



2018-07-04

Ayima UK Wins New Fashion Client

Ayima yesterday signed a long-term agreement with a leading UK Fashion brand, based in the UK. The contract is for Search Engine Optimisation, Paid Media and Analytics services.

The new engagement consists of an initial retainer agreement for a minimum of 6 months, renewing automatically for a further 12 months. The value of the contract will be a minimum of approximately 1.1 MSEK in the initial 6 months (at current exchange rates).

The new engagement will commence during July 2018 and begin to be reflected in Q3, 2018 results.

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About Ayima

Originally founded in 2007, Ayima is a digital marketing agency Specialising in SEO, PPC, Display and Social Media. With around 145 employees across its offices in London, Stockholm, New York, San Francisco, Raleigh and Vancouver, Ayima have created a number of market-leading software tools that are used 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 July 4, 2018.