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Ayima Announces Acquisition Strategy

The board of Ayima Group AB announces today that it has entered discussions with potential strategic acquisition targets. Any potential acquisitions will add complimentary services to Ayima's range of services as well as increasing profit margins and cashflows for the group.

The board has determined that an acquisition strategy, combined with the successful sales focus will accelerate growth and provide the best return for the company's investors.

The areas that the company will be looking at are for Ayima's current core services, including SEO, Programmatic Advertising, CRO and Web Design and Development.

Ayima Group AB will issue further information on this matter throughout the acquisition process in line with its obligations under MAR.

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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 January 15, 2018.