



Press Release

2017-10-05

Ayima September Sales Report – 17.2 MSEK

Following on from the positive sales figures for August, September's preliminary sales report shows a healthy increase in revenue, with (17.2 MSEK), up 52% from the previous month (11.1 MSEK) and up 10.7% from September the previous year (15.5 MSEK).

In GBP, which is Ayima's primary trading currency, the increase from the same period in 2016 was 16.9%, the difference being due to exchange rate fluctuations when converting to SEK for reporting in Sweden.

With a successful recent period of new client acquisition through investment in Business Development and Sales, combined with efficiency gains in operating overheads, the outlook for further growth in Q4 2017 and 2018 is positive.

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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 October 5, 2017.