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Press release

EYEON GROUP AB (publ): Market Update

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Eyeon Group AB is an innovative growth company dedicated to preventing cybercrime and enhancing security for businesses across Europe. With our unique platform, developed over many years and achieving the highest security standards (including PCI certification), we provide solutions that protect our customers against digital threats.

The In recent days, EyeonGroup has received negative publicity that does not reflect the full picture as we know it. We would like to take this opportunity to highlight the work we have put into developing and delivering products and services that meet market demands and strengthen the company for the future:

- **Comprehensive product portfolio:** EyeonGroup has recently launched a packaged B2B product that includes ID protection, VPN, insurance, and advisory services – a solution now offered by our resellers to businesses across Europe. This package of value-added services complements the company's existing B2B product, *Enterprise*, further broadening our product portfolio. On the B2C side, we continue to offer our ID protection service, EyeonID, which proactively monitors personal information for customers. Additionally, we now provide a range of supplementary services for B2C customers, such as VPN and Password Manager.
- **Strong partnerships:** EyeonGroup collaborates with several well-known and established brands to deliver high-quality cyber security services to both private and business customers across Europe. These partnerships are a vital part of our strategy to reach more businesses and ensure our solutions meet market demands.
- **Experienced leadership:** With a board and ownership group consisting of seasoned entrepreneurs and prominent leaders from companies such as Miss Group, Eco Data Center, and Staylive, we have a solid foundation for continued growth and innovation.

EyeonGroup also takes customer and partner feedback very seriously. Our sales are conducted through a network of resellers, and we acknowledge that there have been some initial challenges in the B2B sales channel. To ensure our sales process meets the quality standards we strive for, we have implemented strict quality controls, regular reviews, and a policy for immediate action in case of any discrepancies. In instances where errors have occurred in our sales process, we have taken decisive steps to address them. We work closely with our resellers to ensure they adhere to our high standards and continuously improve our processes.

We are open and transparent in our communication with both customers and the media. Our goal is to provide services that are valued and renewed year after year by satisfied users. We also welcome opportunities to showcase our products and the technology that drives our success.

EyeonGroup remains committed to creating value for our customers and continuing to grow as a leading player in cybersecurity across Europe.

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.