



2025-06-30

Press release

EYE World AB (publ): EYE World launches in Finland with Miss Group – third new market in four months

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Eye World continues its rapid international expansion and is now launching its solution in Finland in collaboration with Miss Group and their local brand DomainKeskus, with sales starting on August 1st. This marks Eye World's fourth active market with Miss Group, following previous launches in Sweden, Norway, and Switzerland – and simultaneously the third new market in just four months.

The launch gives Finnish customers access to 13 products via the EYE AppStore, including our cybersecurity solution Safe. Miss Group has a strong market presence in Finland with over 50,000 hosted websites, providing Eye World with a solid foundation to build upon right from the start.

Miss Group Safe has already proven to be a sales success – the 12 salespeople within Miss Group are currently achieving a pace of 50 Safe products sold per day. In August, Miss Group will scale up further with more salespeople and additional active markets.

The venture in Switzerland has exceeded our expectations, confirming that our model works well in collaboration with strong local partners.

“It’s incredibly exciting to see how quickly and successfully we are growing together with Miss Group. The partnership has developed significantly in a short time, and we’re truly looking forward to the launch in Finland – and a very strong autumn for Eye World,” says Fredrik Björklund, CEO of Eye World.

Eye World is in an intense growth phase with a focus on scalable expansion in close collaboration with leading partners across Europe.

For further information, contact

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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.