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Press release

EYEON GROUP AB (publ): Welcomes Daniel Fyhr, CEO of Safestate

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Eyeon Group AB (publ) has recently entered into a conditional agreement to acquire Safestate AB, a leading Swedish SaaS company specializing in IT security. In connection with this acquisition, we would like to introduce Daniel Fyhr, CEO and founder of Safestate, whose impressive background and expertise in the security sector will strengthen Eyeon Group's position in cybersecurity.



Daniel Fyhr has an extensive career within both the Swedish Armed Forces and the Police, where he spent ten years working in the National Operations Department, focusing on counterterrorism. This experience has provided him with a deep understanding of security issues at a societal level. As a leader, Daniel is known for his ability to balance grand visions with a close, caring, and highly personal leadership style. His strategy fosters concern for colleagues, innovation, and risk-taking to drive the company forward.

After his time in the public sector, Daniel transitioned into the private sector and co-founded two prominent cybersecurity companies. In 2017, he helped establish Secify Group, a company focused on

information security, and in 2021, he launched Safestate, a platform that provides small and medium-sized businesses with tools to identify and manage cybersecurity risks.

Under Daniel's leadership, Safestate has achieved significant success, including a 340% growth between 2022 and 2024. The company is expected to generate approximately SEK 22 million in revenue by 2025. Its largest customer group consists of insurance companies, including Länsförsäkringar, If Skadeförsäkring, and Dina Försäkringar. Recently, Safestate was named "Cyber Security Solution Provider of the Year" at the Cyber Insurance Awards Europe 2025, highlighting the company's innovative strength and Daniel's visionary leadership.

"I look forward to the next step in Safestate's development and am convinced that our employees, with their dedication, knowledge, and care, will truly contribute to our shared future. We have always had a clear vision, strategy, and values, and we see this collaboration as an opportunity to continue in the same direction with high ambitions. Together, we now become an even stronger team, leveraging shared resources for development and delivery. Safestate has always prioritized the end customer by offering cybersecurity in an understandable and accessible way through our partners. This is something we are truly excited to continue developing and strengthening together with Eyeon Group," says Daniel Fyhr, CEO of Safestate AB.

At EyeonGroup, we look forward to welcoming Daniel Fyhr and his team to our organization. His extensive experience and deep commitment to improving cybersecurity will be invaluable assets as we work together to offer even more secure and innovative solutions for our customers.

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.