



Ayima Canada Wins Major New Client

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Ayima's Canada operation today signed a significant new contract for the provision of SEO services. The client is Canada's leading Banking and Finance intuition, based in Vancouver.

Under Ayima's standard terms, the new engagement is for a minimum term of 12 months, extending indefinitely, and is worth at least 1.0MSEK in the first year. The new contract is an "umbrella" agreement covering many different business units and subsidiaries, and therefore it is expected to grow continuously throughout the year in both scope and value.

The new engagement will commence during December 2018 and begin to be reflected in Q4 results.

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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](http://www.ayima.com) 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 November, 30 2018.