



Ayima Completes Directed Issue of New Shares

Ayima has today completed a directed issue of new "B" shares. The issue is currently pending registration by Bolagsverket. The purpose of the new issue is to:

1. Repay a loan from the Ayima Benefit Trust in the amount of 2.5 MSEK. The loan is repaid with the issue of 178,571 new "B" shares at an agreed price of 14SEK, which is based on the average traded price in the preceding 14 trading days. The Ayima Benefit Trust administers the Employee Share Options Scheme and holds shares on behalf of Ayima's staff.
1. Issue shares to employees under the Ayima Employee Options Scheme. The shares are converted from warrants at a cost of 1Sek per share as per the rules of the Options scheme. 10,855 new "B" shares have been converted and will be issued to 7 staff members who have exercised their vested options.

The 824,451 new "B" shares issued as part of the Rights Issue completed in May 2019 are also pending registration at Bolagsverket. When both share issues are registered, the total number of "B" shares on issue will be 6,833,539.

For further information:
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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:

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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 June 26, 2019.