



## **Ayima August Sales Report – 11.1 MSEK**

August 2017 was a strong month for Ayima, despite the expected summer slowdown. Revenue increased to 11.1 MSEK from 9.9 MSEK in July, an increase of approximately 15%. Although the monthly result was lower than August in the previous year, which was an exceptionally strong month (13.2 MSEK).

During the past month, Ayima announced new business wins worth 27.4 MSEK annually and this additional revenue will start to be included from September 2017, which is expected to show further strong growth. With the new business and continued expansions from existing long-term client engagements, the outlook is extremely positive for the rest of the 2017 and into 2018.

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### **About Ayima**

*Originally founded in 2007, Ayima is a digital marketing agency with around 145 employees across its offices in London, Stockholm, New York, San Francisco and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including 'Updatable', 'Redirect Path', 'Page Insights', 'Pulse' and 'Appotate'.*

*This information is insider information that Ayima Group AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on September 26, 2017.*