

# Precise launches rebranding initiative to unify and strengthen its offering

**Precise Biometrics, a global pioneer in cybersecurity and biometric technologies, announces a rebranding initiative to unify its product portfolio under the Precise brand. The goal is to simplify the brand structure, enhance brand recognition, and offer a more consistent experience to customers, partners, and investors.**

Until now, Precise has operated under three different brands: Precise Biometrics (Precise) as the corporate brand and home of its biometric platform suite for fingerprint, palm, and face recognition; YOUNiQ for biometric access solutions in commercial buildings; and EastCoast as the company's Visitor Management solution, following the acquisition of EastCoast Solutions in 2021. EastCoast has also been branded as YOUNiQ in selected international markets.

As part of the rebranding initiative, Precise will name all products under the unified Precise brand. The new structure includes:

- **Precise Access** – Replacing the YOUNiQ brand for biometric access solutions.
- **Precise Visit by EastCoast** – The rebranded Visitor Management solution, leveraging the strong market recognition of the EastCoast name in Sweden.

With more than 25 years of brand equity behind Precise, this strategic move will allow the company to better capitalize on its legacy while paving the way for future innovation and growth. The rebranding will be implemented as a cost-efficient soft launch throughout 2025. Legal company names, including Precise Biometrics AB and EastCoast Solutions AB, will remain unchanged.

**Joakim Nydemark, CEO at Precise Biometrics, commented:**

*"Precise is a well-known brand for our biometric solutions, and in Sweden also for our broader offering and position as a public company. The decision to streamline our brand architecture is rooted in simplicity and clarity. Operating under a single brand makes it easier to communicate a compelling and consistent offering to our customers, partners, and the investor community. It removes internal complexity and strengthens our identity in a competitive global market."*

## Contacts

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## About Us

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Precise Biometrics AB (publ) ("Precise"), is a global pioneer in biometrics and cybersecurity. The biometric recognition solution suite today includes fingerprint, face, and palm recognition algorithm products along with turnkey solutions for visitor management (YOUNiQ Visit by EastCoast) and biometric access management (YOUNiQ Access).

Precise's premium biometric recognition solutions is used in mobiles, laptops, security tokens and smart locks, as well as automotive applications for in-car payments, driver authentication, and personalized settings and access. Precise also offer visitor management and physical biometric access control solutions.

Precise operates through two business units, Digital Identity and Biometric Technologies, and the company has offices in Lund (HQ) and Stockholm, Sweden, Potsdam NY, USA, Seoul, South Korea, Taipei, Taiwan, and Shanghai, China. Precise is a public company with shares listed on Nasdaq Stockholm (PREC). Learn more at [www.precisebiometrics.com](http://www.precisebiometrics.com).

## Attachments

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