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# Press release

EYE WORLD AB (publ): Signs Letter of Intent to acquire a UK-based SaaS cybersecurity company

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Eye World AB (“EYE” or the “Company”) has signed a Letter of Intent (“LOI”) with the shareholder of a UK company operating within the field of cybersecurity (the “Seller” and the “Target Company”) regarding the acquisition of all shares in the Target Company (the “Transaction”). The Target Company offers SaaS services in the same business area as EYE. The enterprise value has been agreed at SEK 230 million for 100 percent of the shares in Target Company. The purchase price for the acquisition is intended to be executed through a combination of newly issued shares in EYE (“Consideration Shares”) together with cash consideration.

The Target Company, launched in 2024, is fast-growing with strong profit margins, currently generating a turnover of approximately SEK 13 million with an expected EBITDA margin around 80 percent for the financial year 2025. Annual recurring revenue (ARR) in December 2025 is expected to approach SEK 20 million. The Target Company has market presence in more than three geographic markets and has over 40,000 B2B customers in several different industries. A single B2B customer can have multiple users or subscriptions, and in many cases, one user may use several security products, which helps increase the average revenue per user (ARPU).

The founder, who also serves as the CEO of the Target Company, is a serial entrepreneur with multiple successful exits in tech businesses and has an active investment portfolio. The founder is, in connection with closing of the Transaction, expected to assume a prominent strategic and operational leading role within the future group.

The subscription price for the Consideration Shares will be determined based on the volume-weighted average price (VWAP) for the Company’s shares on NGM Nordic SME during a period of ninety (90) trading days preceding the signing of the Share Purchase Agreement (“SPA”). It is the Seller’s intention to obtain an ownership stake of at least 10.1 percent in EYE through the Consideration Shares. The LOI includes a mechanism under which the parties shall enter discussions if the Seller’s shareholding in EYE through the Transaction is projected to fall below or materially exceed 10.1 percent. Furthermore, the parties have agreed on a 12-month lock-up period for the Seller’s shareholding in EYE from the closing of the Transaction.

## 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 August 27, 2025, at 08.41 CEST.

## About EYE World

Eye World 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.