



# safestate

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## Press release

EYEON GROUP AB (publ): Safestate and Leftfield announce partnership to strengthen cybersecurity for SME customers worldwide

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**Cyber threats are an increasing concern for businesses of all sizes. Studies show that small and medium-sized enterprises are among the most frequent targets of cyberattacks, yet many lack the necessary tools and knowledge to protect themselves. To address this growing challenge, Safestate and Leftfield are joining forces in a strategic partnership to provide businesses with cutting-edge cybersecurity solutions. Through this partnership, Leftfield will become an official reseller of Safestate's cybersecurity services, enabling their customers to access user-friendly, automated security solutions tailored for SMEs.**

## **Bringing cyber security solutions to SMEs**

For many organizations, cybersecurity can feel overwhelming, with complicated tools and technical jargon creating barriers to implementation. This partnership simplifies the process by offering practical, easy-to-use solutions that businesses can integrate into their existing operations.

*"Cybersecurity is no longer just a concern for large corporations. SMEs are just as exposed, but often lack the resources and expertise to defend themselves effectively. By partnering with Leftfield, we ensure that even more businesses get access to affordable and proactive security solutions that can make a real difference,"* says Daniel Fyhr, CEO of Safestate.

## **Empowering businesses globally to stay secure**

With Leftfield's global expertise in business technology, this partnership will expand Safestate's reach, making cyber resilience more accessible to businesses across industries worldwide. The first mutual client in this collaboration is Wallbid, which serves over 200,000 clients in the Travel Tech sector. Their clients are, among else, located in Spain, Italy, Austria, Germany, France.

*"We see an increasing demand from our banking clients to support their small business customers with cybersecurity solutions that are not only effective but also easy to implement. By partnering with Safestate, we can now offer exactly that - smart, preventive security measures that help businesses stay ahead of cyber threats,"* says Julian Colebrook, Founding Partner at Leftfield.

As cyber threats continue to evolve, businesses must take a proactive approach to security. The partnership aims to make cybersecurity an integral part of business operations, helping companies stay protected, compliant, and resilient.

With this collaboration, more businesses around the world will have access to professional-grade cybersecurity solutions, helping them minimize risk and focus on what they do best—running their business.

## **For further information, contact**

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### **About Safestate**

Safestate is the multitool that offers simple, automated cybersecurity solutions for small business owners, designed to act preventively, and reduce the risk of incidents. We are driven by making cybersecurity accessible, easy and understandable to the general public.

### **About Leftfield**

Leftfield excels in building specialty risk insurance backed products and security solutions, predominantly for the banking and telecom sectors, by bringing together world class service providers and reinsurance partners. With a strong focus on usability and efficiency, Leftfield ensures businesses have the appropriate tools and protections to operate securely and efficiently in a digital world.

### **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.