



**2018-05-09**

### **Ayima UK Signs Major New Client**

Ayima's UK Operation has today signed a new contract with a leading business analytics client for the provision of Paid Social and Display Advertising consulting services.

The new engagement consists of a long-term retainer agreement for a minimum of 12 months. The value of the contract will be a minimum of approximately 1-2 MSEK annually.

The latest contract win is the result of a successful cross-sell of Ayima's growing Paid Media services to a happy client and further highlights the continued success of Ayima's growth strategy.

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For further Information:  
CEO/VD Michael Jacobson  
+44-20 7148 5974  
press(at)ayima.com  
www.ayima.com

### **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 May 9th, 2018.*