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Press Release

EYE World AB (publ): Market Update for the Third Quarter of 2025

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EYE World provides a market update on the company's operations for the third quarter of 2025.

EYE World is expected to sign a new Letter of Intent (LOI) later this week with a company generating an estimated annual recurring revenue (ARR) of SEK 11.5 million, with closing planned during Q4. The upcoming acquisitions will be financed through debt financing, allowing the company to continue its expansion without dilution for existing shareholders.

The first LOI with a VPN and antivirus reseller, signed and announced on January 7, 2025, will not be executed at this time. However, EYE World continues to closely monitor developments and remains interested in completing the acquisition at a later stage once the company achieves its promised financial targets.

EYE World is currently in an ongoing acquisition process of a UK-based SaaS cybersecurity company, as communicated in the LOI dated August 27, 2025. The quarterly figures below present pro forma results including this acquisition.

- As of the end of September, EYE World's Annual Recurring Revenues (ARR) on a pro forma basis amounted to SEK 68.8 million, compared to SEK 23.8 million as of September 2024 – representing a **growth of approximately 189%**.
- As of October 1, the company's cash position amounted to approximately SEK 20 million, or **SEK 22.6 million pro forma including the acquisition**.
- At the end of September, EYE World had approximately 1,093,000 active subscriptions pro forma, compared to around 265,000 subscriptions as of September 2024.
- ARPU (Average Revenue Per User) based on pro forma ARR was SEK 62.95 per user at the end of September 2025. ARPU based on ARR as of September 2024 amounted to SEK 90 per user. The decline in ARPU in 2025 is due to EYE World's recent partner agreements, which have significantly expanded the number of end users, with clear plans in place to increase ARPU per end user in collaboration with current partners.
- The number of products per customer pro forma amounted to 1.9 products per customer as of September 2025, compared to an average of 1 product per user in September 2024.

EYE World – Q3 Highlights

Over 1 million active subscriptions

EYE World has reached a major milestone, surpassing one million active subscriptions globally. This confirms the company's strong growth momentum and the increasing demand for EYE World's digital security services.

New LOI for strategic acquisition in the UK

The company has signed a Letter of Intent to acquire a UK-based SaaS cybersecurity firm. This acquisition represents a strategic step in strengthening EYE World's international expansion and complementing its product portfolio with advanced technology and expertise.

Telecom agreement signed in August – launch planned for October/November 2025

In August, EYE World signed a new distribution agreement with a telecom reseller for three

cybersecurity services. Preparations are underway for launch, including technical integration, partner training, and joint marketing initiatives. The rollout is planned for October/November 2025, with a phased implementation and defined commercial objectives.

New LOI with Norwegian telecom partner

EYE World has also signed a new LOI with a telecom operator in Norway. The parties are in final negotiations regarding implementation through a white-label or API solution, with the aim of signing the final agreement in October.

Miss Group agreement – SEK 310 million over five years

The company has entered into a long-term partnership with Miss Group valued at SEK 310 million over five years. The agreement represents one of EYE World's most significant deals to date and strengthens both its revenue base and international distribution.

Renewed PCI certification

On August 19, EYE World renewed its unique PCI certification, ensuring continued authorization to handle and store sensitive financial information at the highest security level for another twelve months.

Houlihan Lokey appointed as new financial advisor

The company has engaged Houlihan Lokey as its new strategic advisor. The collaboration focuses on future capital raising and investor relations, supporting EYE World's continued expansion strategy.

For further information, contact

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This information is information that Eye World AB (publ) is obliged to disclose under the EU Market Abuse Regulation. The information was provided, through the contact of the above contact person, for publication on October 6, 2025, at 08.30 CEST.

About EYE World

Eyeon Group 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.