



2025-09-19

Press Release

EYE World AB (publ): EYE World signs record agreement with Miss Group – estimated contract value of SEK 310 Million

EYE World AB (publ): EYE World signs record agreement with Miss Group – estimated contract value of SEK 310 Million

EYE World AB (publ) has today signed one of its largest agreements ever through a five-year collaboration with Miss Group. The estimated contract value for EYE World amounts to SEK 310 million. The agreement covers the launch of Miss Group SAFE via the company's White Label Portal and includes four of EYE World's most in-demand cybersecurity services: Dark Web Monitoring, VPN, Cyber Insurance, and Password Manager.

Miss Group has already successfully launched SAFE in Sweden, Norway, Finland, and Switzerland. Through the new agreement, they now also gain the opportunity to roll out the service across their other markets, where EYE World is already engaged in discussions about upcoming launches. The agreement also allows for additional products to be gradually added during the contract term, further strengthening the growth potential of the partnership.

The total contract value for EYE World is estimated at SEK 310 million over five years, making the deal a milestone in EYE World's expansion.

"This is one of the most comprehensive and strategically important agreements in our history. With Miss Group's global reach, we can together provide customers with access to market-leading cybersecurity services" said Fredrik Björklund, CEO of EYE World.

The agreement marks a clear step in EYE World's strategy to become the leading one-stop-shop for digital security solutions in the global market.

For further information, contact

Fredrik Björklund, VD, Eye World AB (publ.)

Telefon: 070-892 35 92

E-post: fredrik.bjorklund@eye.world

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 September 19, 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

