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# Press release

EYEON GROUP AB (publ): Hoststar with 80,000 customers builds a White Label solution together with EYE – reaches 80,000 new business customers in Switzerland

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Eyeon Group announced today that Miss Group, through its Swiss brand Hoststar, is developing a White Label solution based on Eyeon's cybersecurity service. The launch will include Hoststar's entire business customer base of 80,000 clients in Switzerland and marks a significant step in Miss Group's continued investment in security services. In connection with the launch, Miss Group is also initiating a local sales effort in Switzerland by hiring four sales representatives in an initial phase – an approach that previously proved successful during the launch with DomeneShop. With these resources in place, the company expects an annual ARR increase of approximately SEK 6 million.



Following successful launches in Sweden and Norway, Miss Group is now expanding its partnership with Eyeon to the Swiss market. Hoststar is one of the country's leading providers of web hosting for businesses, and through this integration, their offering is now enhanced with a comprehensive cybersecurity solution.

*"It is encouraging to see how our partnership with Miss Group continues to grow internationally. The development in Switzerland demonstrates the scalability and business value our solution can offer larger hosting providers,"* says Fredrik Björklund, CEO of Eyeon Group AB.

Eyeon Group sees continued strong growth potential in this strategic partnership and is planning further international launches in the coming year.

### For further information, contact

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### About Eyeon 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.