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## Press release

EYE WORLD AB (publ): EYE World Proud Sponsor of  
MSP Global 2025

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EYE World is proud to announce its participation as a sponsor and exhibitor at MSP Global, the premier international conference for managed service providers, taking place October 22-23, 2025, in Barcelona, Spain.

As part of our mission to position EYE World at the forefront of the global cybersecurity market, CEO Fredrik Björklund will represent the company in a high-level panel discussion titled: "Beyond Protection: Cybersecurity as Your Competitive Edge." This session will gather industry leaders to explore how cybersecurity is evolving from a defensive necessity to a true business advantage.

At the event, EYE World will showcase its rapidly expanding multi-solution cybersecurity platform, which includes a unique App Store for MSPs and resellers. This growing ecosystem enables partners to offer tailored security solutions to their end customers—further solidifying EYE World's position as a leader in scalable, modular cybersecurity products.

*"The MSP channel is central to our global growth," says Fredrik Björklund. "MSP Global is not just a showcase for our technology, but a launchpad for new partnerships that will shape the future of cyber protection for SMEs worldwide."*

This marks the beginning of a focused expansion strategy to attract new resellers and demonstrate to the market—and our current and future shareholders—that EYE World is becoming a dominant force in modular cybersecurity distribution.

## For further information, contact

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## 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.