



Ayima NY Wins Major New Client

Ayima's US East Coast operation received a boost today with the signing of a significant new Client. The Client is a Florida-based independent network of private medical facilities.

The new contract consists of long-term Master Services Agreement (MSA) for the provision of digital media buying, that encompasses many short term campaigns and projects. The initial project is a short-term campaign for Q4 2018 and is valued at approximately SEK 700k, however it is expected that the overall MSA will result in many similar projects and significantly higher revenues over the next 12 months.

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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 21, 2018.