

SafeState CEO increases his shareholding in Safestate Group AB

Stockholm, 30 September 2026. Daan Donders, CEO of SafeState Group AB (publ) (NGM: STATE), has acquired additional shares in the company, as a first step in gradually increasing his shareholding.

"We spent the past six months signing partners and integrating, and now those partners are rolling out at scale and their customers are converting," says Daan Donders, CEO. "I believe in where SafeState is heading, and in my view the current valuation does not yet fully reflect the progress we are making. I see this as a long-term investment, and I intend to continue building my position step by step, within the applicable trading windows."

As reported on 15 September, SafeState has onboarded 2.1 million customers across five new partners so far in the third quarter, of which 107,500 are paying customers. Conversion builds as customers use the product, see their own exposed data and upgrade. The onboarded base keeps growing as these partners continue their rollouts and further signed partners go live in the coming months, with the real ramp-up in the fourth quarter and beyond.

SafeState delivers identity protection to SMBs and consumers through channel partners in hosting, telecoms and insurance. Its offering includes Dark Web Monitoring, built on one of the world's largest breach databases, maintained by SafeState's own breach data sourcing team.

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About Safestate Group

Safestate Group AB (publ) is a European cybersecurity platform company focused on protecting small and mid-sized businesses and consumers at scale. Through a growing portfolio of cybersecurity solutions, insurance services and strategic partnerships, Safestate provides high-volume, low-touch cyber protection delivered via leading resellers, telecom and hosting partners across Europe. With an active M&A strategy and a rapidly expanding partner ecosystem, Safestate is building a highly scalable European cybersecurity platform designed to serve hundreds of thousands of businesses and millions of consumers.