact person, for publication on November 25, 2024, at 08.30 CET.

## **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.