



# Ayima Group AB - Interim Report Q2 2019

## Q2: Apr - Jun 2019

- Total Revenue for the quarter amounted to 40.5 MSEK (42.7) a decrease of 5% from the same period in 2018
- Gross Profit amounted to 27.1 MSEK (21.7) **an increase of 25%** from the corresponding period in 2018
- US Operations growing strongly, increasing share of revenue to 35% (30.6%)
- Gross margin **increased to 66.9%** (50.8%), reflecting growth in higher margin services as a result of the restructure
- A positive **EBITDA of 4.0 MSEK** (-2.8) resulting from a 5,4 MSEK increase in Gross Profit combined with a 1.5 MSEK decrease in operating costs from the corresponding period in 2018.
- Operating Costs reduced by 10% (2.5 MSEK) from Q1 2019
- **Net Profit after Tax** for the quarter amounted to **1.2 MSEK** (-3.2) an increase of 4.4 MSEK from the corresponding period in 2018
- Net Profit after Tax **increased by 6.6 MSEK** from Q1 2019 (-5.4)

## YTD: Jan - Jun 2019

- Total Revenue amounted to 76.9 MSEK (83.7) a decrease of 8.1% from the corresponding period in 2018
- Gross Profit amounted to 53.2 MSEK (43.9) an increase of 21.2% from the corresponding period in 2018
- Gross Margin increased to 69.2% (52.4%), reflecting growth in higher margin services as a result of the restructure
- A positive EBITDA of 4.6 MSEK (-2.2), a vast improvement on 2018.
- Profit After Tax and exceptional items amounts to -4.2 MSEK (-3.0). Exceptional items relate to restructuring costs and other one-off adjustments required under IFRS
- Balance Sheet assets amounted to 132.1 MSEK (61.7) an increase of 114% from the corresponding period in 2018

For further Information:

CEO/VD Michael Jacobson

+44-20 7148 5974

press(at)ayima.com

[www.ayima.com/investors](http://www.ayima.com/investors)

## 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

+46 (0)8 – 684 211 00,

[info@eminova.se](mailto:info@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 August 8, 2019*