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Ayima NYC Office Expands Client Engagement with New Services

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

The client is a services company within the sports and leisure sector across North America and the new services procured are for Paid Search (PPC) and Social Media.

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

The value of the new contract is based on a percentage of client ad-spend, but is estimated to be between 600,000SEK and 1MSEK in the first year and will commence during December 2017. As such it will begin to be fully reflected in Q1 results.

This new agreement is important because it demonstrates the cross-selling potential of complimentary services within Ayima's existing client base.

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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 December 14, 2017.