



2017-11-20

Ayima London Office Expands Client Engagement

Ayima's London office today received confirmation of a significant expansion in an existing Client engagement to cover new brands and territories.

The client is a world leader in the Online Sports Betting and Casino sector and the services provided are for Search Engine Optimisation (SEO).

The new projects consist a long-term retainer agreement for a minimum of 12 months, renewing indefinitely, and includes scope to continue to expand even further to other companies within the group.

The value of the extension will be a minimum of GBP380,000 (4.25 MSEK) in the first year and will commence during December 2017. As such it will begin to be reflected in Q4/Q1 results

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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, 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 November 20, 2017.