



Ayima UK Wins New Global Client

Ayima yesterday signed an initial short-term agreement with a global Payment Processing company, based in the UK and US and listed on the NYSE. The contract is for Search Engine Optimisation (SEO), Training, Paid Social Media, Design and Content Development services on the UK website.

The new engagement consists of an initial retainer agreement for a term of 12 months. The value of the contract will be a minimum of approximately 1.2 MSEK in the initial term (at current exchange rates) but is likely to be expanded in the new financial year to cover services for the US side of the business.

The engagement will commence during Sep/Oct 2018 and begin to be reflected in Q4, 2018 results.

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About Ayima

Originally founded in 2007, Ayima is a digital marketing agency with around 150 employees across its offices in London, New York, San Francisco, Stockholm 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'.

Ayima is listed at Nasdaq First North under the "Ayima B" ticker. Certified Adviser is Eminova Fondkommission AB (<http://www.eminova.se>).

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 20, 2018.