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Press release

EYEON GROUP AB (publ): EyeonGroup Launches B2B Sales in the Norwegian Market under its own brand Protectia

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EyeonGroup previously conducted sales in the Norwegian market under a reseller agreement with Miss Group. Now, EyeonGroup and Miss Group have mutually agreed to conclude that part of the reseller agreement pertaining to the Norwegian market. This change enables EyeonGroup to independently conduct sales in Norway under its own brand, Protectia. As a result, EyeonGroup no longer needs to share sales revenue, as was previously the case, and the conversion rate has already proven to remain unchanged.

This shift strengthens EyeonGroup's position in Norway and supports a more direct, long-term commitment to the Norwegian market. By operating under its own brand, Protectia, EyeonGroup can target the entire Norwegian market without being limited to brands associated with Miss Group, thereby opening up enhanced opportunities to invest in growth and customer relationships in Norway.

EyeonGroup sees significant potential in expanding its own brand and increasing its market presence through Protectia. This change aligns with the company's strategic goal to deepen its direct customer engagement and drive sales independently in international markets.

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.