



EYEFI PTY LTD NEWS RELEASE

EYEFI PRIVATISED TO ENABLE COMPANY FOCUS AND A COST-EFFECTIVE PATHWAY TO GROWTH

July 28, 2023 – Melbourne, Australia – EYEFI Pty Ltd (“EYEFI”) is pleased to provide the following update to our customers and partners in Australia.

- On 30 June 2023, EYEFI was fully divested from its former parent company, EYEFI GROUP TECHNOLOGIES INC. (EGTI) in Canada.
- EYEFI is now privately held by a small, committed group of investors in Australia.
- EYEFI is now 100% focused on our product partnership with Axis Communications and our distributors with the [EYEFI Cloud Connect](#) (ECC) product.
- Our website is now www.eyefi.com.au

The decision was made to separate EYEFI from EGTI so we could focus on our core products, our customers, and partners/distributors, and return our company to growth.

EYEFI was unable to get the committed financial or strategic support from EGTI and our corporate advisors, to meet the growth plan that we had laid out in Nov 2022; making it necessary to remove the business from EGTI and the public market along with the associated costs and distractions, to secure the growth of our business.

EYEFI has now reset, is wholly focused on our core product, **ECC**, and has turned the corner on the adoption of ECC this quarter – exactly as we had forecasted, and with many large resellers and customers connected to the platform. For more details on ECC, see <https://www.apac-comms.axis.com/axiseyefi>.

We will continue to support our bushfire monitoring solution and local customers. More information can be found at our new website www.eyefi.com.au

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About EYEFI in detail:

Keep an eye on your business – anytime, anywhere.

EYEFI is a software and electronics engineering company that has developed a unique Video Software as a Service (VSaaS) for the security industry, EYEFI Cloud Connect; a next generation cloud platform sold through our distributors and resellers, that provides a secure and centralised environment where customers can connect cameras and manage their security camera footage, events and notifications.

On behalf of our company
Simon Langdon, Managing Director
EYEFI PTY LTD