



2025-02-03

# Press release

EYEON GROUP AB (publ): Market update January

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## EyeonGroup presents a market update regarding its operations in January.

- During January, work continued on identifying potential acquisitions in line with the Company's M&A strategy. This effort resulted in two Letters of Intent (LOIs) (see below), announced on January 6 and January 25, with due diligence processes currently ongoing. As previously communicated, the ambition remains to complete 2-4 acquisitions in 2025.
- The first LOI, announced on January 6, concerns an online reseller specializing in VPN, antivirus, and ID protection. The target acquisition has developed its own VPN solution and also offers products from other providers. The reseller generates an annual cash flow and EBITDA of approximately SEK 20 million. The initial terms of the LOI stipulate that EyeonGroup will pay a purchase price equivalent to 6 times EBITDA, with the consideration being settled in shares of Eyeon Group AB at a share value of SEK 20 per share.
- The second LOI, announced on January 25, involves a Swedish SaaS company within cybersecurity that offers several services closely aligned with EyeonGroup's offerings. The company currently generates revenue of approximately SEK 22 million and has over 200,000 end customers. With this potential acquisition, EyeonGroup will expand its product portfolio with seven new products, bringing the total number of products in its App Store to ten. The initial terms of the LOI stipulate that EyeonGroup will pay a purchase price of SEK 100 million, with the consideration being settled in shares of Eyeon Group AB at a share value of SEK 15 per share, equivalent to the closing price on Friday, January 24, on NGM Nordic SME.
- EyeonGroup has launched its first White Label Enterprise portal in collaboration with Miss Group under the name "Miss Group Safe." The portal is fully branded with the Miss Group trademark and is targeted at B2B enterprise customers. This collaboration with Miss Group continues, and through this launch, Miss Group strengthens its offering by actively selling the product to its customers in the Nordic region. The launch is also a significant step for EyeonGroup in developing a highly demanded White Label B2B product, which is now also available to other White Label resellers of EyeonGroup. The new portal includes ID protection, VPN, and insurance services, designed to meet the growing demand for cybersecurity solutions. The portal will continue to be developed, with the roadmap for 2025 including the implementation of seven additional products. This reinforces EyeonGroup's strategic goal of becoming a "One-Stop-Shop" within Cyber Security.
- B2B sales reached approximately 600 closed deals in January. B2B sales are now conducted exclusively through resellers. In January, reseller Miss Group repackaged the B2B product and launched "Miss Group Safe," which accounted for 361 closed deals during the month. The total number of closed deals within the Company's B2B service, Enterprise, has now surpassed 7,000, including previous direct sales and sales through resellers.
- In January, the Company had approximately 296,300 active subscriptions through existing partners/resellers via white label (B2B2C & B2B2B), Protectia (B2C), VPN, and insurance subscriptions. This marks an increase of approximately 6,100 subscriptions compared to December. The number of active subscriptions through existing white label partners/resellers reached approximately 261,300. Other resellers such as A1, Silencio, and Yettel continue to perform well. Protectia B2C had approximately 2,000 active subscriptions, VPN subscriptions surpassed 30,000 in January, and insurance subscriptions reached 3,000.
- In January, the data breach affecting SportsAdmin was disclosed, and EyeonGroup has focused its developers on identifying the source of the breach. These types of breaches are often

published on the dark web when data is stolen, making it crucial to detect them quickly. EyeonGroup provides a comprehensive service to both individuals and businesses through resellers, placing high demands on EyeonGroup to swiftly identify and report breaches to its partners and their end customers. As a result, additional resources have now been allocated to real-time dark web monitoring to locate the breach and upload the relevant data to the portal.

**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.