



**2018-02-05**

## **Ayima London Office Expands Client Engagement**

Ayima's London office today received confirmation of a significant expansion in an existing Client engagement to cover an entirely new business unit.

The client is a world-renowned retail clothing group and the services provided are for Search Engine Optimisation (SEO) consultancy.

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

The value of the expansion will be a minimum of GBP90,000 (1.0 MSEK) in the first year but is expected to grow as the new business launches and expands. and will commence during late February 2018. As such it will begin to be reflected in Q1/Q2 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 February 5, 2018.*